

## Guidance for schools



*This guidance note is for schools looking to sign up to the Dementia Action Alliance to support their local projects, help them with local connections and build dementia friendly communities.*

### Why is dementia important to young people and schools?

Dementia is important to young people and schools because:

- **Young people want to know**  
62 % of young people would like to help someone with dementia but feel that a lack of understanding is holding them back.
- **Increased exposure of young people to dementia**  
Nearly a third of young people know someone with dementia (YouGov, 2014)
- **Wrong exposure gives the wrong message**  
As a result of learnt behaviour, young people develop a fear, avoidance or shame of the 'D' word just as cancer and AIDS have been unknown horrors of previous decades.
- **Optimum learning – relevant to wide parts of the national curriculum**  
The school curriculum already supports learning about relationships and loss, illness and wellbeing, caring and compassion. Dementia as a theme can reach into every aspect of the school curriculum, especially PHSE/PSHEEC.
- **The right disorder for connecting first and last generations**  
Dementia reaches across generations.
- **Public health and early opportunities for health education**  
A major challenge for society is understanding more about the causes and contributory factors leading to dementia. It provides an opportunity to explore the interaction between a young person's lifestyle – for example diet, exercise and alcohol – and the brain.

## Creating a dementia-friendly generation: resources for schools

Alzheimer's Society has developed Key Stage Two & Three resources to help schools tackle some of the common misconceptions that surround dementia and reduce stigma. The resources predominantly focus on PSHE, although they also link to other areas of the national curriculum including English, art & design, science and computing.

The resources offer flexibility to schools – varying from a one-off lesson or assembly, delivering a scheme of work, or supporting enrichment day activities – and encourage pupils to raise further awareness with their parents and carers.

'Creating a dementia-friendly generation' focus on four main topics:

- Understanding how dementia affects the brain
- Dementia in the family and the role of a carer
- Dementia in the community
- Supporting those affected by dementia

### Case study: Stoke Damerel Community College, Plymouth

Stoke Damerel Community College took a whole-school approach to learning about dementia and taking action in their local community. Activities included making dementia awareness campaign videos; exploring the impact of dementia on families and society; working with people in local care home to create 'Picture Memory Boards' and hosting intergenerational croquet events for local residents.

"One in three elderly people get a form of dementia. This means that if it doesn't touch our students' lives already – through relatives, neighbours or members of the wider community - it is likely to impact on them or someone close to them in the future. It is our duty to make young people aware, to combat stigmas around dementia and to break down stereotypes and barriers between generations" **Lana Helmore, Project Lead.**

Watch a video of the project: [youtu.be/ITLP3kL-juc](https://youtu.be/ITLP3kL-juc)

### Request 'Creating a dementia-friendly generation' resources for schools

If you would like to teach about dementia in your school or college, you can request the full Key Stage Two and Three resources in both Welsh & English for free at [www.alzheimers.org.uk/youngpeople](http://www.alzheimers.org.uk/youngpeople).

You will also be able to access the assembly presentation and information about Dementia Friends information sessions for young people.

## Joining the Dementia Action Alliance

While it isn't required, it is recommended that schools undertaking a dementia project also sign up to the Dementia Action Alliance.

Benefits of signing up to the Dementia Action Alliance:

- enables networking with a range of organisations in the community through Local Alliances
- provides opportunities for sustainability
- showcases the work you are doing on the national DAA website
- allows you to use the DAA logo in your promotions
- supports sharing of best practice

### Signing up

Organisations join the Dementia Action Alliance by completing a short Action Plan, showcasing their commitments. The Action Plan is uploaded to the national website for others to see, and organisations are able to update on their progress.

You can view similar plans at: [http://www.dementiaaction.org.uk/members\\_and\\_action\\_plans](http://www.dementiaaction.org.uk/members_and_action_plans)

You can see an example plan we have produced on the next page that you could use.

### Local Alliances

When your school has signed up to the Dementia Action Alliance, you can get in touch with your Local Dementia Action Alliance, which is a group of organisations in a local area working together to promote more dementia friendly communities.

Get in touch with the Regional Lead in your area or visit [http://dementiaaction.org.uk/local\\_alliances](http://dementiaaction.org.uk/local_alliances)

## Action Plan guidance

The following four questions make up your Action Plan.

You can request a form from your regional contact or download one from <http://dementiaaction.org.uk/join> - once completed please send to your regional contact or the national team.

### 1. How would you describe your school's role in delivering better outcomes for people with dementia and their carers?

*(School name) is a ... (description of school here)*

#### Example School Role

By providing young people with opportunities to learn about dementia and creating a dementia friendly generation we can support the wider aim to build more dementia friendly communities as outlined in the Prime Minister's Challenge on Dementia. This would improve the quality of life of people with dementia and their carers in the wider community and potentially within the families of pupils/ students themselves. In future a dementia friendly generation may be more aware of preventative measures to reduce the risk of developing dementia and might be more ready to seek early diagnosis and support services.

**2. What are the challenges to delivering these outcomes from the perspective of your school?**

**Example challenges**

- Identifying a Lead Teacher to lead the project
- An initial lack of understanding of dementia among staff and pupils
- It may be hard to include in a crowded curriculum
- It could be difficult to sustain beyond the first year
- It might prove challenging to arrange a visit to the school by people living with dementia
- Making connections with community organisations and professionals to enable good understanding and knowledge to be delivered to pupils
- To widen the impact of the lessons into the community so that our school becomes a central part of our dementia friendly community

**3. What are your plans as a school to respond to these challenges?**

*This is where your actions go here. You can submit updates against each point, normally after a year. Here are some example actions you could use, based on the Dementia Resource Suite for Schools.*

**Example actions**

- We have identified why dementia is important to our curriculum
- We have decided on our school focus and we will explore further options for learning about dementia
- We will use our local Dementia Action Alliance to link to local organisations
- Our project to include basic understanding about dementia
- We are building our project with support from the wider community to provide sustainability
- We are working with local experts and professionals to ensure that we support visitors with dementia in an appropriate way
- We have set pupils homework research on dementia
- We have planned and are holding special events and put up posters about dementia
- We are part of our local Dementia Action Alliance and attend meetings where possible
- We have publicised our project and advertised our commitments in our school newsletter and on our website
- We have evaluated our project and we are buildign on it for next year

**4. What networks or communication channels are available to your school that could help us to spread the word about the Declaration?**

*For example, press release, social media, website, newsletters.*

**Example Channels**

- We have a school web-site
- We have a schools newsletter
- We have a community newsletter
- Our local area has dementia strategy newsletter
- We have connections with local radio and print media

## Contact details

### National Team

[dementiaactionalliance@alzheimers.org.uk](mailto:dementiaactionalliance@alzheimers.org.uk)

*c/o* Alzheimer's Society, 43-33 Crutched Friars, London, EC3N 2AE.

### Regional Leads

These are the details of Dementia Action Alliance regional leads. Get in touch to find out more about what is happening in your local area.

#### East Midlands

Gill Collins

[gill.collins@alzheimers.org.uk](mailto:gill.collins@alzheimers.org.uk)

01522 692681

#### East of England

Geoff Moore

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#### London

Esther Watts

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#### North East

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#### North West

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#### South East and South West

Penny Ford

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#### West Midlands

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01543 255955

#### Yorkshire and Humber

Louise Swingler

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01904 633804

### Creating a dementia-friendly generation

For more information and resources, please visit [www.alzheimers.org.uk/youngpeople](http://www.alzheimers.org.uk/youngpeople)



[youngpeople@alzheimers.org.uk](mailto:youngpeople@alzheimers.org.uk)



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