



May 2012

Newsletter No. 50

Brain Waves



A monthly newsletter from Innovations in Dementia CIC

The aim of these newsletters is to keep people with dementia and their allies informed about the work of Innovations in Dementia Community Interest Company.

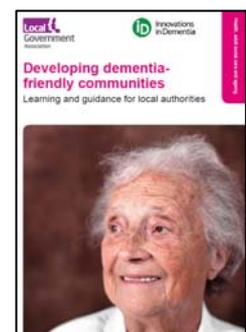
Developing dementia friendly communities

Our work with the Local Government Association Ageing Well programme in Hampshire and Sheffield is now complete.

Find out more on page 2

As part of the work in Hampshire, we have produced a dementia friendly communities toolkit, which is designed to support work at a local level.

Find out more on page 3



Developing dementia friendly communities

For a long time we have been interested in what local communities do or don't do to support people with dementia to stay connected and involved.

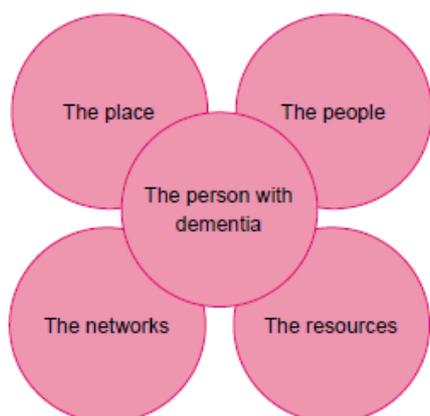
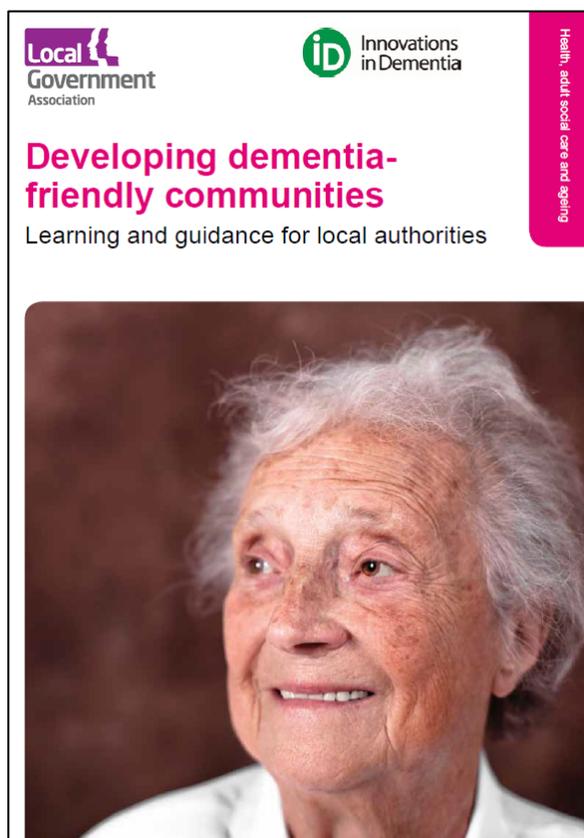
The Ageing Well programme, which ran from 2010-2012, was designed to support councils to prepare for an ageing society.

The Ageing Well programme commissioned Innovations in Dementia to work with two councils who had expressed an interest in the work - Sheffield City Council and Hampshire County Council.

We worked with people with dementia and people from the local councils, NHS, Alzheimer's Society and other organisations to think about what developing a dementia-friendly community might mean in practice.

The Local Government Association has produced a publication called 'Developing dementia-friendly communities: learning and guidance for local authorities'. This

publication attempts to provide a definition for dementia-friendly communities and sets out the learning from the work in the two pilot councils.



The voice of people with dementia

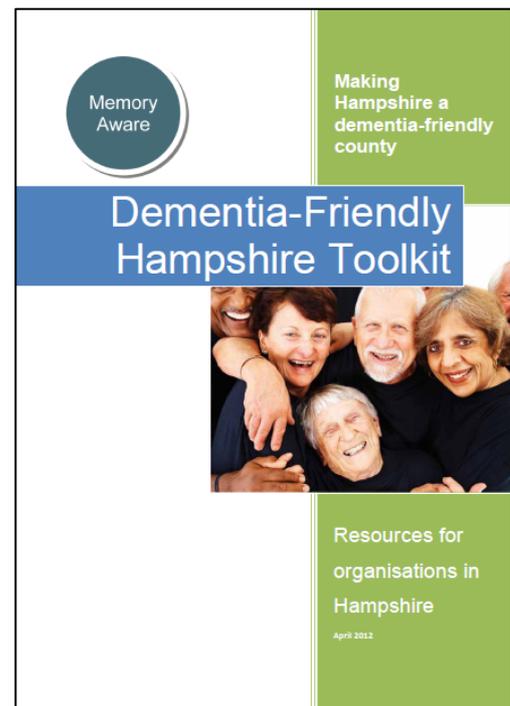
The voices of people with dementia and their carers should be at the start and the heart of the process of creating dementia-friendly communities. Dementia-friendly communities need to be responsive to what people want, and people with dementia should feel part of their own communities.

Dementia friendly toolkit

A key practical part of the report is the toolkit, which we hope will be useful to many people who are starting to think about making their community more open to people with dementia.

The toolkit is made up of:

- **Introduction to toolkit:**
Explains what is in the toolkit and how the tools work together.
- **Guidelines for engaging people with dementia and carers:** Finding out what a dementia friendly community means to people with dementia and carers.
We believe that the voices of people with dementia should be at the start and the heart of developing dementia-friendly communities. This toolkit is designed to help people find out from people with dementia and their carers what a dementia friendly community means to them.
- **Why do we need to be dementia friendly?:**
Briefing note for businesses
This document has been written to explain why it is important that local businesses think about becoming more dementia-friendly.
- **Dementia awareness raising options for staff:** Briefing note for businesses
People with dementia have told us that it is the attitude of those they meet that is the most important aspect of a dementia-friendly community. Raising awareness of dementia among staff is therefore crucial - and this document outlines a number of different awareness-raising options.
- **Help-pack for customer-facing staff:** Briefing note for businesses
During our research we were unable to find any awareness raising materials written exclusively for customer-facing staff. This help-pack is focused on helping staff to support customers with memory problems more effectively.



- **Checklist for dementia friendly environments:** Briefing note for organisations
There are many aspects of the physical environment that can make life easier for people with memory problems - this document outlines some very basic considerations as well as signposting to more detailed audit tools.
- **Thinking about a 'Memory Aware' high street scheme:** Briefing note for organisations.
This document lays out recommendations for the development of a "memory aware" high street scheme that puts people with dementia in control of how they want to be supported.

All these documents are available to download from the Innovations in Dementia website.

Go to www.innovationsindementia.org.uk

If you want any more information about this project or the toolkit, please contact Steve

Email: steve@innovationsindementia.org.uk



**Innovations
in Dementia**

Innovations in Dementia is run by three directors - Rachael, Steve and Nada. We are a Community Interest Company. This means that any profit we make is put back into the organisation.

We do not offer services for people with dementia. Instead we work with other organisations to make sure that people with dementia can continue to take part in their communities and have active lives.

Please share your ideas, experiences and positive stories with us.

Contact us

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