

# The European Union Joint Action on Dementia: Dementia Friendly Communities



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Imogen Blood &  
Associates



# The EU Joint Action on Dementia: Workpackage 7 - Dementia Friendly Communities

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# What do we mean by a 'Dementia Friendly Community'?

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In a 'Dementia Friendly Community', people with dementia are included and respected.

Citizens, organisations and businesses work together to remove the barriers which stop people with dementia and their supporters from participating in community life.

# Key priorities of people with dementia

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- Relationships and social interactions
- Stigma, discrimination and fear of social rejection are the main barriers



# Key priorities of people with dementia

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‘If people start talking at you fast, you can’t tell them, it just doesn’t go in, it goes over the top and if you can’t slow down to talk to them they get cross with you because you are delaying somebody else’

‘I often pull back from conversations with people because I’m worried about forgetting the words or it just being difficult’

# Key priorities of people with dementia

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- Accessibility of:
  - Physical places: signage, layout, flooring, mirrors, etc
  - Systems: automated and phone-based systems
  - Information: speed/amount, language, jargon



# Key priorities of people with dementia

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'Coming out of these toilets, I didn't know whether to turn right or left.  
There is no sign saying back to where you came from'

'I would like all shops to have carpets that are not black... I skirt  
around them'

# Key priorities of people with dementia

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- Maintaining normality – still ‘being me’
  - Being able to continue to make a contribution
- Nothing about us without us!!!



# Key priorities of people with dementia

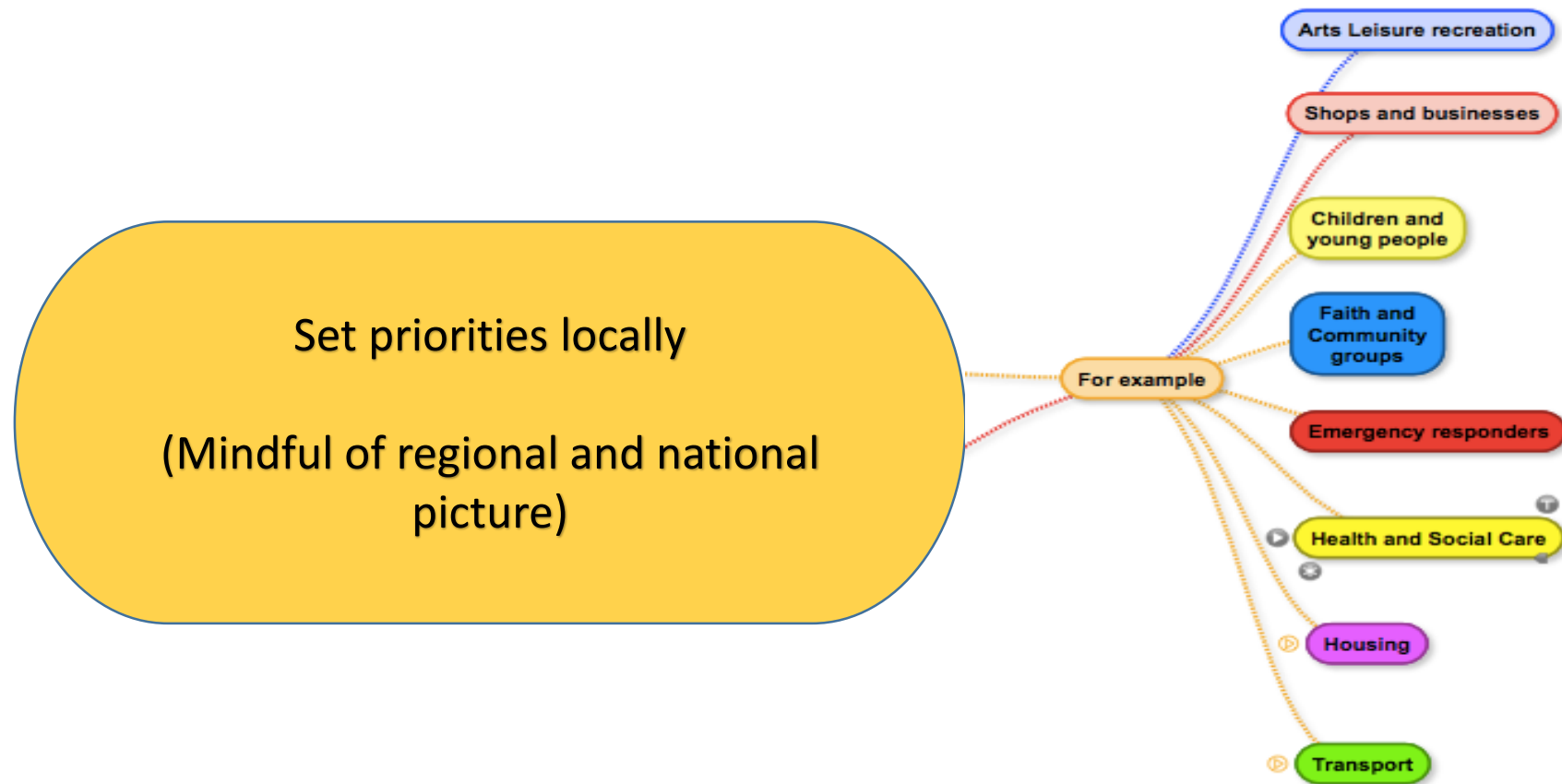
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'I can contribute in other ways to my community. My life is not just around dementia: stay involved with things you were involved with before dementia'

# Structures and Processes



# Areas of activity



Across each of these areas, consider:

