

## What is a Local Dementia Action Alliance?

Local Dementia Action Alliances (LDAA) are set up by members of communities with the aim of improving the lives of people with dementia and their carers.

The membership can be made up of local businesses, community groups, faith groups, schools and colleges, residential homes, charities as well as health and social care providers.

Members decide what they can each do to help, and deliver this as part of their commitment to the alliance.

Successful actions have included:

- a 'no hurry' supermarket checkout lane
- schools including dementia in the curriculum
- raising dementia awareness in customer-facing staff.

**For more information contact:**

Sue Butterworth

DAA Co-ordinator, Newbury

T: 07717 343048

E: [susan.butterworth@alzheimers.org.uk](mailto:susan.butterworth@alzheimers.org.uk)

## Five top ways you can help

1. 'Can I help you?' and a friendly smile goes a long way to put people at ease
2. Be patient – give people time
3. Be clear – communicate clearly, use gestures and props to help, find a quiet place to go
4. Don't make assumptions about what someone may want or need – be guided by the individual
5. Talk about dementia and remember the carer – you will be helping to reduce the stigma around dementia

**National Dementia Helpline:**  
0300 222 11 22

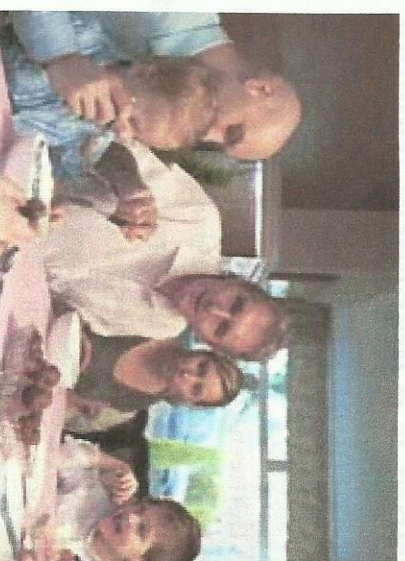
[www.alzheimers.org.uk](http://www.alzheimers.org.uk)

Thank you to Innovations in Dementia, Torbay Dementia Action Alliance and Care Focus Somerset for their contributions to this document

**DAA** Dementia Action Alliance

Alzheimer's Society  
Leading light on dementia

# Working to build a Dementia Friendly Newbury



Everyone can make a difference

  
**West Berkshire**  
C O U N C I L

Registered charity no. 296645

## How well are people living with dementia?

Many people with dementia and their carers are still not living well with the condition, and quality of life remains extremely varied.

We all have a role to play in developing dementia friendly communities.

## What is a dementia-friendly community?

A dementia-friendly community is one that shows a high level of public awareness and understanding so that people with dementia and their carers are encouraged to seek help and are supported by their community.

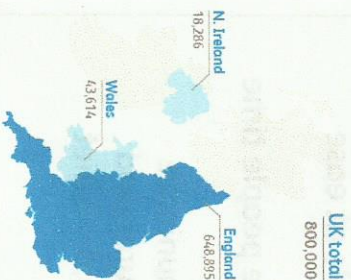
These communities are more inclusive of people with dementia and improve their ability to remain independent and have choice and control over their lives.

Everyone in the community can help.

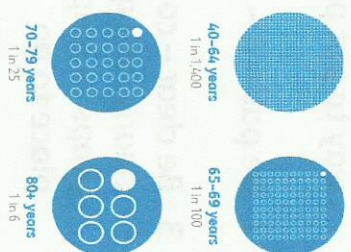
## Why does a community need to become dementia friendly?

### The size of the challenge

The breakdown of the population with dementia across the UK.



Dementia is most common in older people but younger people (under 65) can get it too.



Two thirds of people with dementia are women



One in three people over 65 will develop dementia

There are now 800,000 people with dementia in the UK and there are estimated to be 670,000 family and friends acting as primary carers.

- 77% of people with dementia feel anxious or depressed
- 67% of people with dementia do not always feel a part of their community
- 44% of people with dementia feel they lost friends after being diagnosed

## How does dementia affect people in the community?

Dementia is not a natural part of the ageing process – it is a progressive disease of the brain caused by conditions such as Alzheimer's disease, vascular dementia and dementia with Lewy Bodies.

Dementia affects everyone differently. Symptoms can include problems with:

- memory
- carrying out everyday tasks such as handling money
- communication
- visual perception – the different ways individuals interpret what they see.

Many people you come across may have dementia and you won't know it.

If you play an active role in your community, or work with an organisation or business serving the community, the likelihood is that you regularly meet people with dementia. You can help to ensure the best possible experience for these individuals and help them to remain independent for as long as possible.