



Dementia Action Alliance Action Plan

Guidance note

This note states why and how community based organisations can improve the lives of people with dementia. It also provides guidance on how they can join the Dementia Action Alliance and publically state their commitment through developing an Action Plan.

Why is dementia important to you?

Dementia is a disease of the brain which can affect memory, everyday tasks, communication and perception. It is not a result of the normal ageing process.

There are over 850,000 people living with dementia in the UK and this figure is set to rise. 225,000 people develop dementia every year, that's roughly one person every three minutes. (Alzheimer's Society 2014)

82% of the public believe people with dementia and their carers need more help and support. (You Gov 2011)

People with dementia face many challenges going about their daily lives. These include going shopping, using public transport, socialising and getting involved with their community. When they face difficulties, it adds to their stress, and can lead to people reducing, or giving up, their community involvement and becoming isolated.

Unfortunately people's lack of understanding and impatience can make these problems worse. Community based organisations have an important role to play in ensuring people living with dementia can continue to live their lives and be an active part of their communities for as long as possible.

Undertaking actions to support people with dementia will also help to ensure that your organisation is compliant with the Equality Act 2010, which recognises dementia as a disability. This means that your organisation should make reasonable adjustments to avoid discrimination.

How can you help?

By joining the Dementia Action Alliance and developing a short Action Plan, you can become part of the national movement to improve the lives of people living with dementia.

Sign up to the National Dementia Declaration

The National Dementia Declaration lists seven outcomes that all businesses, charities and public bodies can collectively work towards to improve the lives people with dementia and their carers. These are:

1. I have personal choice and control or influence over decisions about me
2. I know that services are designed around me and my needs
3. I have support that helps me live my life
4. I have the knowledge and know-how to get what I need
5. I live in an enabling and supportive environment where I feel valued and understood
6. I have a sense of belonging and of being a valued part of family, community and civic life
7. I know there is research going on which delivers a better life for me now and hope for the future

By signing up to Declaration you are publically stating that people can live well with dementia and that all of the society has a responsibility for ensuring that it happens.

To read about the history of the [Declaration](http://www.dementiaaction.org.uk/nationaldementiadeclaration), and download a full copy, visit:
<http://www.dementiaaction.org.uk/nationaldementiadeclaration>

Join the Dementia Action Alliance

Dementia is everyone's responsibility. By joining your local Dementia Action Alliance you can have regular contact with likeminded organisations who are undertaking similar actions to improve the lives of people living with dementia. This could save you money by allowing you to bulk purchase training and work collectively to create dementia friendly communities.

To join a local Dementia Action Alliance you just need to draft a short Action Plan. The Action Plan is a public statement of how your organisation is working to improve the lives of people with dementia.

Draft an Action Plan

The section overleaf provides guidance on how to join, and suggested content for each question, with simple actions you may wish to commit to improve the lives of people living with dementia.

Question template

1) What could your organisation do to ensure people with dementia and/or their carers receive the best possible service? For example:

- *By supporting activities and facilities*
- *By having a good customer service ethos and training for our staff*
- *By enabling people living with dementia to be part of the community and continue to do activities with others that offer fulfilment*
- *With a willingness to respond to the individual's needs and accommodate them when we can, and it is reasonable for us to do so*
- *By expressing an expectation that our staff and members will treat people using our facilities and participating in our activities with respect and understanding*

2) What are the difficulties you foresee in getting your organisation to a point where you can meet the actions described in question 1? For example:

- *Lack of knowledge in our staff, management committee, members and volunteers*
- *An old building not purpose built*
- *A limited and stretched budget*
- *Concern about risks attached to this process if things go wrong – people's safety if they are involved with activities without one to one supervision*

3) Please give one or more actions you/your business will commit to take to overcome the difficulties described above? For example:

- *Looking at our facilities to see if we can make things easier – get help with this*
- *Staff and volunteer training and awareness raising*
- *Set up a group for people with dementia and/or for carers if demand is there*
- *Recruit a team of volunteers who could support people*

4) What networks or communication channels are available to your organisation that could help us to spread the word about the National Dementia Declaration?

For example:

- *Promote dementia friendly approaches in our newsletters, and talk about the Alliance*
- *Let other organisations know what we are doing so they can do it too*
- *Develop good practice with other community organisations locally*