

## Actions your organisation could take to be more dementia-friendly

- Understand more about dementia by organising a free, one hour **Dementia Friends** Information Session for yourself and colleagues. For more information visit [www.dementiafriends.org.uk](http://www.dementiafriends.org.uk)
- Request a **guide** for customer-facing staff to assist them in serving people living with dementia
- Be **patient** and **understanding**
- Review your **environment** by looking at seating, signage and facilities using our checklist to ensure it is as accessible as possible
- Use **appropriate language** when talking about people living with dementia, making negative terms such as ‘sufferer’ a thing of the past
- Think about how you could **support staff** who have a diagnosis of dementia, or who may be **caring** for a relative living with dementia
- Be a part of the **Nuneaton & Bedworth Dementia Action Alliance** by attending meetings
- Spread the message through business **networks** and encourage others to become members of the N&BDAA
- Find out about local services so you can **signpost** anyone who may need information or support

To find out more about the Nuneaton and Bedworth DAA contact:

E: [northernareateam@warwickshire.gov.uk](mailto:northernareateam@warwickshire.gov.uk)

T: 01926 737 767

To find out about:

- local services and support
- Dementia
- Dementia Friendly Communities

Please go to Warwickshire’s Living Well with Dementia Website

[www.warwickshire.gov.uk/dementia](http://www.warwickshire.gov.uk/dementia)

Working in Partnership with:

Alzheimer’s Society  
West Midlands Office,  
8-9 Windsor Court, Lichfield,  
WS13 6EU

T: 01543 255955

**DAA** Dementia  
Action Alliance

**Nuneaton and Bedworth**

## Our Vision:

“to create a more dementia-friendly Borough for people living with dementia, their relatives and carers”

*“Your contribution will make a difference!”*

## Why should Nuneaton & Bedworth become dementia-friendly?

It is estimated that there are currently approximately **8,190** people in Warwickshire living with dementia. This number will increase by approximately 34% to just over **11,200** by 2025.

There are thought to be around **1,660** people living with dementia in Nuneaton & Bedworth, this is set to rise to approximately **2,200** by 2025.

Dementia can affect **anyone** irrespective of their gender, age and ethnicity. Two thirds of people with dementia live in the community in their own home.

As numbers of people living with dementia are predicted to rise it is important that we take action **now** to support anyone affected by dementia to live well in their community.

\*47% of people think that dementia-friendly areas would be nicer places for everyone to live.

\*33% of people think that shops and local businesses would benefit in areas where people living with dementia were supported to be more involved in their local community.

\*28% of people living with dementia said they weren't confident to continue doing activities such as shopping, exercise and using transport, which in turn may reduce independence and lead to isolation.

\*Source: Alzheimer's Society report 'Building dementia-friendly communities: A priority for everyone'

## What is the Nuneaton & Bedworth Dementia Action Alliance?

The Nuneaton & Bedworth Dementia Action Alliance (N&BDAA) was launched in October 2017 and aims to improve the lives of people living with dementia and their carers through a local coordinated approach.

The **Alliance** is the coming together of organisations in Nuneaton and Bedworth and will be seen as the vehicle to create a dementia-friendly Borough.

The Borough will be a place where people with dementia are understood, respected and supported, and confident they can contribute to community life. It will be surrounded by people who will be aware of and understand dementia, and people with dementia will feel included and involved, and have choice and control over their day-to-day lives.

The **Alliance** will consist of a Steering Group and Membership. It will meet 4 times a year and have an AGM.

Membership to the N&BDAA Steering Group is completely **free**. All we ask is that members take steps to better support anyone in the Borough living with dementia by:

1. Committing to the vision, mission and values of the N&BDAA
2. Attending meetings and contributing to the N&BDAA's programme of events
3. Proactively seeking out opportunities to collaborate with other members
4. Supporting calls to action and other joint working
5. Promoting the work of the N&BDAA and membership to others where appropriate

Members include local businesses, community groups, libraries, faith groups, schools and colleges, museums, shopping centres and charities as well as health and social care providers. **Anyone can help!**

N&BDAA Steering Group members:

- Lead on the development of the strategy and action plan
- Use expertise to inform, guide and shape the work of the N&BDAA
- Where appropriate, be willing to chair N&BDAA events
- Support membership development by introducing key individuals and organisations to the N&BDAA
- Recommend, approach and secure speakers for N&BDAA programme of events
- Attend N&BDAA Steering Group meetings in person
- Proactively engage with the wider membership to ensure they remain active
- Ensure good practice is being shared and report on progress

## What's in it for your organisation?

Once your organisation has signed up as a member you will:

- be able to use the Dementia Action Alliance and Dementia Friendly logos shown on the front of this leaflet
- be recognised as a dementia-friendly organisation
- be part of the wider Dementia Action Alliance community giving you access to networks, support and information.
- be part of a Social Movement to bring about change, working with other organisations in partnership and helping to raise community spirit
- be part of bringing about positive change to your local area in Nuneaton and Bedworth