



Dementia-friendly business guide

Toolkit on working
towards becoming
a dementia-friendly
organisation



Document purpose

To help businesses get started on becoming a dementia-friendly organisation, this guide contains information about how dementia affects people's experience of interacting with different organisations. It also provides tips, guidance and signposting to additional best practice resources and tools to help businesses become more dementia-friendly. This guide is intended as a guide and is by no means exhaustive or prescriptive, with little or no costs associated to the different suggestions. Small changes can go a long way in supporting both customers and staff alike.

Title

Dementia-friendly business guide:

Toolkit on working towards becoming a dementia-friendly organisation

Publication date

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Target audiences

This guide is designed for all businesses or organisations at any level. There are actions which are suitable for small and medium organisations locally or regionally, as well as actions suitable for large businesses and corporates at a national or international level. The level of commitment and ease of implementation will differ depending on the organisation, their sector and available resource to support. The aspirational, baseline and conditional actions are designed as an accumulative action list to give organisations a pathway if they wish to go further within a particular area.

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Foreword

Dementia is one of the greatest challenges we face in society today. All businesses can contribute to tackling the social and economic impact of dementia. From retail to housing, utilities to entertainment, finance to transport, all sectors have a part to play.

The Prime Minister's challenge on dementia states that by 2020 we want people living with dementia to live the life they want to lead in their communities. Dementia will affect everyone in every sector and every industry, from customers to staff. With the UK statutory retirement age rising, and the number of people with dementia expected to rise to 1 million by 2021, we will see many more people developing dementia whilst still in employment. Many others will seek to combine being a carer with working. Businesses need to future proof all aspects of their operations. Consumers want businesses and organisations which value their customers.

This will only be achieved with greater awareness, understanding and support for customers and staff impacted by dementia. This Guide highlights the many ways a business can transform itself to better support people affected by dementia so they can live and participate in their local community. Becoming a dementia-friendly organisation means: being able to help people to continue to do the things they want to do, whilst being supported to do so for as long as possible. We need to ensure that businesses train their staff to be aware of the impact of dementia, adapt their products and processes to tackle the challenges customers and staff face, and review public facing buildings to ensure accessible environments include dementia.

Businesses are now realising it makes good business sense to be dementia-friendly. Defeating dementia won't just happen in a lab or in a care setting, we need a whole societal response. By developing an understanding of the condition, businesses can make a huge difference to people living with dementia and their quality of life. We need a step change in the way people think, talk and act about the condition and all of society has a role to play.



Jeremy Hughes
Chief Executive
Alzheimer's Society



Introduction

In March 2012, the Prime Minister's Challenge on Dementia was launched to make the UK the first dementia-friendly nation.

The challenge set out three key commitments to deliver in the areas of: research, health and social care and the development of dementia-friendly communities. The aim is to support people with dementia to live well in their community and enable them to continue doing the everyday things that we all take for granted, such as going shopping or going to the bank. Carers also need understanding and support to be able to continue to do what they have always done while accompanying someone with more severe cognitive problems. Businesses and organisations play a critical role in helping to achieve this, supporting both staff and customers affected by dementia.

The scale of the challenge

The following statistics show the scale of the dementia challenge in the UK: (Alzheimer's Society, 2013)





Over

40,000

younger people (under the age of 65) live with dementia



Unpaid carers save the economy over

£11 billion

a year



Dementia

is the leading cause of death in England and Wales (ONS, 2016)



The cost of dementia is

£26 billion

a year (based on 2013 cost data)



The number of people aged 65+ is projected to rise by over 40 per cent in the next 17 years, to over

16 million

(ONS, 2015)



There are

670,000

carers of people with dementia



Two-third

of people with dementia live in the community; a third live in care homes



Who is the guide for?

This guide is designed for all businesses or organisations at any level. There are actions which are suitable for small and medium organisations locally or regionally, as well as actions suitable for large businesses and corporates at a national or international level. The level of commitment and ease of implementation will differ depending on the organisation, their sector and available resource to support. The aspirational, baseline and conditional actions are designed as an accumulative action list to give organisations a pathway if they wish to go further on a particular area.

Why do businesses and organisations matter?

Often people stop doing the things they enjoy in their local community as their dementia progresses because they are worried about getting the support they need (Alzheimer's Society, 2013). This is due to lack of understanding, stigma of the condition, confusing processes and inaccessible environments. The impact on people's quality of life and implications on their health is huge, not being able to access parts of community life such as shops or pharmacies; but also other aspects of everyday life such as financial services or leisure pursuits. With over 850,000 people living with dementia in the UK, set to rise to over 1 million by 2025 and 2 million by 2051, society must consider how dementia will impact both their staff and customers.

What people living with dementia have told us

- Statistics show that less than half (47%) of people living with dementia feel a part of their community (Alzheimer's Society, 2013).
- People with dementia said that they had to give up activities such as getting out of the house (28%), shopping (23%), exercise (22%) and using transport (16%) (Alzheimer's Society, 2013).
- This is mirrored as nearly three quarters (73%) of UK adults surveyed do not think that society, including businesses and organisations, are geared up to deal with dementia (Alzheimer's Society, 2013).
- Almost 80% of people with dementia listed shopping as their favourite activity. However, 63% of people surveyed didn't think that shops were doing enough to help people with dementia (Alzheimer's Society, 2013).
- 33% of people think that shops and local businesses would benefit if people with dementia had more support to be involved in their local community (Alzheimer's Society, 2013).

“I don't want to be treated differently from other people, I want people to act with understanding. But the understanding isn't there – unless people know someone, a relative, they aren't interested.”

“People disregard you more easily. Your opinions have less credibility.”

“Because I can walk about, people and shopkeepers think I'm alright.”

“It can be difficult knowing how to pay with your card sometimes. Is it a tap, a swipe or a pin?”

“I have difficulty recognising money and find it difficult using coins so only use £10 notes and trust people to give me the right change.”

What is dementia?

Dementia is caused when the brain is damaged by diseases, such as Alzheimer's disease or a series of strokes. It is not a natural part of the ageing process. There are different types of dementia – the most common form is Alzheimer's disease.

Dementia is progressive, which means it begins with mild symptoms that get worse over time. Different types of dementia tend to affect people in different ways, especially in the early stages.

A person with dementia might:

- have problems with day-to-day memory – for example forgetting their address, birthday or PIN
- have difficulties making decisions, solving problems or carrying out a sequence of tasks, for example conducting an online transaction
- have language problems, including difficulty following a conversation or finding the right word – for example, a person may know that they are looking for an object in a shop, but they are unable to remember the word
- have problems with perception of where objects are, for example judging distances and seeing objects in three dimensions
- lose track of the day or date, or become confused about where they are
- show changes in their mood, for example becoming frustrated or irritable, withdrawn, anxious, easily upset or unusually sad
- see things that are not really there (visual hallucinations) or believe things that are not true (delusions)
- show changes in behaviour such as repetitive questioning, pacing, restlessness or agitation.



Living well with dementia

A diagnosis of dementia does not mean it is not possible to live well. Many people with dementia continue to drive, socialise and hold down satisfying jobs. Even as dementia progresses, people can lead active, healthy lives, carry on with their hobbies and enjoy loving friendships and relationships. Someone with dementia may forget an appointment or tell you the same joke twice, but their condition does not stop them doing the things that matter the most.



What challenges do people with dementia face?

People with dementia face psychological and emotional barriers to being able to do more in their community, alongside physical issues.

The most common barriers are:

69%

a lack of confidence

59%

physical health issues

68%

being worried about becoming confused

44%

not wanting to be a burden to others

60%

being worried about getting lost

33%

lack of appropriate transport

59%

mobility issues

A YouGov poll found UK adults think the barriers that people with dementia face are due to issues such as stigma or lack of understanding about dementia from the general public (65%), a lack of formal and informal support from others to carry out the activities they want to do (57%) and a lack of appropriate activities for people with dementia to do (53%).

We asked people with dementia about the things that mattered most to them and what businesses could do to provide a more dementia-friendly experience. People with dementia and their carers told us about the everyday challenges that they face on a regular basis when interacting with businesses. These include:



Problems with mobility and navigating around the stores or premises

For example, difficulty recognising places; unclear signage; patterns or shiny surfaces being disorientating; overwhelming background noise; fear of getting lost inside a space; problems finding items; and not knowing where to go or who to go to for additional support.



Challenges caused by their memory problems

For example, forgetting their address, birthday or online passwords; remembering a different time or era; sequencing a task in the wrong order; confusing information or being unable to find the right words to describe the items they need.



Problems when paying

For example, having difficulty remembering chip and pin codes; trouble counting or recognising money; coping with new technology and payment methods; feeling rushed and worrying that they will forget to pay or actually forgetting to pay.



Worries about other people's reactions

For example, people not understanding their difficulties; not following social cues; staff not being confident to help or the reaction of security staff to unusual behaviour.



Challenges for carers

For carers, the most common issues related to looking after a person with dementia are:

- worrying that the person will walk away during an outing
- having enough space in changing rooms for the person and their carer to use together or even being allowed to use the changing room together
- being able to take the person with dementia to the toilet
- difficulties helping the person in and out of a car because of narrow parking spaces
- anxiety about what other people will think and potential embarrassment from how people will respond to unusual behaviours.



The benefits of becoming dementia-friendly

Becoming a dementia-friendly organisation is not just a socially responsible step – it can also benefit businesses. Whether you are a large retail park, leisure centre or a solicitor, there is a clear economic case for supporting people with dementia to use your services and facilities.

This does not mean having to prioritise dementia over other conditions or disabilities. When a business gets it right for people with dementia, it gets it right for everyone. There are significant risks to not taking action, particularly around staff retention and neglecting the needs of clients or customers, which can result in lost revenue.

Business benefits of becoming a dementia-friendly business

Competitive advantage – research shows that 83% of people with memory problems have switched their shopping habits to places that are more accessible (Alzheimer’s Society, 2013). Becoming dementia-friendly will enable businesses to retain existing customers and attract new ones.

Increased revenue – there are 850,000 people with dementia in the UK. As a leader in dementia-friendly practices, businesses will retain and build on existing custom, both from people living with the condition and from their carers, family and friends.

Improved customer service – increased knowledge and awareness of dementia will make staff more confident when dealing with all customers. They will have a greater understanding of potential scenarios, and as a result will be able to provide better customer service and reduce the number of complaints on similar issues.



The Dementia Pound

People with dementia and their families often have considerable disposable income and spending power, with the average household affected by dementia spending £16,800 per year. The “dementia pound” in England was worth £1.1bn in 2014, equating to 1.8% of household spending in England with the figure expected to double to £2.3bn by 2020 (CEBR). As people develop dementia they will do and spend less, unless businesses adapt to their needs.

Enhanced brand reputation – becoming dementia-friendly will help businesses demonstrate that they are socially responsible and that they value their customers. It will show that are aligned to a cause that can be actively promoted to reach out to target audiences.

Future-proofing – it is estimated that by 2021 there will be over 1 million people with dementia in the UK, with working carers increasing to support this. By making changes now, businesses will be anticipating a growing need from customers and staff.

Complying with the law – under the Equality Act (2010), organisations have a legal obligation to ensure consumers are adequately protected and that access to services is as inclusive as possible. This includes making ‘reasonable adjustments’ for customers and employees with disabilities, including people living with dementia. This guide provides information to support businesses and help them comply with this legislation.



The Grey Pound

With over 50s accounting for 76% of the nation's financial wealth, an ageing population and uncertainty with the economic impact of Brexit, tailoring to the older market makes business sense. As 1 in 3 people over the age of 80 live with dementia and 225,000 people are diagnosed each year, becoming age and dementia-friendly goes hand in hand. By 2030 27% of the total adult population will be over 65, with households including someone aged 65+ spending £145bn annually (Family Spending 2011–2014, ONS, 2014). KPMG has advised businesses to focus on the grey pound rather than the millennials to stay relevant. Older customers are “living younger longer, are working harder, have the pensions to spend and are adapting to technology”. Despite this, many older customers feel that businesses do not seek out older customers. An Age UK report found that older customers felt “invisible”, unwanted, and “not the kind of customer” shops want (Age UK, 2017).

Social benefits of becoming dementia-friendly

Helping people to live well with dementia – being part of the community and being able to continue with everyday tasks are important factors that help people to live well with dementia. Becoming a dementia-friendly business means enabling people to carry on doing the things they want to do.

Helping people stay independent – people with dementia want to remain independent and live at home for as long as possible. Being supported by the organisations they use plays a big part in this.

Improving accessibility for the whole community

– getting it right for customers with dementia means that others will benefit too, including older customers. Changes such as having clear signage, or providing a quiet space, will be appreciated by everyone.

Reducing social isolation – people living with and affected by dementia are often isolated from the wider community due to lack of understanding and stigma. With loneliness and social isolation as harmful to our health as smoking 15 cigarettes a day (Holt-Lunstad, 2015), organisations and businesses have an important role to help raise awareness and increase understanding. For some customers shopping or visiting businesses is a vital way of alleviating loneliness.

Dementia Friendly is good for everyone

Dementia friendly is being proven to be good for all. Dementia-friendly schemes encompass so many different aspects such as accessible environments, supportive customer service, and awareness which will benefit other customers. Places where staff are aware of people's different needs and trained in patience, respect and understanding, will be equipped to support all types of customers with differing vulnerabilities, learning disabilities, hidden disabilities and other needs. Accessible toilet facilities and changing facilities are good for anyone who has a physical disability, as well as for carers or family members who support them.

Tourism and dementia

Bournemouth University are studying the challenges and implications of tourism areas and businesses becoming dementia-friendly. The study identified that integrating dementia into a destination development strategy will be challenging, but organisations that do will have a competitive edge. The study shows how tourism destinations are already working in key areas that are supportive for people with dementia and other differences. Often places which are dementia-friendly are the spaces which are intuitive to use, utilise clear consistent signage, and display classic design features. In tourist destinations staff are used to altering their communication style to aid individual customer needs and supporting customers to use their facilities.



Age and dementia-friendly

Places which are dementia-friendly consider key aspects of their service and physical environment which support all older customers. There are some elements which are specific to dementia which are needed in addition to these, but age friendly and dementia friendly design share fundamental objectives that complement rather than compete (AARP, 2016). Both enable older adults to remain independent in the community for as long as possible by creating supportive environments.

What does becoming a dementia-friendly business involve?

Businesses and organisations can make a big difference for people with dementia and their carers by making a commitment to become more dementia-friendly in three key areas: People, Processes and Place. The following guidance has been split into these areas to support existing guidance through the British Standards Institute Code of Practice for Dementia Friendly Communities.

People



Training and awareness

Supporting staff affected by dementia

Processes



Customer and client support

Information provision and signposting

Places



Physical environment

Community engagement

Becoming more dementia-friendly means:

- Having a senior responsible owner and a working group to support this work, ensuring it is embedded at all levels
- Understanding the impact of dementia and how it changes customer needs
- Considering how a businesses products, processes and services can help customers affected by dementia
- Using this guidance to make changes within the store, premises or offices at all levels of the organisation
- Supporting employees with caring responsibilities who might be affected by dementia
- Supporting people who may be showing signs of dementia, whether they are customers or employees.

It doesn't mean that businesses are expected to:

- Become dementia-friendly from day one
- Identify customers who have dementia
- Ask customers difficult or intrusive questions
- Breach existing legislation such as the Data Protection Act 1998 and the Mental Capacity Act 2005
- Ignore normal security processes and procedures.



People: Training and awareness

Raising awareness of dementia, how it might impact someone and how employees can support both customers and their colleagues will enable a more customer focused environment. Employees with further understanding of dementia will act in a more considerate way to support all clients and customers in a patient, kind, and respectful manner, leading to enhanced reputation, a more satisfied customer base and increased revenue.



Bad experiences from people with dementia

“I went to the local pub, a member of staff asked ‘What’s wrong with you?’, and I replied that I had dementia. The staff member then said ‘how come you’re talking then, you’re just like me’. He wouldn’t believe that I had dementia.”

“I was in a charity shop with my new puppy and a shop assistant asked it’s name. My mind went blank and I couldn’t remember the puppy’s name. The lady then asked my wife, in front of me if I had dementia. I thought it was funny that she didn’t just ask me. Often people react badly when you say you have dementia, they physically step back, and then treat you differently. They speak to the person you are with instead of you.”

“When trying to pay at the checkout I got confused with my money. The young assistant at the till asked ‘do you have someone with you?’ followed by ‘don’t you think you should be at home?’ I complained to the store and received a much better service on my next visit.”



Good experiences from people with dementia

“I couldn’t find what I wanted in a corner shop and told people that I had dementia. They were so kind, which is nice because you do hold back from telling people you have dementia. I was surprised they were so helpful and had time. I’d go more often because they gave me time.”

“Kind words, time and attention go a long way! If people treat people well it’s about consideration, but I don’t want pity – it’s a fine line.”

“If someone is wearing a badge or clear uniform, I know I can approach them without a negative reaction. Sometimes it is difficult to tell people as you’re worried how they will react. Some people ‘physically back off’. Dementia has the stigma cancer used to have.”

Raising awareness and understanding

Dementia Friends for organisations

Dementia Friends is about learning more about dementia and the small ways you can help. A Dementia Friend learns a little bit more about what it's like to live with dementia and then turns their new understanding into action. By becoming a Dementia Friend within your workplace, you'll be supporting your customers and colleagues affected by dementia; helping people to feel understood and supported and improving the customer experience. As more and more of us do this, we'll help people with dementia feel understood and supported in their communities.

The routes to rolling out Dementia Friends include videos, e-learning and a presentation. These need to be embedded within organisational procedures such as employee inductions, refresher training and signposted on online course bookings to ensure sustainability.

Dementia Friends Presentation Route

The presentation route is an interactive route including videos, a quiz and an activity. This builds on the online videos to think about the challenges someone living with dementia might face when undertaking a task interacting with that sector. It also touches upon the challenges that people living with dementia have told us they face when interacting with this industry or sector to increase employee understanding. This is an easy way to internally roll out Dementia Friends to large numbers of employees as the presentation has instructions so can be delivered easily with some practise.

Dementia Friends Video Route

To become a Dementia Friend via the video route employees have to firstly watch 'Understanding Dementia' which is a 4 minute video on what dementia is and how it might affect someone. Then employees have to watch a minimum of one of the sector specific videos. These include:

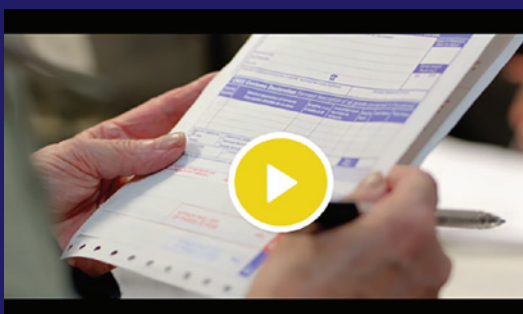
Public transport



Paying for things



Filling out forms



On the phone





HSBC Dementia Friends

HSBC are working to create a better bank for people affected by dementia. Not only are staff more aware of how to support customers, but they now have access to improved resources and products

To increase staff awareness and understanding of dementia HSBC rolled out Dementia Friends via the presentation route to create over 12,000 Dementia Friends in one month. The Area Directors and team leaders had a walkthrough of the presentation. The Area Directors passed this presentation on to their Branch Managers who gave the presentation during their team meeting. This approach ensured consistency and key messages were cascaded throughout the organisation.

The presentation route is an easy 45 minute to 1 hour Information Session which anyone can deliver. It goes through the five key messages of Dementia Friends in an interactive quiz format, playing the Bookcase analogy video and a sector specific video, then undergoing a activity to understand the difficulties people with dementia face in sequencing activities during a task. Our “making a cup of tea activity” activity gets individuals to think about all the different steps involved in a simple activity like making a cup of tea, and then to consider how difficult this might be for someone living with dementia. This activity was tailored towards the banking sector for employees to think about how many steps there is for typical transactions and queries a customer might go through.

At the end there is specific information for the banking sector on the challenges people might face and how to support them. The presentation has instructions throughout and can be picked up and delivered in team meetings or lunch and learns to fit with an organisations needs. It is suitable for large roll outs of Dementia Friends for national organisations.



HSBC Employee Dundee

“I have just had a lovely chat with one of our customers. He is living with dementia and I met him a couple of months ago whilst helping him in branch. Once I realised he had dementia I told him about our partnership with Dementia Friends and said if he ever wanted to come in for a chat that he was more than welcome to. He has been in a few times now just to ask for me and have a chat about his progress. Today we sat down and I gave him a cup of tea while he told me all about Christmas and his family. He is doing so well. I love being a Dementia Friend and hearing all his stories. He said he is so impressed that HSBC allows us time to chat to our customers, especially being supportive towards customers living with dementia who require a little bit more time and patience than others.”

Training

e-Learning

There are various e-Learning courses available online which can support organisations and businesses to embed dementia awareness within their training packages and intranets. These can allow employees working remotely and nationally to access information and training. Organisations could consider how to embed dementia awareness within existing

e-Learning packages for customer service, supporting vulnerable customers, accessibility and inclusion, or disability awareness. Free massive open online courses (MOOCs) offered by leading universities are distance based learning for further understanding about dementia. Organisations and modules are available below in the information and support section.

Learning need	Resources
Understanding dementia MOOCs	<ul style="list-style-type: none"> ■ University of Tasmania ■ University of Derby ■ University of Birmingham
Increasing awareness and signposting	<ul style="list-style-type: none"> ■ BMJ e-Learning modules ■ E-learning for Healthcare
Behavioural management	<ul style="list-style-type: none"> ■ BMJ e-Learning modules ■ Kwango ■ National Prescribing Centre UK
Carers needs and quality markers	<ul style="list-style-type: none"> ■ e-Learning for Healthcare ■ Social Care Institute for Excellence (SCIE) ■ Dementia Gateway
Mental Capacity Act 2015 and legal issues	<ul style="list-style-type: none"> ■ e-Learning for Healthcare ■ Kwango
Complex case discussions	<ul style="list-style-type: none"> ■ National Prescribing Centre UK
Care planning	<ul style="list-style-type: none"> ■ Social Care Institute for Excellence (SCIE) ■ Dementia Gateway

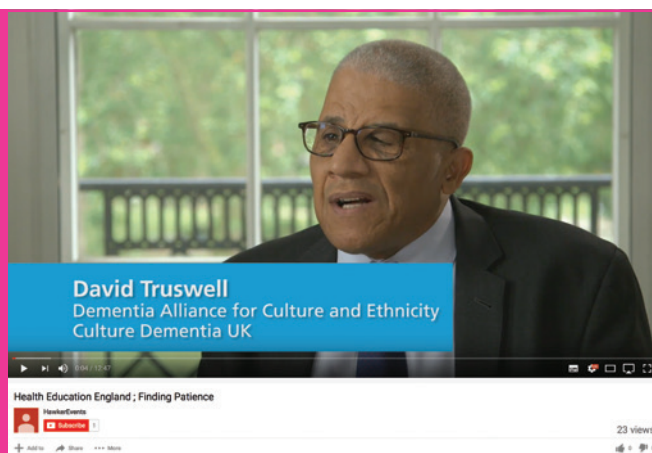
Videos

Apart from Dementia Friends videos there are a host of other videos available online which show how different sectors can support their customers and employees affected by dementia. These range from people living with dementia talking or showing the challenges they face, to industry experts talking about what they have done in sectors ranging from pharmacies

to retail, from banking to travel. These can be found on the sector pages on the Alzheimer's Society website and could be used to refresh understanding during team meetings or employee training. Organisations could look to make their own videos with local Alzheimer's Society or Age UK branches to raise awareness of what challenges people face in their local area.

Health Education England – Finding Patience

This video shows the challenges Patience and her family face with her dementia at home and out in the community.



Scottish Dementia Working Group – Travelling with Dementia

This video looks at the challenges people with dementia face when travelling by taxi, bus, train and by airplane.



Slough Borough Council – Dementia awareness providing excellent service

This video overviews what dementia is, how it might affect someone and how to support a customer living with dementia.



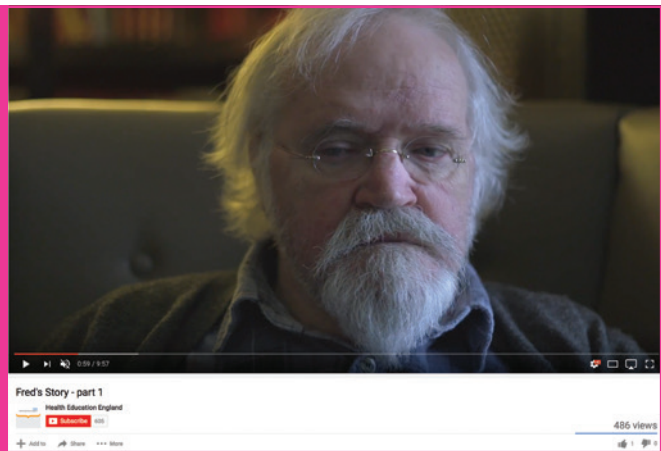
Sainsbury's – Supporting the Alzheimer's Society campaign for retailers to be "dementia-friendly"

This video follows Ann on a shopping trip, hearing about her experiences and the difficulties people with dementia face when shopping.



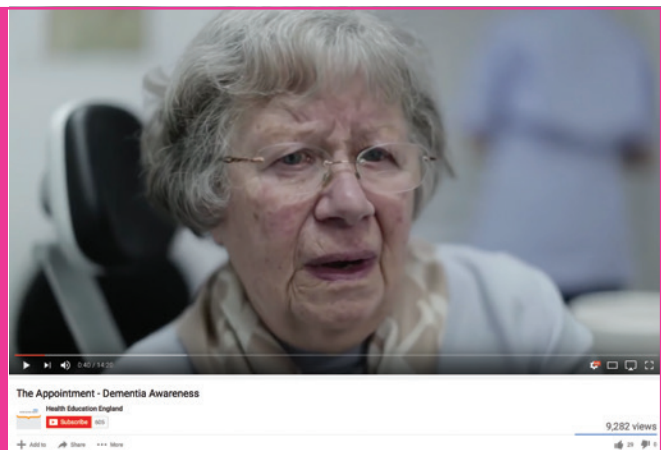
Health Education England – Fred's Story Part 1 and 2

This video is aimed at healthcare professionals, emergency services, carers, and health and social care staff to raise awareness of the issues faced by a person with dementia and for their family.



Health Education England – The appointment – Dementia awareness

This video for dental professionals is also suitable for health and social care staff and carers to raise awareness of the issues faced by a person with dementia when attending a dental appointment.



Essex County Council – Essex Dementia Day – Georgina's story

This video follows Georgina with the challenges she faced as a carer for her husband. It explains how staff at her local Starbucks helped her and her husband could continue to do normal activities.



Further training

Further dementia awareness training is available through Alzheimer's Society and other organisations for Continued Professional Development (CPD) accredited courses and qualifications. These can be tailored towards your industry, sector or employee groups. We would recommend that any customer facing staff undergo Dementia Friends and further training, but would especially recommend for the following types of employees to understand how to help support customers with dementia in their role or sector:

- Bank clerks or cashiers
- Call or contact centre staff
- Customer service, shop front staff or supermarket cashiers
- Delivery staff, milkmen, drivers or postal workers
- Emergency services
- Engineers, designers, architects, planners, builders
- Health and social care, GPs, hospitals and care homes
- High street services, pharmacists, hairdressers, beauticians, chiropodists, auditory, occupational therapists, dentists, opticians
- Home maintenance, tradesmen, plumbers, electricians, meter readers, engineers, mechanics
- Hospitality staff, event stewards, ushers, restaurant staff, baristas, waitresses, bartenders
- HR, consumer affairs, vulnerable customer teams, Corporate Social Responsibility
- Landlords, housing associations
- Leisure centre and gym staff, librarians, park wardens,
- Media, press, journalists
- Policy makers, decision makers
- Reception, concierge, support staff, cleaners
- Rubbish, refuge or recycling staff
- Security, enforcement officers, revenue protection, debt collectors, credit control
- Sales, door to door salesmen
- Solicitors, lawyers, funeral homes
- Travel assistants, taxi drivers, bus drivers, traffic wardens, flight attendants.



Alzheimer's Society Training and Consultancy

Contact

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Web

[alzheimers.org.uk/training](https://www.alzheimers.org.uk/training)

Types of courses	Description
Step inside dementia	Understand the unique way that dementia affects people, learning how to apply evidence based practical tools to support people with dementia to live well. Develop a deeper empathy and understanding, and gain the tools they need to be able to build positive relationships with people with dementia.
Understanding your customers with dementia	An insight into how dementia is experienced and the impact it has on everyday life, to ensure your products and services meet the needs of customers with dementia. Develop the skills and confidence of staff to identify consumer vulnerabilities, understand their customers' circumstances and improves their confidence in managing customer contact.
Supporting people with dementia on the phone	The tools to enable staff to communicate effectively over the phone with people living with dementia. Recognise situations where the recipient might not interpret our message in the way it was intended, the emotions that communication difficulties can cause and how and when to use empathetic communication techniques.
Engaging people with dementia	Exploring techniques to help them to connect with people with dementia; including how to use person centred planning and risk management tools to support people with dementia to retain their independence through meaningful occupation.
Retaining staff caring for a person with dementia	Providing managers and human resources teams with the knowledge and skills to support the increasing number of carers of people with dementia in the workforce and make a real difference to employee contribution, satisfaction and retention.
Helping protect against developing dementia	Dementia is a life limiting illness, and is the most feared diagnosis among people over the age of 55 years, but managing known risk factors could reduce numbers in the future. This course provides employees with knowledge and information needed to make lifestyle choices that could reduce their risk of getting dementia.
Challenging behaviours	Embrace new approaches to support people who have dementia with complex needs, by focusing on behaviour as a form of communication. Looking at how to deliver respect, compassion and empathy.

Types of courses	Description
Running activities for people with dementia	Understanding how dementia can impact on the way a person interacts with different activities and passions. This course can share well chosen, frequent activities for people living with dementia which are proven to create a sense of wellbeing, increase enjoyment and reduce or eliminate behaviours which may challenge others around them.
End of life training	Supporting someone approaching the end of their life can be the most challenging work any health and social care worker faces, but it can also be the most rewarding. Courses identify the additional knowledge, competences and values needed when supporting someone who is dying.
Line managers training for reasonable adjustments or non-visible disabilities	Guiding managers to use reasonable adjustments to support employees, identifying when an employee could benefit. Highlighting the range of non-visible or hidden disabilities, focused on the practical effects within the workplace and particular challenges associated. Having sensitive conversations about their health and disability, in order to identify and remove any barriers they are facing.
Difficult conversations	Gaining the skills needed to manage difficult conversations and behaviour. This could be dealing with an emotional or confrontational employee, or an employee in a difficult situation.
Customer journey mapping	Customer journey mapping training is an important tool to help any organisation understand the customers' experience and how this should be translated into great customer service for all customers, including those living with dementia and other disabilities. Looking at key touch points from before the customer engages, during their engagement and then after.
Supporting people with cognitive disabilities and mental health problems	This will improve your awareness and understanding of a range of cognitive difficulties, such as autism, mental health conditions and dementia. Providing the confidence to recognise vulnerabilities, communicate appropriately and provide support. It'll also look at the Mental Capacity Act 2005 and Equality Act 2010.

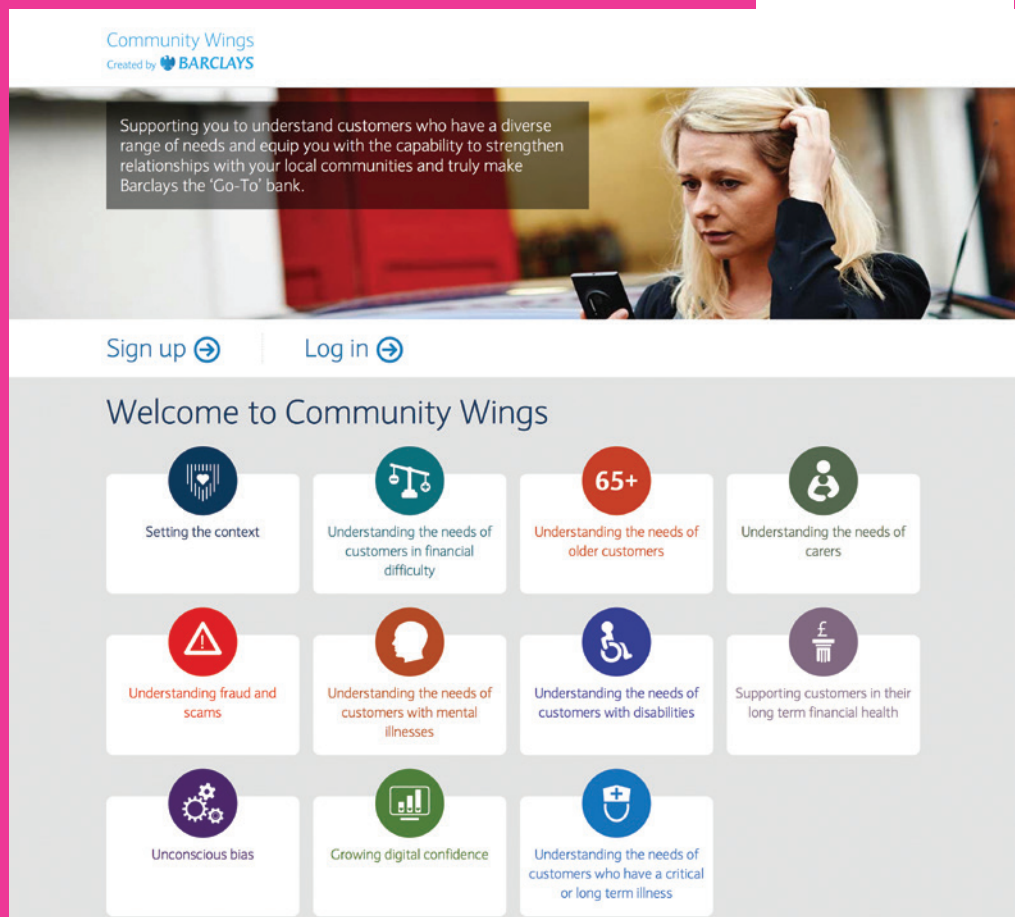


Barclays UK Community Wings

This is a simple interactive learning tool, accessible via mobile and tablets, accredited by the Institute of Customer Service. It is providing over 21,000 Barclays colleagues with insights into our customers and their diverse needs demonstrating that training can encompass awareness on multiple different vulnerabilities.

It focuses on a number of key customer groups including older customers, customers living with dementia or those who might be in financial difficulty, have a mental or physical disability, or may be going through a traumatic life event.

Community Wings enables colleagues to better recognise a customer's situation and understand their world, so we can then consider what we can do to help and make their life easier. It also empowers and encourages colleagues to build and strengthen relationships within their local community with other organisations that can help our customers. Colleagues answer the knowledge quizzes at the end of each chapter. As part of Community Wings, colleagues complete embedding activities to build and strengthen relationships within their local community with other organisations that can help our customers. These include Dementia Friends, running a carer's forum in conjunction with local charities, or running a fraud and scams awareness session with local police and trading standards.





East of England Co-op

The East of England Co-op provides stores and services to towns and villages across 2,000 square miles in four counties – Norfolk, Suffolk, Essex and Cambridgeshire

Sharon Harkin, Community Engagement Manager, explained how focusing on dementia has had a dramatic impact on colleagues and transformed their ways of working:

“Prior to embarking on our Dementia Friendly Retail Project, dementia was effectively hidden in the workplace – no one spoke about it. Amazingly, our programme of dementia awareness and training changed that. It’s like we opened the lid on something really important and our customers are noticing the difference too!”

East of England Co-op took a holistic approach to their training, which is multi-faceted and created to ensure colleagues at all levels understand the impact of dementia.

Four core training opportunities run alongside Dementia Friends sessions:

- Shopping in their shoes – a hands-on experiential learning experience actually taking place in store. Colleagues undertook a basic weekly shop whilst wearing a ‘GERT’ (ageing suit) ageing 30 years instantly.
- e-Learning – interactive on-line training session for store colleagues
- Face to face training sessions for some office colleagues
- Handling difficult situations – tailored session for key staff groups including Response Security Officers

Over 3,900 colleagues have voluntarily signed up as Dementia Friends - that’s 88% of the Co-op workforce.

East of England Co-op is one of only 33 businesses nationally to have been awarded a Princess Royal Award for its dementia training.

The e-Learning is being made available to businesses in the UK – for free.

On top of this, a review of store environments was also undertaken, with focus groups identifying physical challenges and quick fixes such as improving signage, seating, and removing mirrors from chest freezers.

Work is also undertaken in the wider community; working with local organisations such as Ipswich Dementia Action Alliance and Ipswich Town Football Club to help make Ipswich a dementia-friendly town.

Minnie Moll, Joint Chief Executive said “What started as our mission has become far reaching as we work in partnership with other businesses to address the challenges of dementia together.”

East of England Co-op have also incorporated this dementia-friendly approach into their HR practices, striving for a “culture of openness”, sharing stories through internal communications, promoting the use of positive language, and undertaking a carers survey to inform a new Carers Charter.



Checklist key actions



Aspirational

- Conduct a 'training needs' analysis of current training and development available across your organisation to identify teams or groups of employees within the organisation who would most benefit from increased understanding and awareness of dementia
- Implement further dementia awareness training with scenario based learning for key staff groups with specific needs or requirements related to their role if applicable
- Embed refresher awareness and training into inductions, ongoing development and regular meetings to continue and maintain awareness and understanding of dementia
- Dementia Friends for all staff supporting customers both frontline, head office and support functions
- Look to make a videos with local Alzheimer's Society or Age UK branch to raise awareness of what challenges people face in your local area



Baseline

- Develop a training pathway for your organisation, embedding awareness and training into inductions, e-Learning and training sessions
- Identify key staff groups for awareness and further training
- Implement further dementia awareness training for key staff to become internal champions across functions and locations
- Embed further awareness raising and discussion into company structures like regular briefings, team meetings or awareness weeks
- Dementia Friends for all customer facing staff



Conditional

- Outline a target number of Dementia Friends you will aim to create across your workforce
- Develop a plan for running Dementia Friends sessions and rolling this out across your organisation
- Watch Dementia Friends videos for key customer facing staff groups in a team meeting





People: Supporting staff living with or affected by dementia

Organisations and businesses need to support their employees to continue working for as long as possible, as failing to do so is against the law, as well as being damaging to employers and the wider economy.

With an ageing population there is a huge economic case, with benefits including staff retention, reducing increased recruitment costs, and increased productivity and revenue. Supporting working carers and long-term planning for an ageing society makes business sense. The Society supports the phasing out of the retirement age but, as part of this, employers must be prepared to address the needs of people with dementia at work.

“Every organisation should be in a position where they can support someone.”

Alan, person living with dementia



Dementia in the workplace

The following statistics indicate the scale of dementia as an issue facing society as a whole. They also reveal the impact on the UK working environment:

- Nearly 1 in 9 employees in the UK have a caring responsibility.
- 650,000 people in the UK care for older relatives or people living with dementia.
- Currently, 18% of people diagnosed with dementia under the age of 65 continue to work after a diagnosis of dementia.
- As well as this, there are 45,000 people between the age of 30 and 65 years old with young onset dementia, many of whom continue to work after a diagnosis.
- 89% of employers believe that dementia will become a bigger issue for their organisation as the workforce ages, the retirement age rises and the number of people with dementia increases (CEBR, 2014).
- The Centre for Economics and Business estimates that the average person diagnosed with dementia while still at work will have been in their current job for at least nine years.
- The early retirement of those diagnosed with dementia costs English businesses £627 million a year.

Figures from: Dementia UK: second edition (Alzheimer’s Society 2014; Alzheimer’s Society 2010) and Supporting employees who are caring for someone with dementia (Employers for Carers/Carers UK 2014).

Supporting employees living with dementia

Living with dementia can have a big emotional, social, psychological and practical impact on a person. Many people with dementia describe these impacts as a series of losses and adjusting to them is challenging. Many people with dementia are able to continue working, particularly in the early stages and would want to continue to do so. Additionally, often those with younger onset dementia under the age of 65 will have financial commitments such as mortgages or dependent children so will need to stay working for as long as possible to do so.

A dementia diagnosis doesn't necessarily mean a person can no longer do their job. However, dementia is a progressive condition and over time it will increasingly impair a person's ability to work. As this happens, they may need support to help them remain at work. Some people with dementia may want to continue working for some time after their diagnosis, or feel they have to because they need the money. They experience anxiety about telling their employer about their diagnosis. All employees should have a clear pathway of support to ensure they are supported at every stage of their journey.

“There should be more understanding and provisions for mental illness as there is for physical illness – no different to other disabilities.”

Coventry and Warwickshire
Service User Review Panel

Legal obligation and flexible working

The Equality Act (2010) requires employers to avoid discrimination and make reasonable adjustments to ensure people with dementia or carers are not disadvantaged in the workplace. Dementia is often not considered as a disability, despite the Equality Act specifically mentioning it as one. Employers are obliged to make reasonable adjustments and to consider requests for flexible working from all employees, especially people with dementia and carers under the Flexible Working Regulations (2006).

Despite this, many carers and people with dementia are unaware of their rights. There needs to be a concerted effort to raise awareness of the Equality Act and Flexible Working Regulations within organisations to all employees.



Dementia is a disability: The Equality Act (2010)

Included under the definition of disability are:

- **Paragraph A2:** the person must have an impairment that is either physical or mental (see paragraphs A3 to A8);
- **Paragraph A6:** A disability can arise from a wide range of impairments which can be: progressive, such as motor neurone disease, muscular dystrophy, forms of dementia and lupus (SLE).

Support mechanism for employees living with dementia

Ways to support employees living with dementia

Professional support from specialist organisations

Understanding

Privacy

Time

Respect



Lorraine's Story

In the summer of 2014 I was diagnosed with young on-set Alzheimer's disease by a neurologist at Medway Hospital. Tests and investigations took over 3 years to come to a conclusion. I was working in the Crisis Home Treatment acute mental health team and I had worked at Medway Hospital for over 24 years.

Working in a busy and challenging role, I believed I was experiencing stress due to workload and personal difficulties at home. I was devastated beyond belief being given the diagnosis. I experienced a wide range of emotions and concerns.

I sat in the room with neurologist and he showed me all the findings, brain scans and every test. I then asked him "they are all waiting for me, I now need to tell my managers I have dementia" and he said "yes".

I then had to go straight into the room to speak with them. There were loads of people there and the room was full. I was expecting only my manager and her assistant. They knew I had dementia, they just wanted it to be clarified. I had no time to reflect or process the life changing information I had just received. My manager tried hard to keep me, but HR and people above were the ones who pushed me out. They didn't work with me day to day. My manager really wasn't happy, and felt really bad. She tried to put in amended duties so I could continue working as I was less than 2 years away from retirement, every step of the way you could see she tried to help me along and support me.

When you are diagnosed, you are given devastating news. You don't realise the consequences, you are trying to take it in. I felt like I was on a magic carpet being taken along, I'd lost my fight at that time. I was numb. People were making decisions left right and centre for me, not with me. They could have given me time to reflect and come out of this dark hole. Apart from my diagnosis I was also getting divorced at this time and needed to sell my beautiful house. I had so many losses that year and on top of that I was told I was sacked. That is a lot for anyone, those life changes, and to have them all at once was too much.

I wanted my life back. I just needed time. I'd been there for over 24 years and they could have given me that. Give me time to take it all in, regular check ups with my manager and HR, continue on amended duties as suggested. One of the most horrible things was when I was told I couldn't have patient contact unsupervised. I felt like I'd committed an offence, that was a real slap in the face. I felt like a person they didn't want around. I then got ill with stress.

I am now retired due to my ill health. This was not my decision, but one made for me by my managers, occupational health consultants and the human resources. I have so much to offer. I run Medway's Dementia Friendly Community, I won Volunteer of the Year for Kent, I help to train emergency services and healthcare staff. I could have worked for longer. It was my right to work for longer and they denied it.

Reasonable adjustments

Employers should provide appropriate support throughout their employee's journey with dementia. Many people continue to work after a diagnosis with dementia. People with dementia have skills, experiences and a contribution to make, they should be empowered to continue to work and make their own decisions on what will work for them. The following should be followed:

- Respect, time and space should be given after diagnosis to allow the employee to come to terms with their diagnosis.
- Dementia can affect people in many different ways. It is important to speak to the employee to find out the difficulties they have and understand what works for them. Discuss the variety of options to support the person to stay in work.
- Support should not only be given from occupational health but from specialist dementia charities and groups.
- Do not condescend or make employees with dementia feel ashamed by assigning menial jobs or tasks.



Please be aware that in some cases people might not know they have dementia. They might be in denial or cannot remember. In this case, work with their family and specialist dementia charities to continue to support the employee to continue to work if they want to.

- Support the employee with their challenges if driving is no longer possible, or if they struggle with public transport encourage car shares with colleagues.
- Depending on the job and associated responsibilities; adjustments could be switching roles, workarounds, amended duties, and assistive technology. Memory aids can all be utilised to allow an employee to continue to work.



Colette's Story

Colette is living with dementia, and with the support of her employer, continues to work. Her employer is flexible in terms of her individual working pattern, which is a great help to her.

She doesn't work every day, and is able to miss days of work to attend appointments if necessary. Her employer also understands if she has other things she has to go to, and so she doesn't have to worry about this. Her boss also keeps in touch with her, reminding her of things by texting, ringing, or sending her messages the day before.

Her colleagues have undertaken Dementia Friends awareness raising sessions. This is important for the employees themselves and for the customers; people can see that the employer understands dementia and can help. They can see the most important thing is that employees develop an understanding of dementia and how to support customers and employees who are living with dementia.

Line manager and team support

Line managers should be supported to assist their employee with dementia through training, guidance and support. They may need to have potentially difficult or challenging conversations, and should have access to specialist advice or support either through an HR service centre, ACAS or specialist dementia charities organisations.

As well as support for line managers, awareness raising and support should be given to the wider team, department or company to equip them to continue to support any employees living with or affected by dementia. This can be done through undergoing Dementia Friends and other awareness raising tools. This is to reduce common misconceptions and the stigma of dementia and to help employees to understand how they can support their peers.



Gavin's Story

Gavin has worked at Bunzl Healthcare in Manchester for the past 10 years, picking and packing products for distribution. Gavin was diagnosed with dementia by his GP three years ago, after others noticed changes in his behaviour.

He told colleagues about his diagnosis two years later when they began to notice that he was finding it difficult to carry out his daily responsibilities. After sharing his diagnosis, Gavin says that his colleagues were extremely supportive and were on hand to help him when dealing with large orders.

Initially, Gavin didn't need any modifications to his role. However, his role has changed over time to accommodate his situation. He now works on the packing benches as he began to become confused with product codes and locations while picking and sorting items to be packed. He has also moved to a four-day week to give him a longer rest period between working days.

Gavin knew Bunzl Healthcare would support him after his diagnosis although he wasn't aware how they would do this. Because of this experience, he believes they now have a better understanding of how to help others with dementia in their workforce.

Working environment	Role/working pattern
<p>This might include:</p> <ul style="list-style-type: none"> ■ installing soundproofing or visual barriers to minimise distractions ■ clear signage to enable the person to find their way around the building ■ reorganising the workspace to create a quiet area ■ adopting a clear labelling system to help the person organise their work ■ planning dementia-friendly meeting spaces. 	<p>Review the person's current job specification and consider:</p> <ul style="list-style-type: none"> ■ allocating some duties to another person ■ transferring the person with dementia to an existing vacant role that they can carry out more easily ■ changing the person's working hours ■ agreeing a flexible working pattern ■ scheduling duties around the effects of their medication ■ agreeing working hours to accommodate travel requirements ■ altering their working hours to accommodate their symptoms, which might be worse in the mornings or evenings ■ giving the staff member time off during working or training hours for rehabilitation, assessment or treatment.
Training	Supervision or other support
<p>Think about the following ways of ensuring training is accessible:</p> <ul style="list-style-type: none"> ■ allowing additional time for e-learning packages and tailoring training techniques to suit individual needs ■ providing extra support during induction training ■ providing refresher training if someone is returning to work after a long absence ■ ensuring external trainers are flexible and able to accommodate the person's needs ■ ensuring that venues, resources, materials, visual aids and mode of delivery are accessible ■ acquiring or modifying equipment. ■ modifying instructions or reference materials ■ modifying procedures for testing or assessment ■ providing a reader or interpreter. 	<p>This might involve:</p> <ul style="list-style-type: none"> ■ allocating a mentor for a member of staff whose dementia leads to uncertainty or lack of confidence in the workplace ■ holding regular meetings to ensure that reasonable adjustments are still meeting the individual's needs and that colleagues are being supportive ■ providing additional support by repeating instructions or providing them in writing ■ making the staff member aware of the support available from trade unions, staff associations, occupational health and counselling services, disability support networks and other internal support networks ■ holding an awareness session on dementia for colleagues (only with the individual's consent) ■ providing additional guidance and supervision, particularly in the short term, if the person is returning to work following a period of absence.

Continuing work and occupational health professional

As the condition advances, employees will require information, advice and guidance about finishing work. The same support should be provided to people with dementia and carers who do not want to continue to work following a diagnosis. Employers should seek further advice where a reasonable adjustment cannot be easily identified.

A decision on fitness to work should be taken not only by an occupational health professional or on receiving a diagnosis, but by a fully rounded outcome including the employees GP and consultants. Occupational health professionals used by employers need to be fully trained and understanding of the different ways dementia can affect different people. There is no standard or right time that someone will need to finish work, and this will differ person to person, condition to condition.



Paul's Story

Paul had difficulties working before his diagnosis, but his visit to Occupational Health was a frustrating experience.

The organisation made some allowances at this point, but as soon as the diagnosis was in place they sent him to their occupational health professional who decided he was not fit to work anymore. The decision was based on the fact he had a formal diagnosis of dementia, not the stage he was at or his ability to continue working. Paul's doctor wrote letters of support saying given his specific diagnosis he would still be able to work with reasonable adjustments, but these were ignored.



Pat's Story

Pat's employer sent her to an 'Occupational Health Assessment' in London but it wasn't a positive experience.

'The doctor hadn't even read my notes and he said at the end that I was 'unfit for work'. Luckily, my boss rejected it and asked me to give as much information as possible and asked my GP to do the same'. The GP advised that they should let me do as much as I felt confident doing. 'They took this advice and supported me in what I wanted to do'. They 'gave me the opportunity, they were willing to explore possibilities, they gave me the chance!' Pat's employer changed her regular work place to make it easier for her to get there, and also found her a buddy to help her get to work. They bought voice recognition software and helped 'facilitate me to do as much as is possible, although the software sometimes struggles with my Glaswegian accent!'

Supporting employees affected by or caring for someone with dementia

Employers need to retain skilled, experienced staff to remain competitive. But this is challenging, with 1 in 9 of the UK workforce caring for someone who is older, disabled or seriously ill, forcing people to juggle paid work and caring. There is now a sandwich generation of carers who are both caring for their children and parents. With the stresses and strains that can result from balancing responsibilities at

work and at home, it isn't a surprise that 1 in 6 carers give up work to reduce their hours to care. Caring will be an issue that all of us will have to face. With changing demographics and an ageing population, 3 in 5 people will be caring for someone at some point in their lives with carers in the UK set to grow from 6 million to 9 million in the next 30 years. Businesses and organisations cannot ignore this issue.



Why you need to support working carers?

- Seven in ten working carers (71%) have felt lonely or isolated in the workplace as a result of their caring responsibilities.
- Over four out of ten (43%) working carers felt that colleagues and managers did not understand the impact of caring and 38% had not felt comfortable talking about their caring responsibilities at work.
- The top priority for workplace support was improved and consistent manager awareness of caring issues (37%) and more flexible/special leave arrangements (again 37%).
- One in six working carers (16%) said that they felt isolated because they felt like they were the only person in this situation.
- Asked the key reason for feeling alone at work
 - Over a quarter of carers (26%) pointed to a lack of understanding from their line manager about the impact of juggling care with work
 - A fifth (22%) said that using up their annual leave to provide care meant they did not have time for a social life
 - Over half (56%) of the carers who had given up work to care due to the stress of juggling work and care
 - A third (34%) gave up work due to the lack of suitable care services.
- Over half of all carers (57%) have lost touch with family and friends as a result of their caring role and half admitted to experiencing problems in their romantic relationships due to caring for their partner or another family member or friend.

Facts about carers (2014), Carers UK.

Legal obligation and flexible working

Despite legal protection for working carers, many carers and people with dementia are unaware of their rights. There needs to be a concerted effort within organisations to raise awareness to all employees of the Equality Act, Flexible Working Regulations and the right to time off for family and dependents.

Carers of people with dementia are protected under the Equality Act through “discrimination by association”, as well as also having the right to request flexible working and time off. This protects people from direct discrimination

and harassment because they are associated with someone who has a disability – such as their carer. As with people working with dementia, the Equality Act (2010) requires employers to avoid discrimination and make reasonable adjustments to ensure carers or family members affected by dementia are not disadvantaged in the workplace.

Employers are obliged to consider requests for flexible working from carers under the Flexible Working Regulations (2006). All employees have the legal right to request flexible working, as long as they have worked for the same employer for at least 26 weeks.

As an employee you're allowed time off to deal with an emergency or a breakdown in care arrangements involving a dependant. A dependant could be a spouse, partner, child, grandchild, parent or someone who depends on you for care.



Alzheimer's Society Dementia Friendly Employers Guide

Dementia Friendly Employers Guide is a resource for employers to support their employees who might be living with or develop dementia, or those caring for someone. The resources looking at creating a dementia-friendly workplace environment and has guidance, scenarios and advice for the three key phases of supporting employees with dementia:

- **Phase 1:** Supporting employees in the early stages of dementia
- **Phase 2:** Ongoing support and management
- **Phase 3:** Leaving work



Your employer mustn't:

- treat you unfairly for taking time off, for example refusing you training or promotion
- dismiss you or choose you for redundancy because you asked for time off for a dependant
- refuse you reasonable time off



Jackie's Story

Having worked at Network Rail for over 11 years Jackie has been caring for her father who had a stroke and then developed dementia for the past 2 years.

Her father has limited mobility and needs support with carrying out everyday tasks. Each morning she gets up early to go over to help get him ready for the day, also going in after work to support him. Caring for her father has meant that she has had to deal with numerous doctors, hospital and social service appointments. Her manager allowed her flexibility to attend these appointments with her father to ensure that a proper care arrangement was put in place.

By her manager being supportive and understanding it has allowed Jackie to continue working. Through her manager she found out about Myriad, the employee carers network. After joining this employee network Jackie met other working carers in similar situations at Network Rail. Myriad provided Jackie with access to specialist support from Employers for Carers and signposting to local and national support schemes specific to her situation and father's condition. Through Myriad, Jackie has been helped to write guidance for line managers to support working carers, a bereavement policy to help clarify policies, and support in place if someone has a loved one pass away, as well as provide support to Myriad's 150+ members.



Support

Carers may want or need to continue working, and can continue to do so whilst caring for a loved one with dementia. Small adaptations and support mechanisms can be put in place to do this, 21% of carers give up work or reduce hours at a cost to businesses in England of £1.6 billion (CEBR, 2014). Support services can help carers to continue to work. However, under half of carers of people with dementia have been offered support in the workplace, meaning organisations need to do more to keep valuable, experienced staff who are often at the peak of their career (CEBR, 2014).



Hidden carers

Carers often don't immediately appreciate, or can take some time to realise, they are a carer. This is why the term carer can sometimes be confused with professional paid carers. This can also lead to difficulties in accepting situations and circumstances changing in family structures, or maybe they are doing what they have always done.

Asking the question in a different way can get more responses and get the employee to reflect on their role. For example saying: "do you look after someone?" or "do you support a family member?" can sometimes be a more sensitive way.

Area	Description and benefit	Examples and guidance
<p>Carers policy or guidelines</p>	<p>Having a dedicated carers policy that overviews your organisations leave, emergency leave, HR processes and procedures, as well as signposting to occupational health, employee assistance programmes or specialist organisations will ensure that carers and their line managers in your organisation know what to do and where to get support.</p>	<p>Employers For Carers has a toolkit for developing a Carers' Policy.</p> <p>Examples for carers policies and guidelines are available online.</p>
<p>Flexible working practices</p>	<p>By law all employees who have worked with an organisation for longer than 26 weeks can request flexible working. Encouraging and communicating different flexible working practices to allow carers flexibility to attend appointments, handover to respite care or deal with emergencies. These could be shift swapping, flexitime early or late starts, working from home, part time, compressed hours, staggered hours, annualised hours, job shares, non-working days and phased retirement. Other flexible working practices such as allowing carers access to their mobile phone to deal with any breakdown of care arrangements and for reassurance are often of benefit.</p>	<p>Ensuring this is communicated and endorsed across the organisation to ensure it is implemented in practice.</p> <p>Internal article on intranet or communications featuring employee, how they applied and how they are using flexible working.</p> <p>Directors, managers and leaders speaking out about their support for flexible working.</p>

Area	Description and benefit	Examples and guidance
<p>Time off for dependants, compassionate, special or emergency leave</p>	<p>By law employees are allowed time off to deal with an emergency involving a dependant. A dependant could be a spouse, partner, child, grandchild, parent, grandparent or someone who depends on them for care. They are allowed a reasonable amount of time off to deal with the emergency, and there is no limit on how many times they can take time off for dependants. This includes mental or physical illness and doesn't have to be life-threatening or need full time care. It could be an existing condition that has worsened. They could need to take time off to arrange longer term care for a dependant or due to a disruption of care arrangements.</p>	<p>Ensuring line managers aware of policy and key legislation through reading in inductions.</p> <p>Support mechanism from HR to support line managers.</p> <p>Create a bereavement policy so employees and managers know what to do in case of bereavement.</p> <p>Intranet articles and comms plan to ensure communicated across whole organisation.</p>
<p>Carers leave</p>	<p>In addition to time off for dependants or emergency leave, organisations are now introducing carers leave. This leave can be used in hours, half or full days to allow carers to take time off to care, to attend appointments or support their loved one. Organisations which have implemented Carers leave have found that employed carers do not fully utilise the allowance, but it gives them piece of mind they can use it if needed.</p>	<p>Find out more about British Gas carers leave case study.</p>
<p>Respite care vouchers</p>	<p>Carers vouchers are similar to childcare vouchers but can be redeemed to pay for respite care for a loved one. This can then allow the carer to continue to afford to stay at work, and provides piece of mind their loved one is being looked after properly.</p>	<p>Working with local carers organisations to support local respite care schemes.</p> <p>Request specific support for carers through Employee Assistance Programmes or health benefit schemes.</p>

Area	Description and benefit	Examples and guidance
<p>Carers Employee Group or Network</p>	<p>A staff carers network will allow peer to peer support for employees in similar situations. These can also be useful focus groups to help your organisation when making policy changes, undergoing diversity/equality impact assessment and to understand issues that vulnerable customer groups might face. Time off during work hours to attend meetings or support is crucial.</p>	<p>Become a member of Employers for Carers or local Carers organisations.</p> <p>Employers For Carers have a toolkit for Starting and Sustaining a Carer’s Network.</p>
<p>Signposting to local and national support organisations</p>	<p>Having a dedicated section on an intranet and written communication materials detailing this support and signposting to both local and national support organisations. These should be local carers groups, specialist charities and local support networks.</p>	<p>Signposting through management briefings or cascades of information about different specialist support available.</p> <p>Having local charities coming into your organisation.</p> <p>Offering an employee assistance or counselling service for employees to speak to specialists.</p> <p>Signposting to the right to a carers assessment by councils to ensure carers are given specialist support.</p>

Line manager training

Organisations should be confident that their managers are equipped with the skills and knowledge to support an employee who is impacted by dementia or any other health-related condition. Managers should be aware of key internal policies and procedures, trained in sensitive conversations and of key support mechanisms they should signpost to.



BT supporting working carers

BT have developed a rigorous process for supporting carers working for the organisation, introducing a carers passport to ensure that managers understand how they can support their direct reports.

BT has toolkits available for working carers, such as the flagship point of this programme is the 'carer's passport', which can be completed by any BT employee with caring responsibilities which could impact on their ability to work, now or in the future. The BT carer's passport describes the nature of the caring responsibilities and adjustments that the individual might need to make. It also outlines action to take if they need to leave work suddenly, together with agreed communication between them and BT if they are unable to attend work.

The carers' network in BT has hundreds of members and was initiated during Carers Week in 2009. BT have used Carers Weeks yearly since to raise awareness about people caring for someone with dementia. BT staff were given the opportunity to join a conference call hosted by a national dementia expert.

Another initiative has been the collaboration between BT and Omega to deliver 'Caring with Confidence'. This is a free programme funded by the Department of Health to support people with caring responsibilities. The programme is part of the UK governments 'National Carers' Strategy.

Line managers are empowered to work with carers to agree, on a case by case basis, how to fit carer's needs with current and future working arrangements. Applying for flexible working is a formal procedure, but line managers have the authority to negotiate any flexible working arrangements, or authorise short-term care arrangements, without deferring to more senior managers. Technology and its developments are an integral part of BT's approach, and tools such as teleconferencing can be used by all employees, including carers.

This flexibility is not just about being a good employer, but it is also positive for business, as BT hope to see improvements in staff satisfaction and retention.



British Gas carers leave

British Gas has demonstrated a well-developed and comprehensive approach to carers which has widespread coverage across the organisation. Supported from the highest levels of the organisation, their core message is that supporting carers in the workforce isn't just about being a good employer, but that it is something that is good for business: it reduces staff turnover, cuts recruitment and training costs, retains talent and experience, builds resilience and improves wellbeing.

The link between policy and business benefit is a crucial one, because it provides a rationale and reason for managers to buy into it. British Gas also has a well-established carer's network and support procedures in place including carers leave. This support has now included dementia specific support and signposting for those caring for someone living with dementia.

British Gas has a solid suite of policies which includes practical arrangements aimed at carers, along with support for line managers and networking for employees. Their Carers Policy which, in addition to dependant and emergency leave, provides up to one month's matched leave per year. For example, if an employee takes five days annual leave for caring responsibilities British Gas will match this with an additional five days. There is no service requirement to be eligible for this leave apart from registering with the carers network and informing their line manager of their caring responsibility. From the introduction of this scheme on average employees only take less than 3 days per year. This shows that schemes will not be abused, and that there are numerous benefits associated including increased employee retention, reduced sick leave or unexplained absence and improved employee wellbeing. Carers are also supported through an Employee Assistance Programme which includes carer-specific support

Checklist key actions



Aspirational

- To develop and implement a paid carers leave scheme to reassure working carers they do not need to use annual leave for their caring responsibilities
- Providing team awareness or, if required, training to the wider team or department if a member of staff is affected by dementia
- Develop a clear bereavement policy for the organisation to ensure employees and managers are clear of processes and signposting to specialist organisations
- Leadership to champion flexible working procedures to ensure policy is implemented at all levels of organisations
- Working with local carers organisations to provide discounted respite care schemes to support working carers to find appropriate respite care
- Request specific support for carers through Employee Assistance Programmes or health benefit schemes
- Provide line manager training which includes emotional resilience and handling difficult conversations to ensure they are equipped with the skills and knowledge to support employees



Baseline

- Develop a carers policy for the organisation to ensure employees and managers are clear with processes, procedures and signposting to specialist advice
- Develop a communication plan which covers intranet, offline magazines and all other mediums to ensure all employees are aware of flexible working and specialist support available
- Provide support mechanisms from HR to line managers to provide clear consistent advice on what to do if employees are affected by dementia
- Signpost on intranets and portals to Alzheimer's Society Dementia Friendly Employers guide to understand how to support staff living with or affected by dementia
- Offering and advertising an employee assistance programme or counselling service for employees to get specialist support and advice
- Become a member of Employers for Carers or local carers organisations

Checklist key actions (continued)



Conditional

- Advertise and communicate availability of flexible working to, all employees highlighting what employee groups (people with dementia, or carers, or parents) could benefit and signposting managers to legislation and guidance
- Advertise and communicate availability of special or emergency leave policies, clarifying what scenarios this would be applicable to
- Launching an employee carers network to allow carers to share advice and get peer to peer support
- Understand your employee base by asking question on employee wellbeing surveys, or employee audits to understand number of employees with dementia, with a disability and who have a caring responsibility
- Ensuring line managers are aware of policy and key legislation affecting people with or affected by dementia through reading in starting inductions
- Signposting through management briefings or cascades of information about different internal and external specialist support available
- Hosting local charities to come into your organisation to raise awareness of support available to carers and families of people affected by dementia
- Signpost to support organisations and the right to a carers assessment by local councils for working carers on intranets and other communication channels to, ensure carers are given specialist support.





Process: Customer and client support

The needs of people with dementia need to be considered in all aspects of your business to ensure that products and services are relevant and people with dementia are safeguarded when necessary. This can be done by engaging with local people living with dementia or specialist organisations. People with dementia may not want to self-identify, or may not be aware they have dementia. Systems, processes and support mechanisms need to consider this to ensure all customers who need support have access to it.

Audit of processes, procedures and support mechanisms

Audit the following areas of your organisation with these considerations in mind:

Strategy



Is supporting customers, clients or staff affected by dementia included within your organisations aims, ethos or objectives?



Do you have a vulnerable customer's strategy or team?



How does dementia fit in to your vulnerable customer's strategy or policy?



How are the needs of people with dementia considered when making business change decisions, such as closing stores or branches, altering products or services, or undergoing staff restructures?

“It’s not rocket science, it’s just customer service plus!”

“I see differently to my family and wife. It is important that my views are listened to and that they influence the way businesses provide services.”

John

Support mechanisms



Do customers have an opportunity to inform you about their dementia or know that they should?



Are flags or markers in place within systems to identify potentially vulnerable customers?



Do customers trust your organisation or feel safe to tell you about their diagnosis?



Are staff aware of flags and markers to be aware of?



Are customers asked if they require any adjustments or further support?



How are customers changing circumstances or adjustments captured? Do you have a system and what do you do with the information?



How confident are you that customer facing employees can talk about issues relating to their sector in order to advise customers or clients with dementia?



Are you aware of the risks people with dementia face in relation to financial and identity fraud?



What interventions do you have in place to mitigate against these risks?

Products or services



Are products or services suitable for people living with dementia?



How could adaptations be made to products or services?



Is written information on products, menus or instructions in a large enough font?



Are assistance aids like magnifying glasses available?



Are the needs of people living with or caring for people with dementia considered in the development of products or services?



Do you offer a more personalised service to provide additional support for people with dementia to enable them to continue using your business more easily and for longer?



Could home visits or outreach to care homes/sheltered housing be offered?

Communication channels and information



How is information provided to customers?



Are alternative mediums of communication or interaction offered to suit the circumstances of the individual?



Do you provide information in written form with high level summaries available, as well by telephone or online?



Are key staff groups or customer interfacing staff aware of Power of Attorney and Deputyship?



Do you have a ringfenced call centre team to support vulnerable customers?



What processes do call or contact centres have in place to support additional needs or alternative requirements for people with dementia?

Processes and procedures



How are processes or procedures which customers or clients interact with assessed for how they can be adapted to support the considerations of people living with dementia, carers or family members?



Can systems accept Power of Attorney or Deputyship changing account names or delegated users?



How are complaints made from people living with dementia, their families or carers recorded or appropriately logged to understand their issues or concerns?



Do you monitor complaints from people affected by dementia and what procedure do you have in place to ensure they are acted on in a sufficient and appropriate manner?



Call Centres

For people living with dementia and their carers, dealing with call centres can be very stressful and frustrating. From a lack of understanding about Power of Attorney or Deputyship to particular difficulties caused by dementia, phone conversations can cause anxiety.

People with dementia can find communicating via phones demanding and frustrating. They can find the following challenging:

- Difficulty expressing themselves or finding the right words
- Forgetting who they are ringing and why they are ringing
- Difficulty remembering information given or instructions given
- Anxiety about unexpected questions which they have not prepared for
- Time pressures and not having enough time to think about the questions
- Being bombarded by too much or unnecessary information
- Too many steps while using automatic call handling systems
- Being passed around to many different people leading to repeating themselves
- Being required to speak to the person in question when the carer or family member is ringing

The experience is dependent on the patience and understanding of the person on the other end of the phone. Also, businesses should understand concerns about cold calls and scams undermining the confidence of people with dementia. Don't pressure people with dementia into a decision. Instead offer to follow up via email or letter so they have a written copy to refer to later.

The following small changes can help people with dementia

- People with dementia find it much better to speak to a person. Provide a number to speak to someone directly
- Speak slowly and clearly, check they have understood each point and recap if necessary
- Call handlers should be trained to listen and to have patience, to not talk too fast or give too many instructions, and if possible follow up via written information
- Don't assume that you know what the caller needs. Support the caller in explaining what they want
- Ensuring call handlers know what dementia is, how it might affect someone and what they can do to support customers
- Ensure all call centre staff understand dementia
- Ensure call handlers have a good understanding of lasting Power of Attorney, the Mental Capacity Act, and Deputyship. Ensure they know how they work and when someone might use these.
- Offer video conferencing or chat facilities so people can have face to face contact



What customers say

“Speaking to call centres, it is difficult to understand what call handlers are saying and it is difficult for both of us. It is also hard when you keep getting passed along to someone else. In some organisations like banks – it is often difficult to find someone to speak to in the first place!”

“I dread dealing with companies on the phone. It’s so stressful. Where do I start? I plan it all out, pin and password at the ready. Eventually I get through to a robot with six options. Listen to all, forget the one I need, make a mistake and you’re back at the beginning. Waiting in the queue for a human. Music blaring at the other end, forget you have phoned, ask more security questions. They talk too quickly and give you too much information. They don’t listen; they have to follow the company line and push for you to commit to something.”

Dementia Diaries

“Over 70% of people aged 70+ have some kind of hearing loss (Action on Hearing Loss, 2016). As we age, we gradually lose some hearing due to a condition called presbycusis. This includes loss of hearing of high frequency sounds like ‘sh’, ‘k’, ‘p’ and ‘f’ in everyday speech.”

Age UK, 2017



Direct Marketing Association, Guidelines for call centres dealing with vulnerable customers



Natural Language Interactive Voice Recognition

At BT, our mission is to use the Power of Communications to Make a Better World. Working closely with our customers, gathering insights on how to make contact with BT easy, we developed the Natural Language IVR.

We have captured over 80,000 utterances (these are actual customer words telling us why they're calling) and mapped these to something classed as 'apptags'. An 'apptag' is the reason for customers' calls. Once a customer mentions the reason for the call – we may need to ask additional questions to clarify what the customer wants to discuss, for example, if the customer says 'broadband', if that's not enough for us to get the call to the right place so we ask "is it to discuss our broadband package?", which allows us to refine the call direction.

We currently route 52% of customers on just one input and a further 38% on the second. Once we know what the customer wants to discuss, we ask them for their telephone number. The combination of call reason and telephone number allows us to route the right team and the appropriately skilled advisor.

The Natural Language IVR replaced 16 options for customers to choose and has overcome confusion where customers perhaps couldn't recall, for example, what was mentioned on option 1, option 2 etc. Natural language is easy – it allows the customer to tell us in their own words why they are calling – it's also a much quicker experience and since its introduction in 2012, we've reduced the time customers spend in our IVR by over 40 seconds.



Sector specific considerations

Different sectors and industries will need to consider various sector specific issues, as well as general considerations. The following table gives an indication of different issues to consider:

Sector	Issues to consider
Art, culture, heritage	Accessibility, art therapy, engaging with art through senses, advertising support to isolated groups, displaying information in a clear way.
Emergency Services	Safeguarding, Herbert Protocol, protecting against fraud or financial abuse.
Financial services, banks and insurance	Power of Attorney, Third Party mandates, capacity and consent, safeguarding, Deputyship, prevention of fraud or financial abuse, working with social services, supporting people with dementia to make their own decisions.
Health, social care, high street services, community health services	Joint duty of care, safeguarding, outreach to isolated customers, appointments or home visits, amended appointment routines to put customers at ease, eyesight and dementia.
Hospitality, restaurants and pubs	Accessibility of premise in wheelchair, impact of alcohol and medication, Korsakoff's syndrome and alcohol, serving customers without capacity, challenges handling money or chip and pin, changing places toilets, toilet related signage, challenges with food or swallowing, acoustics and noise capacity and betting, adequate lighting to see food and read menus, accessible size font on menus, seats when queuing, telephone booking systems, online booking systems.
Housing	Designing accessible future proof homes, Power of Attorney, Third Party mandates, capacity with rent collections, protecting vulnerable tenants, safeguarding, dealing with problem neighbours, working with local social services/emergency services.
Legal	Power of Attorney, Third Party mandates, capacity and consent, probate, wills, advanced decisions.

Sector	Issues to consider
Retail	Challenges handling money or chip and pin, capacity and theft, background noise and store announcements, store layout and environment.
Sport and leisure	Accessible toilets, managing conditions through exercise, unisex changing rooms, suitable activities wanted by people with dementia, risk reduction factors, risks of vascular dementia, accessible transport.
Technology	Accessibility of written information for target audiences, clear website design, advertising assistive technology, providing alternative sources of information not on the web, pro-bono work, ethics committee, supporting customers to use technology.
Transport	Wayfinding, impact of arthritis and limited dexterity in hands on both use of ticket machines and reliance on small or stiff buttons, clear announcements, real time journey information, customer service support in disorientating environments, safeguarding vulnerable passengers, disruptions and delays.
Utilities, telephony	Ring-fenced vulnerable customers call centre team, communicating priority registers, communicating about telephone preference service, power of attorney, Deputyship, third party mandates, capacity and consent, automated call system or menus, safeguarding and referrals, working with local social services/emergency services, accessing the best deal and tariff to consumers without technological access.



British Gas Consumer Vulnerability team

How they amended their entire processes and introduced vulnerable customers' team to support their customers in different ways.

During the pilot British Gas created a Consumer Vulnerability Team to solely focus on supporting and safeguarding vulnerable customers. This had led to different processes being put in place such as reviewing our Power of Attorney processes to make it easier for customers and colleagues to put a Power of Attorney in place. British Gas has also raised awareness by creating different guidelines for different members of their team. Dementia Friends has been used in their call centres, and they have explored further pan-disability training to ensure that staff understands the barriers customers might face when contacting via phone. They have also created guidelines, with the help of Alzheimer's Society, for face-to-face communications, and tips for helping customers who are living with dementia. These include signs that a person may be living with dementia, and reminders on how best to communicate, i.e. be patient, listen, avoid overcomplicating things.

The key challenge British Gas faced being both an energy and energy services business has been rolling out Dementia Friends to our national workforces who work in offices, call centres, and across the nation in our customers' homes. This has been overcome by central training, information being communicated through their dedicated radio station, and through management cascades.

British Gas were very active during Dementia Awareness Week 2016 and produced an internal video to publicise the activity leading up to the week. Their plans for the week were to roll out Dementia Friends Information Sessions, launch a Dementia Friends intranet presence, create 'yam jams' with Q&A sessions, and for apprentices to become Dementia Friends and get involved with local services.



A customer's perspective

“Both my parents have been diagnosed with dementia – my Father about 4 years ago with vascular dementia and my Mother in January 2014 with Alzheimer’s. They both still live in their own house, but the level of support has slowly increased since my Mother was diagnosed. We had to take the decision of taking over their day to day personal affairs which included registering the Enduring Power of Attorney for their financial affairs and redirecting their post.

Since then I have had to deal with many organisations on behalf of my parents and whilst everybody you speak to is most sympathetic with the situation, BT are the only ones I have spoken to who have a dedicated team. When I rang the BT Customer Service number the lady was very helpful in the first instance and was using the system to provide me with the best solutions. After about 10 minutes she then found some information that pointed her towards a specialist Dementia Team within BT and I was transferred immediately.

I didn't have to go into great detail in terms of my situation as there was empathy as soon as the conversation started. The lady quickly identified the service that I needed, one that was based on their experience and knowledge of dementia patient behaviour, Network Controlled Calling (NCC). The service was set-up within days. The next challenge would be dealing with the 'fall out' from my parents. Within a couple of hours of the service being set-up my Mother tried a number that was not on the list and assumed there was a fault on the line. She went round to the neighbour's house and registered the fault. My brother was visiting at the time and was able to let me know the situation so I e-mailed the Dementia Team to ask if the engineer would know about the NCC. I was reassured that they would and in addition have informed all the neighbours of the situation and that there is no fault on their line.

They have saved my parents money as well as worked practically with my brother and I to help manage the situation and enable them to stay safe and secure in their own home.”

Checklist key actions



Aspirational

- Conduct an audit of customer processes and procedures to understand the impact of dementia
- Ensure systems or processes allow for Deputyship, Power of Attorney or delegates to be given
- Create a profiling system to flag vulnerable or at risk customers to ensure they are given priority service or safeguarded against fraud
- Create a vulnerable customer team to ensure supporting vulnerable customers is considered at every level of the business
- Assess how a personalised or adapted service could be provided to vulnerable customers



Baseline

- Create a trained ringfenced team in call or contact centres to support customers with dementia or vulnerabilities
- Provide high level written summaries of key information to give to customers for reference
- Mitigate and provide interventions for the risks people with dementia face in relation to financial and identity fraud



Conditional

- Advise and invite customers to join Mail Preference Service, Telephone Preference Service and other schemes to safeguard and protect them
- Invite customers to join priority registers and advertise the benefits to all customers
- Ensure staff are aware of Deputyship, Mental Capacity Act and Power of Attorney, how it might affect their role and the company procedures
- Monitor complaints to understand how to provide a better service to your customers with dementia, looking for key associated words or euphemisms (getting older, memory loss etc)
- Ensure your complaints procedures is up-to-date, clear to use and well communicated to all types of customers. Monitor trends from key groups of customers who might be impacted by dementia.
- Assess the impact of dementia on your sector and business and looking for key considerations.



Process: Information provision and signposting

Providing information on your internal intranet or staff communications, as well as your external webpages will ensure that both staff and customers know the support available where to go to get it. It is important that information is available on all channels, not only via the intranet or online to ensure all staff in regions, depots, offices get the information they need.

Information and signposting for staff

Staff should have access to information to increase their awareness and understanding of dementia in an accessible place both online on intranets and webpages, but also through written communication to ensure regional or infrastructure staff receive the same information and signposting to support.

The following key messages and information should be communicated:

Supporting customers

- Understanding and awareness of what dementia is, how it might affect someone and how employees can help
- The challenges people with dementia face when interacting with that sector or industry
- Understanding how Power of Attorney, Mental Capacity or Deputyship impacts processes
- Where to go for further advice and support on Power of Attorney, Mental Capacity or Deputyship
- What support, training or advice employees can get when interacting with a customer with dementia.

Supporting employees

- Support available internally for employees affected or caring for someone with dementia
- Signposting to specialist organisations and helplines for key conditions
- Key legislation Equality Act 2010, Flexible Working
- How managers can support working carers.

Creating a communication plan

A communication plan should be created to ensure the impact of dementia and support available for both staff and customers is well communicated across all levels of the business. This needs to include both online and offline mediums to ensure all employees have access to information they need. A communication plan could include the following:

- **Internet page** signposting to support organisations, key internal documents and policies
- **Internet page** signposting to key document, schemes and how this is relevant to the customer
- **Blogs** focusing on challenges customers with dementia might encounter or how an employee juggles work and caring
- **Health and wellbeing portals** signposting to specialist organisations, Alzheimer's Society helpline, Employee Assistance Programmes, other key schemes and how to get support for different conditions
- **Themed days or weeks** including: Dementia Awareness Week in May or Carers Week in June
- **Newsletters or magazines** with features on local and national support available through services, schemes and programmes to support people with different conditions
- **Social media** tweet or post about different company schemes available to support vulnerable customer groups
- **Surveys or quick polls** to understand how many carers your organisation has, and the issues they face or what issues matter to customers.

Information and signposting for customers or clients affected by dementia

It is important that organisations advertise whether they are dementia-friendly, to ensure that customers and clients are aware of the further support they can get. Information about processes, support available needs to be understood internally as customers often have difficulties with organisations giving conflicting information on the website, on the phone and in person.

Ensure that consistent and update to date information is on the website and written copies available. People with dementia and their families complain that most information they look at online is incorrect, and does not match and processes and procedures the company follows.

Outreach to isolated groups and people with dementia to communicate support available. This could be putting ads in local newspapers, to sending leaflets to doctors surgeries, pharmacies or local shops.

Websites

Websites shouldn't be crowded only holding key information, providing a well-designed and useable for everyone. They should have as few click throughs as possible to get to the information you need. Websites need to ensure search systems use all types of words or alternative language

See RNIB for information about designing visible websites. Age UK's report 'Later life in a digital world' for an insight into people's positive and negative experiences of the internet.

Signposting

Signposting to specialist or key services for your customers to support and safeguard them, the following can be advertised:

- Dementia Connect
- Alzheimer's Society Helpline
- Telephone preference service
- Mail preference service
- Regulators including OFGEM, OFCOM
- Age UK
- Carers UK
- Fraud awareness



1 in 5

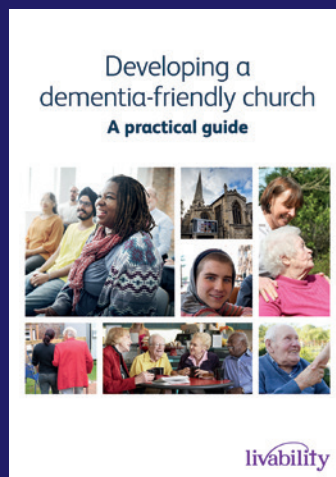
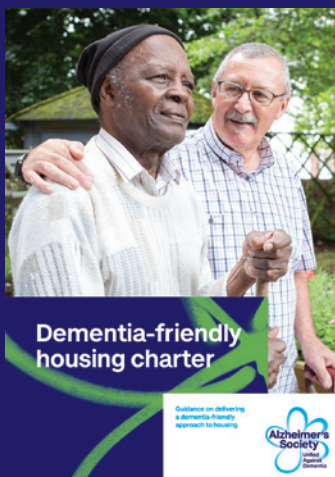
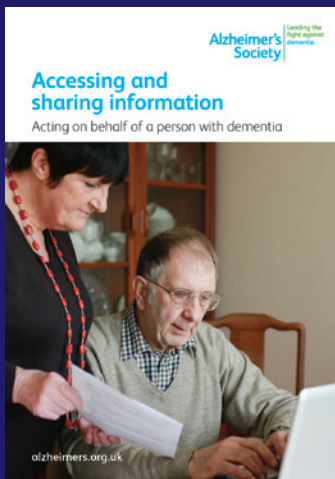
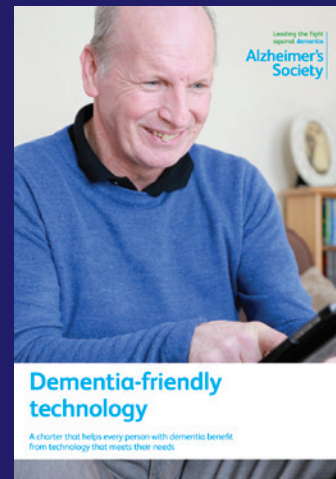
aged 75+ are not online

(ONS, 2016)



Sector resources available

There are a host of resources available for different sectors and industries to become dementia-friendly. The following resources are currently available and further resources are available on the Dementia Friendly Communities webpage.





Sandra's story

Dealing with deputyship

After a five month wait we finally got the paperwork from the Court of Protection to manage my father-in-law's finances. He wasn't in a place where he would agree to the simpler Power of Attorney and so this was a last resort, requested by social services. He has been in a residential home for 19 months and is unlikely to return home. Now we have the Deputyship we are beginning what appears to be a bit of a battle with the various organisations to register it. So, this is my ongoing description of how I am spending my lunch hours at the moment.....

His bank

I spend half an hour trying to find information on the website about how to tell them we have been given Deputyship from the Court of Protection and to arrange getting access to Dad's bank accounts. Bizarrely their website has a dictionary definition of what a Deputy means but nothing on how to register the fact. So I was forced into the torture of the telephone menu system – none of which were relevant. After holding for fifteen minutes I spoke to a call handler who clearly had no idea what I was asking. He started by telling me to bring my father-in-law into the bank and in the end I had to say to him "this is a court order and you need to go and speak to a supervisor to answer my question". After some time he came back to me and told me to take the paperwork into any bank. If it really is that simple why not put a few lines on the website?

As we wanted to go to the bank on Saturday morning I went online again to see if I could make an appointment. This time I did a "live chat" and decided to double check on the details as I hadn't been filled with confidence from the phone call. Again the person had to go away and check more than once and the whole process took about 45 minutes – but still no appointment. We ended up just turning up at the bank on Saturday early and saw someone who was very kind and helpful.

Why have to go through such angst for the sake of adding a few lines of information on the website? All so frustrating as if you google dementia and the bank you get lots on how dementia-friendly the bank are – can that apply to families too please?

His insurer

It seems he has taken out a policy recently so we have to contact his insurer. At least they have some information on their website, but you have to know to search for Power of Attorney as there is nothing under the topic of Deputy. It tells you to send in the original court order to them, but doesn't give a department or address.

It just refers you to the contact us page which takes you back round in a circle to the first page. I am not comfortable sending original court order paperwork to a general address. So 4 out of 10 for at least giving some information online, but please put yourself in the customer's shoes and walk it through to the end. Yet again the only option under their customer care drop down box that is vaguely relevant is complaints - yes I feel like I am becoming the complaints queen which isn't a good thing. I write and ask them for a specific department and address and ask if it is possible to send the paperwork electronically and the reply comes back they will be in contact in a few days. Surprisingly someone (oddly from the motor dept) helpfully gets back to me in a few hours and says that I can send in a scanned document which I do. They reply to say they have forwarded it to the right department and they will ask their web team to put more specific information online. One of the best experiences so far.

His energy company

Today's lunch hour was spent speaking with my dad's energy provider. I noticed on dad's bank statements he is paying over £100 a month in direct debit even though his bungalow has been empty for 19 months and no fuel at all has been used. I am assuming that it is some kind of "payment into a pot" system, and they have £2000 in overpayments. More in hope than expectation, I go onto the website to see if there is any clue as to how to register our Deputyship and sort these matters out...nothing that I can find. Google again comes up with offerings about the company supporting vulnerable customers however.

I steel myself for the usual wait on the phone and the explanation which generally results in the call handler "having to go off to check". That is what happens and I am told to either post or email the court paperwork to an email address I am given. I double check that 1) emailing is OK and 2) that it is the correct email. So off I go to scan in the paperwork and send off an email. Immediately it bounces back as "no such email exists". I again go onto the website to see who I can write to get the correct address. I end up sending in a complaint as it is the only viable option I can find – explaining what has happened and asking for the correct email address.

Someone calls me back promptly the next day, but cannot speak to me as it is my husband's father. So we have an odd conversation where we arrange for them to call me back tonight so I can pass the phone to my husband, he can give them permission to speak to me and I can get the details to send off the paperwork. Apparently we will hear from them in ten days. The complaints lady is very charming, but please – just put it on the website.

Communicating with people with dementia

- Try to approach the person in a calm, relaxed way, even if you are feeling challenged. You are far more likely to be successful if the person does not feel anxious or rushed
- Turn off the radio, television and reduce background noise if appropriate to limit distractions
- Spend time explaining what support you can provide and what you would like the person to do, this is to reassure and support the customer
- You can then break down the action into small segments, offering encouragement

Writing for people with dementia

Written information can be helpful for people with dementia as a permanent record of an event or conversation which can be re-read as many times as needed. This can help reduce anxiety and be a memory prompt.

The language, style, length and format needs to be considered and can impact how easy it is to be understood by people with dementia.

Avoid information that is:

- Too long
- Jargon, buzzwords, professional or clinical language
- Crowded layout or formatting
- Irrelevant content



Alzheimer's Society, Guide for customer-facing staff

This publication explains how small actions can make a big difference when you are serving customers with dementia. By recognising symptoms and demonstrating understanding to someone who may be having problems, you can make their day-to-day life much better.

This booklet gives an introduction to dementia and how it can affect people. Easy-to-follow tips outline the important elements of communication and the guide also explains how other physical, environmental and sensory factors can cause difficulties, and suggestions of how to reduce their impact.



Dementia-friendly design

A person-centred approach for dementia-friendly design developed by the University of Stirling Dementia Services Development Centre.
www.dementiaaction.org.uk



DEEP Writing dementia-friendly information guide

Style

- Present information logically, one piece at the time.
- Keep language simple without being patronising. Remember you are writing for an adult audience.
- Write concisely. Remove unnecessary words, which distract from main message. Keep to one subject in each sentence. Be clear in the words you use.
- Avoid jargon. Explain all terms and concepts clearly. Consider using a glossary.
- Paragraphs should make sense on their own. People should not have to remember what was in the first paragraph in order to understand the last one.

Use of pictures

- Diagrams and pictures alongside text are helpful. However, too many images can be confusing. They should be relevant and not used simply for decoration.
- Photographs are often preferable to illustrations, especially cartoons, which are sometimes difficult to interpret or seem patronising.
- Perception problems can mean that people find photographs difficult to interpret. Photographs should clearly represent the item you are illustrating rather than be “artistic”.
- Text should not overlay pictures of photographs.

Making sense of content

- Colour can be used to distinguish between different sections of information.
- Use bullet points, bold text, titles and headings to separate information. Present it in manageable chunks. This can stop people feeling overwhelmed by the sheer amount of information on a page.
- Put information that you want to stand out inside boxes. This can help people return to information they found useful.

Layout

- Text set out in two columns is difficult to read. One column is much easier for the eye to follow.
- Bigger type is easier to read. A font size of at least 12pt is good. 14pt is ideal.
- Avoid italics, which is more difficult to read.
- Choose an uncluttered font without serifs or “curly bits”. Use Arial rather than Times New Roman.
- White space around text is good. Too many words on a page can be overwhelming.
- Split information into manageable chunks and always finish a sentence on the same page it starts on.
- Use of colour helps with interest and concentration.

Format

- A booklet is better than loose-leaf papers and reduces the possibility of losing sections.
- Don't overwhelm with too much information: less is often more.

Why does language matter?

What we hear, influences what we think, what we think, influences what we feel, what we feel, influences how we perceive the world around us. The words used to talk about dementia can have a significant impact on how people with dementia are viewed and treated in our community. The words used in speech and in writing can influence others' mood, self-esteem, and feelings of happiness or depression. A casual misuse of words or the use of words with negative connotations when talking about dementia in everyday conversations can have a profound impact on the person with dementia as well as on their family and friends. It can also influence how others think about dementia and increase the likelihood of a person with dementia experiencing stigma or discrimination.

Be mindful of not reinforcing stereotypes or myths about dementia. It is important to know the facts about dementia. For example, dementia is not a normal part of ageing, nor is memory loss the only symptom. Dementia can affect language, planning, problem solving, behaviour, mood and sensory perception.

Talking about dementia in a negative manner or by using incorrect terminology or inaccurate facts can reinforce stereotypes and further exacerbate the myths and misinformation about dementia. Everyone with dementia is unique, as there are many different forms of dementia and symptoms may present differently in different people.

When talking about people with dementia

People with dementia are individuals first and their diagnosis should not be regarded or referred to as the defining aspect of their life. The following terms/phrases are preferred when talking about a person with dementia:

- A person/people with dementia
- A person/people living with dementia
- A person/people with a diagnosis of dementia
- A person/people affected by dementia

Appropriate language must be:

- Accurate
- Respectful
- Inclusive
- Empowering
- Non stigmatising

Everyone deserves respect.



Why the word sufferer shouldn't be used?

Terms such as 'sufferer' and 'victim' contribute to the stigma surrounding dementia and 'demented person' places the condition before the person. They are demeaning and derogatory. Using the terms person/people with dementia or person/people living with dementia maintains the dignity of the person, emphasises that they are a person first and does not place judgements on the individual because they have dementia. Terms such as 'absconder' or 'wanderer' place the focus on the behaviour rather than what the person may be trying to achieve or express. Often people with dementia are referred to in a group as 'they' which loses sight of the individual and focuses on the condition, using the preferred terms avoids this situation.

Context	Preferred terms	Do not use
Talking about dementia	<ul style="list-style-type: none"> ■ Dementia ■ Alzheimer’s disease and other forms of dementia ■ A form of dementia ■ A type of dementia ■ Symptoms of dementia 	<ul style="list-style-type: none"> ■ Dementing illness ■ Demented ■ Affliction ■ Senile dementia ■ Senility ■ Living death
Talking about people with dementia	<ul style="list-style-type: none"> ■ A person/people with dementia ■ A person affected by dementia ■ A person/people living with dementia ■ A person/people with a diagnosis of dementia 	<ul style="list-style-type: none"> ■ Sufferer ■ Victim ■ Demented person ■ Dementing illness ■ Dements ■ Afflicted ■ Offenders, absconders or perpetrators ■ Patient (when used outside the medical context) ■ Subject ■ Vacant dement ■ He/she’s fading away or disappearing ■ Empty shell ■ Not all there ■ Losing him/her or someone who has lost their mind ■ Inmates (referring to people with dementia in care facilities) ■ An onion with the layers peeling away ■ Slang expressions that are derogatory, for example, delightfully dotty, away with the fairies, a couple of pence short. ■ ‘They’ (talking about all people with dementia rather than the individual)
A carer, family Member or Friend of a Person with Dementia	<ul style="list-style-type: none"> ■ Family member(s) ■ Person supporting someone living with dementia ■ Living with/caring for/supporting a person who has dementia Wife/husband/partner ■ Child/Son/Daughter ■ Parent ■ Friend ■ Carer or care-giver 	<ul style="list-style-type: none"> ■ Person living with dementia

Context	Preferred terms	Do not use
<p>People with dementia under 65</p>	<ul style="list-style-type: none"> ■ Younger onset dementia 	<ul style="list-style-type: none"> ■ Pre-senile dementia ■ Early onset dementia
<p>The impacts of dementia</p>	<ul style="list-style-type: none"> ■ Disabling ■ Challenging ■ Life changing ■ Stressful 	<ul style="list-style-type: none"> ■ Hopeless ■ Unbearable ■ Impossible ■ Tragic ■ Devastating ■ Painful
<p>Behavioural and psychological symptoms of dementia</p>	<ul style="list-style-type: none"> ■ Changed behaviour(s) ■ Expressions of unmet need ■ Behavioural and psychological symptoms of ■ dementia (in a clinical context) 	<p>When talking about the symptoms</p> <ul style="list-style-type: none"> ■ Behaviour(s) of concern ■ Challenging behaviours ■ Difficult behaviours <p>When talking about the person</p> <ul style="list-style-type: none"> ■ Difficult ■ Faded away, empty shell or not all there ■ Disappearing ■ Aggressor ■ Wanderer ■ Obstructive

Checklist key actions



Aspirational

- Ensure all employees not just office based have access to information and support
- Consider the accessibility of written materials for customers both online, via letters and other mediums
- Signpost customers to specialist organisations (Mail Preference Service, Telephone Preference Service), safeguarding and fraud prevention
- Use and implement sector Alzheimer's Society resources
- Ensure your website is accessible for people with dementia and those with visual impairments



Baseline

- Signpost customers to further support by Alzheimer's Society, Dementia Connect and Helpline on your website and comms
- Signpost customers to further support by Carers UK on your website and comms
- Create a communications plan to spread awareness and understanding to both staff and customers
- Support Dementia Awareness Week in May by holding awareness raising activities
- Support Carers Week in June by holding awareness raising activities



Conditional

- Signpost staff to further support by Alzheimer's Society, Dementia Connect and Helpline via intranet and employee wellbeing channels
- Signpost staff to further support available by Employers for Carers via intranet and employee wellbeing channels
- Ensure the organisation uses the correct language when talking about people with dementia
- Communications to staff explaining how your sector might impact customers living with or affected by dementia
- Article on intranet or blog focusing on an employee living with or caring for someone with dementia to raise awareness, reduce stigma and signpost to further support
- Outline how you plan to make use of Alzheimer's Society resources (eg. The Guide for Employers, Financial Services Charter, Physical Environments Checklist)



Place: Physical environment

Accessible environments are incredibly important to support people living with dementia to continue to do things for themselves for longer and access their community. Small changes to layout or signage, for example, can go a long way to reducing stress and confusion.

This can help the person with dementia to stay independent, and can offer family and carers the reassurance of the person's safety and security. Not only does this enhance self-esteem, it also reinforces the person's identity and quality of life (Marshall, 2001). This should include all aspects of the environment including internal and external spaces, both built and natural, contributing to the physical challenges faced by people living with dementia.

Why places and spaces matter?

Dementia can affect people's visio-perception, their orientation and cause difficulties when interacting with environments. This means that people with dementia may find everyday tasks more difficult. This could range from using the stairs to navigating through a building. People with dementia can become agitated in unfamiliar environments. Well-designed environments have the power to stimulate, refresh, remind and give pleasure to people with dementia and other users, and are accessible and easy to navigate. The Kings Fund (2013) found that improving environments for people with dementia can:

- Reduce incidence of agitation & challenging behaviour
- Reduce need for anti-psychotic medication
- Reduce falls
- Promote independence
- Improve nutrition and hydration
- Increase engagement in meaningful activities
- Encourage greater carer involvement
- Improve staff morale, recruitment & retention.



The King's Fund – Enhancing the Healing Environment

The EHE programme to improve the environment of care for people with dementia involved 23 teams from acute, community and mental health NHS trusts who worked on a range of projects to make hospital environments less alienating for people with cognitive problems. Projects have demonstrated that relatively inexpensive interventions, such as changes to lighting, floor coverings and improved way-finding, can have a significant impact. Evaluation has shown that environmental improvements can have a positive effect on reducing falls, violent and aggressive behaviours, and improve staff recruitment and retention. The EHE schemes have shown that it is possible to improve the quality and outcomes of care for people with dementia as well as improve staff morale and reduce overall costs by making inexpensive changes to the environment of care. This shows the benefits of environmental changes, and demonstrates learnings other sectors could take on.

What do organisations need to do?

- **Conduct a building audit** – To understand challenges people living with and affected by dementia face by conducting either: a self-guided audit or working with local Alzheimer’s Society groups.
- **Consider dementia when refurbishing** – Further changes might involve some investment; consider the layout when public buildings are being refurbished or refitted – as budgets allow.
- **Consider dementia when designing new facilities** – Devoting some additional resources will help to future-proof businesses by making buildings more accessible for both employees and customers with dementia and their carers. Environments can be designed to be therapeutic and reduce stress.
- **Consider training and mitigations when physical changes aren’t possible** – Environmental changes might not always be possible. If this is the case, it is even more important that staff have a good understanding of dementia and the potential challenges of the venues, to be on hand to provide proactive support to people who are confused or having difficulties.
- **Consider how to bring the service, facility or product to the customer** – For isolated groups who might not be able to visit, providing outreach visiting independent living centres, day centres or local care homes to ensure they get access to products and services.

A customer’s challenges when shopping

“When I was able to take my Mum out shopping, there was a general problem of finding somewhere for an elderly person to sit down for a short break. The chairs and benches in shopping centres and supermarkets tend to be too low. If the supermarket wasn’t too busy, Mum would sit on a chair in the cafeteria section, but this is rather cheeky if they are busy. She’d sometimes have a drink, but needed someone to carry it over to a table for her. I think large supermarkets can be rather dangerous places for elderly or disabled people and there is nowhere to sit down if they feel tired half way round.

Also, why is it that disabled parking spaces always seem to be positioned where it’s difficult to have a good view for reversing out? At our local shop, the cash dispenser is by the disabled spaces, tempting people to pull up for their money.

It is quite worrying when children run around or push toy cars about in supermarket aisles, as once or twice Mum nearly got knocked over by them. It would also be a good idea if it was possible to have the proper food all together in one place, and the junk food at the opposite end of the store, so we don’t have to waste time walking past it!”



Everyone with dementia will experience the condition differently, having different challenges and barriers. What might be useful for one person might not for another, and people’s needs will change as their dementia progresses. Following clear design principles whilst engaging with a broad user group will ensure spaces fit for everyone.

Physical environment checklist

This is a physical environment checklist to increase understanding of the types of issues people living with and affected by dementia might face. It can be used to inform when designing new buildings, or renovating existing buildings.

Area	Difficulties people with dementia and carers face	Considerations
<p>Parking</p>	<ul style="list-style-type: none"> ■ Lack of space to open the car door and assist someone out, forcing carers to drop someone off before parking. ■ No drop off spaces directly outside entrances to support someone to walk the least distance to entrance. ■ Fear of person with dementia walking off. ■ Limited mobility and dexterity causing difficulty walking or navigating spaces. ■ Difficulty in getting Blue Badges meaning few people with dementia or carers have them . ■ Difficulty moving wheelchairs or walking frames on gravel or bumpy tarmac surfaces. 	<ul style="list-style-type: none"> ■ Are drop off bays immediately outside the entrance available for anyone who needs easy access? ■ Are there larger parking spaces, or ‘family spaces’ rather than ‘mother and baby’ spaces to allow anyone experiencing difficulties the space to get out the car safely? Particularly if someone is not eligible for a blue badge but is experiencing cognitive difficulties. ■ Does your car park use gravel or bumpy tarmac that is highly non-stick?



Clearly marked disabled parking
(Source: Image Leeds Bradford Airport, 2016)



Area	Difficulties people with dementia and carers face	Considerations
<p>Entrance</p>	<ul style="list-style-type: none"> ■ Getting ready and travelling to a venue can be a hugely stressful for both the person with dementia and their carer. A clear, welcoming entrance with staff available to support will ensure that people affected by dementia feel supported and encouraged to use the business. ■ Some carers will not have access to wheelchairs, or will not be able to transport them. Organisations offering wheelchairs they can use and borrow can reduce anxiety. ■ Getting into the shop or facility can be a challenge with stiff or heavy doors being difficult for people with limited strength to open. 	<ul style="list-style-type: none"> ■ Is there one clear entrance to the organisation? Do signs from the car park and public transport lead step by step here? ■ Is there a map, information point or someone to greet and help outside or immediately inside the entrance? ■ Are entrances well-lit, maintaining a good level of light and make as much use of natural light as possible? ■ Do you have easily opened or automatic doors which staff can see and that support customers arriving? ■ Do you have seating areas, especially in areas where people are waiting? ■ Have you limited reflections or clearly labelled glass doors or partitions? ■ Do you have somewhere to store wheelchairs or mobility scooters? ■ Do you have wheelchairs or frames available at the entrance for customers to use in case they need assistance? ■ Are key features like toilets, changing rooms or cafes close to the entrance?

Area	Difficulties people with dementia and carers face	Considerations
<p>Signage</p>	<ul style="list-style-type: none"> ■ Following a sequence of steps or instructions can be difficult for someone with dementia to remember. Therefore, signage needs to be consistent to allow them to effortlessly get to where they want to be without assistance. ■ Signage needs to consider people who are sitting down, or cannot look up. 	<ul style="list-style-type: none"> ■ Are your signs clear, in bold face with good contrast between text and background? ■ Is there a contrast between the sign and the surface it is mounted on? This will allow the person to recognise it as a sign ■ Are the signs fixed to the doors they refer to? – They should not be on adjacent surfaces if at all possible. ■ Are signs at eye level and well-lit? Can they be seen from wheelchair height? ■ Are signs highly stylized or use abstract images or icons as representations? ■ Are signs placed at key decision points for someone who is trying to navigate your premises for the first time? ■ Are there signs to and from the facilities, the toilets, café or restaurants, outside areas, customer service and payment points clear?



Dementia-friendly toilet signage
(Source: Solo Press Blog, Dementia Friendly Print blog, 2015)



Area	Difficulties people with dementia and carers face	Considerations
Lighting	<ul style="list-style-type: none">■ Eyes get less efficient with age. Older people and people with dementia get frustrated and stressed by not being able to see things.■ People with dementia might get confused and mistake what they are looking at. They may see a shadow as a level change or hole, or disorientating moving patterns in the wallpaper or the reflections in the windows as someone looking at them.	<ul style="list-style-type: none">■ Are entrances well-lit and make as much use of natural light as possible?■ Are there pools of bright light or deep shadows (these should be avoided)?■ Is there any reflections on shiny surfaces or glare from lighting?■ Do curtain rails stretch beyond the window frame so curtains can be pushed right back, to bring in as much light as possible?■ Lighting is particularly important on stairs and in the toilet. Light switches should be easily accessible and straightforward to use.



Pools of light and shadows can be disorientating
(Source: Dementia Enabling Environments, 2017)

Area	Difficulties people with dementia and carers face	Considerations
Flooring	<ul style="list-style-type: none"> ■ Avoid reflections and shiny surfaces on floors as these can cause confusion by producing glare and shadows. Plain or mottled surfaces are easier; patterns can cause problems to people with perceptual problems. ■ Changes in floor surfaces can cause some confusion due to perceptual problems. People with dementia may think they need to step over it, which could lead to trips or falls. ■ Colour, particularly at the red/ yellow end of the spectrum is valued. Contrast in tonal values can be used to distinguish a directional route or identify between horizontal and vertical surfaces or forms. 	<ul style="list-style-type: none"> ■ Are there any highly reflective or slippery floor surfaces? ■ Do you have bold patterned carpets? ■ Are there any changes in floor surface or colour which could be perceived as steps? ■ Are changes in floor finish flush rather than stepped? ■ Are there any rugs or mats on the floor?



Disorientating carpet patterns
 (Source: The Telegraph,
 By accident or design?, 2017)



Area	Difficulties people with dementia and carers face	Considerations
Navigation	<ul style="list-style-type: none"> ■ As you age your ability to see contrast in colour reduces, therefore objects or backgrounds of the same colour can be hard to distinguish. This can make navigating environments and finding items difficult. ■ Finding the facilities and things people may need urgently is important for reducing anxiety. Clear wayfinding can support this. ■ Research shows that people with dementia use “landmarks” to navigate their way around, both inside and outside. The more attractive and interesting the landmark (which could be a painting, or a plant) the easier it is to use it as a landmark. ■ Having furniture in contrasting colours can make it easier for them to find and use when navigating a building. ■ Older people sometimes would like to sit down, especially if there is a long queue or wait. 	<ul style="list-style-type: none"> ■ Are glass doors clearly marked? ■ What internal landmarks can people use to navigate? ■ Is the layout logical, intuitive and easy to follow? ■ Contrast can be used to de-emphasise features such as a door to a staff only area being the same colour as the wall. ■ Are handrails available in-between seating or by steps? ■ Is there contrast in colour from the floor to the walls to be used to add depth and perspective? ■ Is there contrast in colour on the door handle to body of the door? ■ Are linen, towels, furnishings, wallpaper and seating bold colors which contrast, rather than pastel or lighter shades which blend together? ■ Are banisters painted in a different colour to the walls to make them stand out? ■ Do you have some well-signposted seating available near to entrances, exits, checkouts, decision or waiting points? ■ Is there sufficient spacing between displays, isles or walkways so can wheelchairs can easily get past? Are obstacles, sharp corners and hazards considered from wheelchair height and checked not blocking walkways? ■ Is there seating available at waiting or queuing points, and on shop floors?

Area	Difficulties people with dementia and carers face	Considerations
<p>Acoustics</p>	<ul style="list-style-type: none"> ■ Hearing is the sense that has the most significant impact on people with dementia. The reality is that people react to their environment rather than being supported or enabled by it. As hearing is linked to balance this can also lead to a greater risk of falls either through loss of balance or increased disorientation as a result of people trying to orientate themselves in an environment that is overstimulating and noisy. ■ Often people with dementia respond on a sensory level, if their other senses are overloaded at the same time (such as sight, touch, smell and taste). The effect can be a dramatic change in the behaviour of a person with dementia. Removing unnecessary noise can reduce the risk of behaviours such as aggression and frustration (McManus and McClenaghan 2010). ■ Some flooring can be noisy to walk across, if someone wears a hearing aid it will magnify these sounds and make them uncomfortable. 	<ul style="list-style-type: none"> ■ Are you reducing noise levels to both the interior of a building and externally? Noises in open spaces can appear louder. ■ Reduce background noise from TVs, radios, alarms, doorbells, announcements, telephones. ■ Are you considering how sound is absorbed, transmitted, and insulated? Carpets, cushions, curtains and furniture can improve the acoustics of the room by absorbing noise. ■ Do you have hearing loops? Are they well-advertised or signposted? ■ Do you have quiet space for someone who might be feeling anxious or confused, where people can take time out if they need to? ■ When designing new buildings reduce use of materials which maximise noise volumes like brickwork, concrete, plasterboard. Make sure there are no air passages or gaps around doors. Ensure mortar joints are filled in between walls and ceilings (McManus and McClenaghan, 2010).

Area	Difficulties people with dementia and carers face	Considerations
<p>Acoustics Décor, displays, furniture or cafes</p>	<ul style="list-style-type: none"> ■ Changes in perception mean that some people with dementia can be confused or disorientated by mirrors. ■ Familiar objects are reassuring, more abstract objects can cause frustration and confusion. ■ It is harder to get up from a low chair. If the chair is too low for the person, a cushion on the seat may help. Chairs with firm arms can help someone manage independently for longer. ■ Moving displays or store ayouts around can be confusing as people with dementia need to re-orientate themselves and can take longer to feel confident enough to use facilities. ■ Tablecloths and surfaces that are a different colour to the plates or objects on them will help people to see their food or items better. ■ Memory problems can cause difficulties, forcing people to search for items. ■ Encourage independence to help the person with dementia find what they want for themselves. If someone can find things, they are much less likely to be frustrated or stressed. 	<ul style="list-style-type: none"> ■ Think about the size and position of mirrors in the building. Do not place mirrors in corridors or navigation points as this can cause confusion. ■ Is furniture traditional and recognisable in style, rather than having more modern or abstract design features which are not clear of use? Does seating look like seating? ■ Does seating contrast to the floor, wall, and surroundings? Does it have back support, a high seat base and armrests to allow someone to manoeuvre themselves out of the chair if they have limited mobility. ■ Are chairs placed well apart to enable people to move freely and without obstacles? ■ Are there tables with rounded edges and corners? Is there clear leg space under tables to make them easy to use? These can help to reduce injury through accidental collisions. ■ It is easy to find things? Glass fronted or see-through cupboard doors with labels or photographs are useful, as are clear jars for coffee or tea on open shelving. Make it clear where things are helps people with dementia.

Area	Difficulties people with dementia and carers face	Considerations
<p>Acoustics Décor, displays, furniture or cafes (Continued)</p>	<ul style="list-style-type: none"> ■ Views of nature, gardens, calming painting can all stimulate and relax people with dementia. ■ Cluttered or narrow aisles are difficult to navigate, and put people at risk of slipping or tripping. 	<ul style="list-style-type: none"> ■ Are store or building layouts uncluttered? Are most used or frequently requested items nearer the front? Are less frequently requested items put out of sight? ■ Reduce the frequency of changing store layouts. ■ Do you use contrasting colours for cutlery, crockery, tablecloths and plates? ■ Are plates heavier with a lip around the edge? These are less likely to be spilt or knocked over. ■ Do mugs have large handles? This makes drinking easier.



Accessible benches easy to see and contrasting to the environment
 (Source: South Gloucestershire Council, 2015)



Area	Difficulties people with dementia and carers face	Considerations
<p>Toilets and changing rooms</p>	<ul style="list-style-type: none"> ■ Worries about lack of facilities to change a person if an accident happens. Concerns about what other users of the opposite gender might think if they have to go into the toilet to help. ■ Concerns about the person with dementia walking off whilst they are going to the toilet. ■ Small push button flushing mechanisms are difficult for people to use with arthritis or dexterity challenges. ■ Toilets blending into the wall if both are the same colour are difficult to distinguish, especially if in a rush. 	<ul style="list-style-type: none"> ■ Do you have a changing room (where applicable) where an opposite sex carer or partner can help out if the person needs help with their clothes? This should not just be an accessible toilet, but a changing place toilet with hoists and benches. If not, are staff briefed in how to meet this need sensitively. ■ Do you have a unisex toilet or other facility which would allow someone to have assistance when going to the toilet without causing them or other user's embarrassment? ■ Is it clear where the toilet is? Limit waiting lobbies/corridors on the route to the toilet so it is easy to find and get out of. ■ Are hot and cold water functions on taps labelled clearly? ■ Are sinks, flushes, taps, and hand dryers traditional and clear of use? Are sensor taps and hand dryers labelled? ■ Do you have signs on the inside of the toilet door to direct people back out to help people to easily find their way? ■ Are toilet seats of a contrasting colour to the walls and rest of the toilet? ■ Do you have handrails to help people get up and off the toilet?

Why toilets matter?



Angela's and Ted's story

“When Ted was still independent when out and about we would use public loos. Often he wouldn't be able to find his way out and I would have to go in to rescue him, which as a woman in the men's toilet could be very embarrassing. One time we were on a hotel narrowboat holiday moored in Aylesbury and went shopping. Both needing the loo, we left the store via the corridor where the toilets were situated. When I came out he wasn't waiting for me and a man I asked told me there was no one in the men's toilet. Panic set in, he was in a new place, he wouldn't recognise the town and he wouldn't remember his way back to the boat. I started getting very upset as I didn't know where to start looking for him. I went back into shopping floor and then to my relief, saw Ted across the floor. He was asking a man where the ladies toilet was. Obviously the question sounded unusual but this was Ted trying to ask where I was.”



Pat's story's

“I struggle with women's toilets. I get nervous as I don't know what I'm going to walk into. There is no consistency. Sometimes the lights are automatic and they turn on and off when you're not expecting it, they are disorientating. Often the mirrors are very confusing and there's so many of them. There are timers on the taps, or automatic soap dispensers which are user friendly, they're over stimulating and there is too much going on.”

“I recently discovered that Debenhams in Coventry has a 'disability changing room'. I was delighted because my husband could come with me rather than having to wait outside, and he could assist me as I needed. It made me feel more independent and in control, the staff were very brilliant. It wasn't very well advertised and it seems that shops do not seem to publicise that they offer a disabled changing facility and that people need to ask.”



What toilets need to have?

- In a clear easy to find position near entrances, exits and waiting points
- Limit waiting lobbies/corridors on the route to the toilet so it is easy to find and get out of
- Way in and out signs on the door they refer to at eye level to help people get in and out
- Labelling each individual toilet door if doors look like a wall
- A unisex changing place facility where an opposite sex carer or partner can help them change clothes or go to the toilet
- Advertise that you can open disabled toilets if needed and advertise RADAR keys
- Labelling hot and cold taps, sensor taps, sensor flushes or hand dryers
- Traditional flushing mechanisms that are easy for people to use with arthritis or dexterity challenges.
- Contrasting colour toilet seats to the walls and rest of the toilet
- Handrails to help people lower and raise themselves.

Avoid

- Abstract or extreme design features not helpful
- Putting mirrors in locations which could obstruct doors or disrupt navigation which is disorientating



Contrasting toilet seats and rails
(Source: Occupational Therapy Me Blog, 2010)





Highcross Shopping Centre becoming dementia-friendly

Highcross is the first shopping centre in the UK to successfully go through the ‘Working to become Dementia Friendly’ recognition process as part of their local dementia-friendly community.

As well as raising public awareness of dementia and implementing a sustainable programme of staff training, the environment of the shopping centre has been amended to further support people with dementia.

Design review

Highcross set up focus group meetings to review the existing built environment and redesign of new facilities. This recommended the following changes:

- Reviewing wayfinding
- New toilet facilities redecorated with contrasting colours which differentiates the walls and basin units to make facilities stand out
- New clearer signage to the toilets
- New symbols to highlight the men’s / women’s toilet are more visible
- New ‘furniture pods’ which are more practical and user friendly
- Removing metal from the wall
- Clearer customer information points
- A dedicated ‘Customer Service Lounge’ manned during opening hours and designated as a ‘Safe place’ within Leicester city centre
- Understanding each store has a different layout, training staff to approach all customers whether they need help to find an item

Working with their local Dementia Friendly Community has enabled Highcross to develop and work against an action plan to drive their progress.



Alzheimer’s Society Training and Consultancy

We develop and deliver high quality consultancy based on best practice in dementia design, accessibility audits, and reviewing processes and procedures providing tailored advice to organisations to understand how to support customers with dementia.

To find out more about our consultancy please contact dementiatraining@alzheimers.org.uk



Compass Group Dignified dining toolkit

Compass Group UK, the UK's largest catering firm, launched a nutritional "Dignified Dining" toolkit for people living with dementia, in over 60 hospitals and care homes. The toolkit focusing on three areas: Food, Service and Environment. The toolkit outlines ten key nutritional related guidelines, enabling residents, patients and visitors living with dementia to be given more personalised and specialist support in relation to their food provision.

Some of the activities during the pilot include:

- **Food Passport:** Compass Healthcare colleagues worked with friends and relatives of residents to build up a clear picture of each person's daily eating preferences and routines in relation to meal times before they had dementia, resulting in the creation of an individualised nutritional care plan for each resident.'
- **Food Service Journey:** The creation of a system which is used to process map the journey of a meal from the time the meal is prepared to the time it is served. This encourages the catering team to be flexible in serving food when the resident requires it.
- **DMAT (Dementia Mealtime Assessment Tool):** A checklist carried out by the chef manager to identify common behavioural eating difficulties during mealtimes, Information gathered was then used to generate suggestions on how eating difficulties can be overcome, so residents are able to eat independently for as long as possible.

The food section of the toolkit focuses on seven areas:

- Diet and nutrition
- Nutritional targets for people with dementia
- Sample menus
- Finger food
- Food fortification
- Texture of food and liquids modification
- Menu development principals

The environment section of the toolkit focuses on three areas:

- Mealtime equipment
- Signage
- Dining areas

The service section of the toolkit focuses on five areas:

- Communication to enhance the experience of the end user
- Protected mealtimes
- Service times
- Presentation and service
- A service journey

Each section looks at common issues, causes and practical ways to help deliver the best possible outcome and ensure dignity and respect for each individual.

Jeremy Hughes, Chief Executive at Alzheimer's Society said: "As dementia progresses, eating and drinking can become a real issue. Poor nutrition and dehydration can lead to weight loss, vulnerability to infection, increased confusion, and urinary tract infections which can worsen the symptoms of dementia.

"Initiatives like Dignified Dining, which work creatively to help people with dementia to enjoy food, eat a balanced diet and stay hydrated can play a role in helping people with dementia to remain healthy. Most residents in care homes have dementia, so it is important that all staff, from cooks to care workers to managers, have a good understanding of dementia and are aware of the best ways to support people with the condition so they can eat and drink well."



Blue plates launched by Compass Group UK & Ireland
(Source: Compass Group, 2017)



Checklist key actions



Aspirational

- Install changing places toilets in any public facing store or premises
- Undergo an accessibility audit with local specialist charity to fully understand changes to be made
- Work with local user groups to map customer journeys to ensure that navigation and signage support independence
- Implement outreach services to isolated customer groups in day centres, independent living facilities or care homes
- Review the acoustics of your premise and ensure distracting background noise is minimised



Baseline

- Review seating and ensure regular contrasting high backed seating is provided with armrests at all waiting, queuing or decision points to support customers
- Advertise that staff can open accessible toilets if needed for customers, and advertise to customers where they can apply for a RADAR key if they need one
- Review lighting to ensure it is consistent, natural where possible and reduce shadows, glares and pools of light



Conditional

- Undergo a self-guided accessibility audit to understand what small changes can be made to make your organisations premises, branches or offices to make your environments accessible
- Be aware of potentially barriers and challenges people living with and affected by dementia might face. Put pro-active support measurements in place to overcome them.
- Review signage throughout your premises, ensure clear signage to and from toilets
- Become part of your local Safe Places Scheme.





Place: Community and staff engagement

There are huge benefits for businesses and organisations to engage with their local community, from getting a better understanding of the needs of your customers, to supporting your local staff, to raising your local profile.

Alzheimer's Society was founded by volunteers, and their contribution continues to be absolutely essential to our ability to improve the lives of people living with dementia. From campaigning and fundraising, to delivering services and funding research, organisations and volunteers are active in every area of our work.

Dementia Friendly Communities

Dementia Friendly Communities are geographical communities which are committed to working towards making their area accessible, inclusive and supportive for people living with and affected by dementia. Everyone, from local government and health boards to the local corner shop and hairdresser, share part of the responsibility for ensuring that people with dementia feel understood, valued and able to contribute to their community.

Local organisations and branches should join their local community to support and engage with the issues that matter to local people. It provides a support mechanism, network of local businesses and a platform to engage your local community and customer base.

You can search for a list of your local Dementia Friendly Communities on the Dementia Friends website and on the national Dementia Action Alliance website.



What's the difference between DAA and DFCs?

Dementia Action Alliances is the infrastructure model used to gather a community and its organisations to work together develop an action plan.

Dementia Friendly Communities is the yearly recognition process for communities which are working on a minimum of one or more of the BSI Areas for action.



British Standards Institute Code of Practice for Dementia Friendly Communities

The PAS1365 document is a code of practice which provides more detailed guidance and structure for communities around what 'dementia-friendly' looks like and what the key areas for action are in working to achieve a dementia-friendly community, including:

- arts, culture, leisure, and recreation
- businesses and shops
- children, young people and students
- community, voluntary, faith groups and organisations
- emergency services
- health and social care
- housing; and
- transport

Volunteering and campaigning

Campaigning

Individual employees or organisations can take on a campaigning role to help raise awareness of dementia amongst the general public, health and social professionals, and elected representatives. Organisations can play a vital role in influencing the support and care that people receive at a local level, from working with hospitals on the way they deliver care, to campaigning to protect local services and change national legislation. There are opportunities for organisations to make public policy better from working on mental capacity, Power of Attorney, to safeguarding.



Alzheimer's Society, Short changed: Protecting people with dementia from financial abuse

This policy report was created alongside Nationwide to gather evidence about the issues that people with dementia and their carers face when managing their money. Nationwide funded and supported the publication of this report to better understand the challenges their customers face.



Judith's story Volunteering as a Side by Side Volunteer

I have worked in a bank for over 18 years and in that time have seen a number of customers struggle with the effect of Alzheimer's. In some cases, they have become very confused and distressed; this led me to respond to an appeal in a local paper for more volunteers.

I was matched with a local lady due to both our interest in arts and crafts. I firstly supported her to regain her interest in art and crafts, which had once brought her so much pleasure. It is clear to see her enjoyment and she has created some beautiful things that she is very proud of. We then started to venture out more for walks around lakes or country parks. The social environment is such that she obviously feels very comfortable and even joins in conversation. Through volunteering I have been offered 2 days training to learn more about the effect of Dementia on everyday life which I have found useful to apply whilst working to support all customers.

I have found it so rewarding to be able to make a difference to my clients' life and have found something that she can enjoy again and makes her happy. I feel I have gained my clients' trust and even more rewarding, a friendship.



Volunteering

Volunteering for a local Alzheimer's Society, Age UK or dementia service is an opportunity for organisations and businesses to support their local community. Organisational volunteer days or time could be used to offer skills-based volunteering or local support for key services. The following volunteering opportunities below are available:

Area of volunteering	Volunteering opportunities
<p>Increasing understanding</p>	<p>Dementia Friends Champions There are over 10,000 volunteer Dementia Friends Champions encouraging people to learn a little bit more about dementia. Champions are trained and supported by Alzheimer's Society to run Dementia Friends Information Sessions in their community and help inspire others to help those living with dementia live well.</p> <p>Dementia Friendly Communities Volunteers Dementia Friendly Communities are run by volunteers to create a social movement and drive the change that matters to people with dementia locally. Volunteers will help to encourage businesses and organisations to make their businesses dementia-friendly, chair meetings and support local initiatives.</p>
<p>Supporting dementia services</p>	<p>Dementia Adviser Volunteers Dementia Adviser Volunteers provide quality information and a signposting service to people with dementia in their community, supporting them to live the life they want to.</p> <p>Side by Side Side by Side pair people with dementia and volunteers so they can keep doing the things they love and get out and about. From joining a local club, going to the football, or just going for a stroll in the park, we want people with dementia to live the lives they want and deserve, and Side by Side volunteers can help make this possible.</p> <p>National Dementia Helpline and Talking Point forum We also offer a wide range of group-based services which help people with dementia to feel less isolated and increase their feeling of wellbeing; a National Dementia Helpline; and an online support and discussion forum, Talking Point. All are supported by volunteers.</p>

Area of volunteering	Volunteering opportunities
<p>Supporting research activities</p>	<p>Research Network Volunteers Are you a carer, a former carer or a person with dementia? If so, you could become a Research Network Volunteer and play an integral role in our research programme. From setting our research priorities, to reviewing funding applications, sitting on grant funding panels, monitoring on-going projects funded by Alzheimer’s Society and telling others about the results of research.</p>
<p>Helping us raise money</p>	<p>Fundraising Our fundraising roles are a flexible and exciting way to support our work. Whether you’d like to volunteer at one of our many events, join or set up one of our Volunteering Fundraising Groups or coordinate collections in your local area, the vital funds you raise will help us change the landscape of dementia for good.</p>

There are many ways in which you can volunteer at Alzheimer’s Society, either as an individual or as a team. If you can’t find what you are looking for or want to discuss your requirements in more detail, please contact us at volunteers@alzheimers.org.uk

Fundraising and Strategic Partnerships

Partnering with Alzheimer’s Societies fundraising team is a really easy and effective way to engage with your staff and employees demonstrating your commitment to dementia. Whether this be a Charity of the Year or a strategic partnership, leading organisations have seen real benefit from collaborating with our experienced and award-winning Corporate Partnerships team.

The team has both the expertise and the practical experience of managing high value, multi-site partnerships. In 2016 the team won more awards than any other charity.

You will be provided with a bespoke calendar of fundraising activities and events to make sure that there is something to involve everyone. From events and campaigns that will motivate and inspire your staff, and demonstrate to customers and the local community your commitment to supporting people affected by dementia. All funds raised can be allocated to one specific Alzheimer’s Society project or campaign. For

example, past partners have chosen to be the sole funder for one particular research project or have funded an element of our community work, such as our Dementia Support Workers.

Sponsorship opportunities

Alzheimer’s Society has a calendar of national events including Memory Walk, Cupcake Day and Elf Day, offering the opportunity for sponsors to interact with key audiences both locally and nationally, and to publicly shout about their commitment to tackling dementia, to increase brand exposure and engage new audiences. From sponsoring a category at the Dementia Friendly Awards to a publication to raise awareness, there are opportunities available to help align your company with the UK’s leading dementia support and research charity.

The Corporate Partnerships team know that every organisation is different and for this reason agree with each organisation the right approach and objectives to ensure these are delivered.

Checklist key actions



Aspirational

- Nominating Alzheimer's Society or other dementia charities for Charity Partnership of the Year
- Work with local Alzheimer's Society or Age UK branches to provide volunteer support
- Employees to offer skills-based volunteering to Alzheimer's Society
- Work with Alzheimer's Society to support or fund a policy report into a key issue affecting people living with or affected by dementia



Baseline

- Get your organisation involved in our Memory Walks taking place around the country
- Fundraising regionally or nationally to support people living with and affected by dementia
- Signing up to Alzheimer's Society's Campaigners Network



Conditional

- Fundraising for Alzheimer's Society or other dementia charities at a regional or local level
- Offer employee volunteering days or time to support people living with or affected by dementia
- Local offices or branches to join their local Dementia Friendly Community or Dementia Action Alliance and create a plan for becoming dementia-friendly.

Recognition

Getting recognition is important not only for organisations and employees to get the commendation for the hard work they are doing to support people living with and affected by dementia, but also to encourage other organisations to get involved and to raise awareness to both the general public and their customers.

Working towards becoming dementia-friendly status

Local and regional organisations can join their local recognised Dementia Friendly Community. Once organisations have created and started their individual action plan they can be given the working towards becoming dementia-friendly status. They can display this logo and sticker which is updated each year on their websites, premises or shops. Regional branches are encouraged to sign up to this method to get support from other local organisations and to ensure the needs of people living with and affected by dementia locally are reflected.



You can find a list of all Dementia Friendly Communities or Dementia Action Alliance on the Dementia Friends website www.dementiafriends.org.uk

Local press and national media

Dementia is of huge public interest and is featured daily in both local, trade, and national media. Different schemes and activities to support people living with dementia, their families and carers are of media interest. Frequently organisations who are leading the way, or have worked with people affected by dementia to determine innovative new ways or practices often get media coverage. As well as industry reputation, it also can enhance community relations and brand reputation showing organisations that care about an issue which matters to many people in the country.

Below are some of the media coverage over the past year showing the public interest in dementia:



If you are interested in working with Alzheimer's Society to support our media work either locally or nationally please contact the national media team press@alzheimers.org.uk or regional media team regionalpress@alzheimers.org.uk



For key facts and messages on dementia please visit www.alzheimers.org.uk www.dementiastatistics.org



Dementia Friendly Awards

The Dementia Friendly Awards are a yearly awards ceremony for dementia-friendly activity underway across England, Wales and Northern Ireland. They celebrate the range and breadth of schemes.

Award categories include:

- Dementia Friendly Community of the Year
- Dementia Friendly Partnership of the Year
- Dementia Friendly Innovation of the Year
- Dementia Friendly Organisation of the Year – Small & medium
- Dementia Friendly Organisation of the Year – Large
- Outstanding Contribution of the Year



Finalist of Dementia Friendly Organisation of the Year 2016 – Small & medium Marylebone Cricket Club

MCC are working towards Lord's becoming a Dementia Friendly cricket ground in order to welcome people living with dementia, their carers and families to the ground on a regular basis.

In partnership with Sporting Memories Network they trained staff and MCC Members who were interested in volunteering at cricket-themed reminiscence sessions. Members and staff plan and deliver each session, with a different theme each month. Each year they host a Memories Match to raise awareness of dementia and provide a positive match-day experience for people living with dementia and the elderly. This year they provided 500 free tickets to the Middlesex v. Somerset County Championship match.

They engaged a gentleman living with dementia and his son to act as mystery shoppers during an international match at Lord's. Following their feedback, Lord's developed innovative match day packs for visitors that are living with dementia. The packs contain basic information about Lord's and a dementia-friendly ground map, including a place to store tickets and also space for a carer's contact information.

Being a finalist gave the organisation recognition in national and local media for their work to support their supporters and local community affected by dementia. They have seen more engagement from spectators, as well as from families and carers who were not aware of the schemes and support offered. It also has solidified their place as leaders in the field.

Useful resources

General

Alzheimer's Society factsheets

alzheimers.org.uk/factsheets

Publications order line: 0300 303 5933

Alzheimer's Society factsheets that cover all aspects of dementia. Available for download from the website or via the publications order line.

People

Acas helpline

Telephone: 0300 1231100

Textphone: 18001 0300 1231100

Alzheimer's Society training

alzheimers.org.uk/training

Bespoke dementia awareness training for organisations.

Alzheimer's Society Employers Guide

Alzheimer's Society has produced an informative guide for employers to help them gain an understanding of dementia, how it impacts organisations and the practical steps they can take to support employees, clients and customers. We hope managers will use this guide as a tool to review existing approaches to supporting people living with dementia in the workplace.

Dementia Friends

www.dementiafriends.org.uk

A free initiative produced by Alzheimer's Society. Employees can watch an online video or complete a 45-minute face-to-face session to become a Dementia Friend, or do a one-day course to become a Dementia Friends Champion.

Employment and dementia position statement

www.alzheimers.org.uk/info/20091/what_we_think/138/employment_and_dementia

An Alzheimer's Society briefing on dementia in the workplace.

Employers for Carers, Toolkit to developing a Carers' Policy

www.employersforcarers.org/resources/toolkits

Employers for Carers, Toolkit for Starting and Sustaining a Carer's Network

www.employersforcarers.org/resources/toolkits

Flexible working regulations

www.gov.uk/flexible-working

Guidance for customer-facing staff

How to help people with dementia: a guide for customer-facing staff

alzheimers.org.uk/customerfacing

An Alzheimer's Society booklet containing practical advice on communicating with and assisting people with dementia.

Guidance for employers

Creating a dementia-friendly workplace: a practical guide for employers

alzheimers.org.uk/employers

An Alzheimer's Society resource providing guidance on supporting staff members who have dementia, or those who are caring for someone with dementia while still in employment.

Supporting employees who are caring for someone with dementia

www.employersforcarers.org/resources/research/item/875-supporting-employees-who-arecaring-for-someone-with-dementia

Key findings and emerging issues from a survey of employers and employees conducted by Carers UK and Employers for Carers, with ten recommendations for employers, health and social care services and government to facilitate better support for carers.

Tips for employers who want to be more dementia friendly

www.dementiaaction.org.uk/assets/0000/8841/DEEP-Guide-Tips-for-employers.pdf

www.dementiavoices.org.uk/wp-content/uploads/2013/11/DEEP-Guide-Tips-for-employers.pdf

Practical tips for employers produced by the Dementia Engagement and Empowerment Project (DEEP).

Time off for dependants

www.gov.uk/time-off-for-dependants

Training and Mass online open courses (MOOCs)**Alzheimer's Society Training and Consultancy**

Alzheimers.org.uk/training

University of Birmingham, Dementia MOOC

www.birmingham.ac.uk/postgraduate/courses/moocs/dementia.aspx

University of Derby, Bridging the dementia divide MOOC

www.derby.ac.uk/online/mooc/bridging-dementia-divide

Elearning for Healthcare

www.e-lfh.org.uk/

Kwango

www.kwango.com/

Learning BMJ

www.learning.bmj.com/

National Prescribing Centre UK

www.webarchive.org.uk/wayback/archive/20140627111233/http://www.npc.nhs.uk/

Social Care Institute for Excellence (SCIE)

www.scie.org.uk/

SCIE Dementia Gateway Open Dementia eLearning Programme

www.scie.org.uk/publications/elearning/dementia/index.asp

University of Tasmania Understanding dementia MOOC

www.utas.edu.au/wicking/understanding-dementia

Videos

East of England Co-operative – ‘Shopping in their Shoes’ video

www.youtube.com/watch?v=nAIVM3Jc0sE

Essex County Council, Essex Dementia Day - Georgina’s story

www.youtube.com/watch?v=X9ycyBYTqmA

Health Education England – Finding Patience

www.youtube.com/watch?v=9BWoGrbmHgU

Health Education England – Fred’s Story – part 1

www.youtube.com/watch?v=7XwPx0SDTso

Health Education England – Fred’s Story – part 2

www.youtube.com/watch?v=jtxg5VUJFh8

Health Education England – The appointment – Dementia awareness Process

www.youtube.com/watch?v=EnPUq00UA8c

Sainsburys – Supporting the Alzheimer’s Society campaign for retailers to be “dementia-friendly”

www.youtube.com/watch?v=4kae_srrT8s

Scottish Dementia Working Group – Travelling with Dementia

www.youtube.com/watch?v=eIUdbwt9C9Y

Slough Borough Council – Dementia awareness and providing excellent customer service

www.youtube.com/watch?v=LusPqPKEo8c

Process

Alzheimer's Society, Dementia Digital Design Guidelines

docs.google.com/spreadsheets/d/1PMImCkVQvtothQ5JYwP9pJixThJ-n0h7EgiZWer9owM/edit#gid=0

Call centre, What o people living with dementia in the UK really think about using call centres?

www.callcentre.co.uk/what-do-people-living-with-dementia-in-the-uk-really-think-about-using-call-centres/

Dementia Diaries, How do the dementia diarists experience call centres

www.dementiadiaries.org/entry/2541/how-do-the-dementia-diarists-experience-call-centres

Direct Marketing Association, Call centre vulnerable consumers

www.dma.org.uk/uploads/call-centres-vulnerable-consumers_final_53d7c237289c1.pdf

Dementia Engagement and Empowerment Project (DEEP) Guides

www.dementiavoices.org.uk/resources/deep-guides/

DEEP produces a series of guides for organisations and communities who want to work well with people with dementia and support their involvement. These include titles such as Dementia-friendly tips for employers, Choosing a dementia-friendly meeting space and Involving people with dementia at conferences and events.

Dyscover Aphasia Charity, Aphasia – What a difference some help makes

youtu.be/KWVoqM9jmEM

Gov UK, Dos and don'ts on designing for accessibility

accessibility.blog.gov.uk/2016/09/02/dos-and-donts-on-designing-for-accessibility/

Scope Aust, Are you Communication Accessible?

youtu.be/egpDZSxDZUc

Place

Alzheimer's Society, Dementia-friendly Signage

www.alzheimers.org.uk/downloads/download/2055/dementia_friendly_signage

This signage can be downloaded and printed to help make your environment dementia friendly.

Dementia-friendly design

www.dementiaaction.org.uk/assets/0000/7618/dsdcthe_stirling_standards_for_dementia_120430_1.pdf

A person-centred approach for dementia-friendly design developed by the University of Stirling Dementia Services Development Centre.

How to do an access audit

www.innovationsindementia.org.uk/HowToDoAnAudit.pdf

A more in-depth guide and checklist produced by Innovations in Dementia to help make buildings more dementia-friendly.

International Dementia Design Network

www.international-dementia-design.org

A forum that provides information on dementia design research, innovation and education.

Practical guidance

Dementia friendly environments checklist

www.dementiaaction.org.uk/assets/0000/4334/dementia_friendly_environments_checklist.pdf

Based on work by Innovations in Dementia, this simple checklist looks at physical features such as signage, lighting, and more to assess small changes in your organisation's public spaces which may make a positive difference to your employees or customers.

Stirling University Dementia Services Development Centre

www.dementia.stir.ac.uk/design

DSDC is the world leader on the design of services and environments for people with dementia.

Recognition

Alzheimer's Society volunteering opportunities

alzheimers.org.uk/volunteer

Building dementia friendly communities: A priority for everyone

alzheimers.org.uk/site/scripts/download_info.php?fileID=1916

Dementia Action Alliance

www.dementiaaction.org.uk

Local dementia services

alzheimers.org.uk/dementiaconnect

Find local Alzheimer's Society services in your area.

Useful organisations

Useful organisations

The following organisations can offer guidance or resources for you as a manager. You can also use this list to direct a staff member with dementia, or who cares for someone with dementia, towards sources of support and advice.

General

ACAS

www.acas.org.uk

Age UK

www.ageuk.org.uk

Alzheimer's Scotland

www.alzscot.org

Alzheimer Society

alzheimers.org.uk

Business Disability Forum

www.businessdisabilityforum.org.uk

Public Health England

www.gov.uk/government/organisations/public-health-england

Young Dementia UK

www.youngdementiauk.org

People

Alzheimer's Society training

alzheimers.org.uk/training

Bespoke dementia awareness training for organisations.

Carers Trust

www.carers.org

Carers UK/Employers for Carers

www.carersuk.org

CIPD (Chartered Institute of Personnel and Development)

www.cipd.co.uk

Citizens Advice Bureau

www.citizensadvice.org.uk

Dementia Action Alliance

www.dementiaaction.org.uk

Dementia Friends

www.dementiafriends.org.uk

Dementia Services Development Centre

www.dementia.stir.ac.uk

Dementia UK

www.dementiauk.org

Department for Work and Pensions

www.gov.uk/government/organisations/department-for-work-pensions

Employers for Carers

www.employersforcarers.org

Frontotemporal Dementia Support Group

www.ftdsg.org

Inclusive Employers

www.inclusiveemployers.co.uk

Lewy Body Society

www.lewybody.org

Local Government Association

www.local.gov.uk

References

AARP, Better Together: A comparative Analysis of Age-Friendly and Dementia Friendly Communities

www.aarp.org/content/dam/aarp/livable-communities/documents-2016/Better-Together-Summary-Report.pdf

Action on Hearing, Loss statistics

www.actiononhearingloss.org.uk/your-hearing/about-deafness-and-hearing-loss/statistics.aspx

Age UK, Age Friendly Business

www.ageuk.org.uk/latest-news/age-friendly-business/

Age UK, Causes of hearing loss

www.ageuk.org.uk/health-wellbeing/conditions-illnesses/hearing/causes-of-hearing-loss/

Age UK, 'Later life in a digital world':

www.ageuk.org.uk/Documents/EN-GB/For-professionals/Research/Later_life_in_a_digital_world.pdf?dtrk=true

Bournemouth University, Coastal Tourism Academy,

www.coastaltourismacademy.co.uk/resource-hub/resource/dementia-why-is-it-important-for-tourism

Centre for Economics and Business Research (April 2014), Cost of dementia to English businesses:

A study into the costs to business from time taken to care, workforce skills and knowledge lost and consumer spending at risk through a lack of understanding of dementia

Employers for Carers, 7 in 10 people juggling their job with caring for a loved one feel isolated at work

www.employersforcarers.org/news/item/986-7-in-10-people-juggling-their-job-with-caring-for-a-loved-one-feel-isolated-at-work

Employers for Carers (2014), Supporting carers who are caring for someone with dementia Carers UK

Employers for Carers (2013), Supporting working carers: The benefits to families, business and economy

The Equality Act 2010

www.hesa.ac.uk/collection/c15054/ea-guide.pdf

Financial Times, Business lose out by neglecting dementia pound

www.ft.com/content/6b8eec9e-4e00-11e4-adfe-00144feab7de#axzz49l0OUZyb

KPMG, Millennials v Grey Pound – Who holds the key to future retail success?

www.home.kpmg.com/uk/en/home/media/press-releases/2016/05/millennials-v-grey-pound-who-holds-the-key-to-future-retail-succ.html

Newcastle University and Years Ahead older people’s forum report ‘A report on older person friendly seating’:

www.yearsahead.org.uk/reports/accessibilitytransport/ Years%20Ahead%20report%20on%20older%20person%20friendly%20seating.pdf

ONS, Internet users in the UK: 2016, 2016

Stephen J. Page, Anthea Innes, Clare Cutler, Developing Dementia-Friendly Tourism Destinations

journals.sagepub.com/doi/abs/10.1177/0047287514522881

This is Money, Did baby boomers lift Britain out of the recession?

www.thisismoney.co.uk/money/news/article-2553921/Baby-boomers-helped-lift-Britainrecession-grey-pound-accounts-50-consumer-spending.html

Images

Accessible benches

www.southglos.gov.uk/news/accessible-benches-installed-in-patchway/

Disabled parking bay

www.leedsbradfordairport.co.uk/media/1395/disabled-parking.jpg

Disorientating lights and shadows

www.enablingenvironments.com.au/lighting.html

Flooring

www.telegraph.co.uk/men/the-filter/accident-design-architectural-fails-defy-logic/give-cyclists-space-just-like-cycle-lane-width-mega-sign/

Toilet signage

www.solopress.com/blog/wp-content/uploads/2014/11/Bathroom-signage.jpg

Toilet

www.occupationaltherapy.me.uk/2010/10/25/dementia-services-development-centre-stirling-university/



**Alzheimer's Society is the UK's leading dementia charity.
We provide information and support, improve care, fund research,
and create lasting change for people affected by dementia.**

If you have any concerns about Alzheimer's disease or any other form of dementia, visit **alzheimers.org.uk** or call the **Alzheimer's Society National Dementia Helpline** on **0300 222 1122**. (Interpreters are available in any language. Calls may be recorded or monitored for training and evaluation purposes.)

Alzheimer's Society

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Code 900



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