

## Examples of Actions

Area	Action 1	Action 2	Action 3	General Actions
<b>Banks</b>	Use the Alzheimer's Society's Dementia Friendly <a href="#">Financial Services Charter</a> to improve customer experience	Raise awareness amongst staff and customers about the use of chip and signature cards	Have a member of staff to meet and greet customers as they come in to help direct and support them	<ul style="list-style-type: none"> <li>• Staff and volunteers to become <a href="#">Dementia Friends</a></li> <li>• Appoint an internal Dementia Friends <a href="#">Champion</a></li> <li>• Make <a href="#">environmental changes</a> where possible</li> <li>• Support staff with a <a href="#">diagnosis</a> of dementia</li> <li>• Support staff who are <a href="#">caring</a> for someone living with dementia</li> <li>• Hold an event during <a href="#">Dementia Awareness Week</a> (3<sup>rd</sup> week in May)</li> </ul>
<b>Faith Groups</b>	Run Dementia Friends sessions during religious services	Review orders of service or equivalent to include pictures as well as text	Offer a befriending service to support individuals living with dementia to continue to attend, and be with them throughout the service	
<b>Museums</b>	Reduce financial barriers by offering discounted rates to carers or discount schemes for residential homes	Develop intergenerational activities with families and schools that will help preserve and record memories	Hold regular groups for people living with dementia and their carers to take part in activities from reminiscence and handling objects to music and craft	
<b>Solicitors</b>	Promote the necessity and importance of planning for the future I.e. Lasting Power of Attorney	Ensure staff have a high level of awareness and opportunities to undertake training regarding capacity	Have an individual/team who can provide advice on taking steps to safeguard a loved one or make a claim following abuse in care	
<b>Supermarkets and Shops</b>	Display local groups/support information on community notice boards	Have a tannoy free evening to create a quiet environment for someone living with dementia	Take customers to a product/facility rather than offer directions that may be hard to follow	
<b>Schools</b>	Hold Dementia Friends sessions during assemblies	Develop intergenerational projects with local care homes	Use the Alzheimer's Society's <a href="#">Youth Engagement Resources</a>	
<b>Transport</b>	Produce free of charge 'assistance' cards which can be shown to drivers where passengers can list their regular destinations Etc.	Taxi firms opening accounts for people living with dementia which their carer can pay at the end of the month	Promote the availability of assisted travel for those living with dementia	

Health and Social Care Organisations			
<b>GP Practices</b>	Provision of up to date literature and information displayed in waiting rooms	Use website/tv screens to display information regarding dementia and what to do if you are worried about your memory	Put a flag on the system when a patient is known to have dementia so that front facing staff can alter their approach if necessary
<b>Emergency Services</b>	Police Service - Identify an appropriate person to represent issues of dementia on our Independent Advisory Group	Fire & Rescue - To focus on the most vulnerable members of our community, recognising that older people and those with mental ill health, particularly cognitive impairment, are amongst those facing the highest level of risk.	Ambulance Service - We will provide regular updates and awareness in relation to dementia in our staff bulletin, so that staff become dementia-aware and increase their knowledge of dementia.
<b>Hospices</b>	Identify high quality dementia training beyond awareness so that appropriate staff have the right skills e.g. 3 tiers of dementia training, skills for care competencies, Gold Standard, 6 Steps	Make links with other hospices to share practice - join forces and set up a peer networking group	Review your <b>environment</b> by checking signage, colours, contrasts, noise, etc. using our checklist. Are there visual cues to guide people with dementia around? Is the purpose of and contents of rooms clear and signed?
<b>Sheltered Housing</b>	Provide a venue for a range of activities and services for people living with dementia and ensure group activities on offer are suitable for all	Provide personalised support to people with dementia and their families, working with other professionals to enable them to live independently in their own homes for as long as they wish to, including end-of-life care	Implement the latest <b>design principles</b> and guidelines covering homes, care environments and the wider environment to ensure they are dementia-friendly
<b>CCGs</b>	Consider dementia in all elements of commissioning (not just dementia services)	Pre-diagnosis support from the point of GP referral to Memory Clinic	Reduce inappropriate use of anti-psychotic drugs

- Explore the possibility of becoming a **Safe Place**
- Encourage partner organisations to take action and become a **DAA member**
- Support and attend your **Local Dementia Action Alliance**
- Display coin recognition charts at tills
- Fundraise for dementia charities/research

**For further information contact your national or regional lead:**  
**National contact:** [dementiaactionalliance@alzheimers.org.uk](mailto:dementiaactionalliance@alzheimers.org.uk)  
**Regional contacts:** [http://www.dementiaaction.org.uk/contact/regional\\_leads](http://www.dementiaaction.org.uk/contact/regional_leads)