

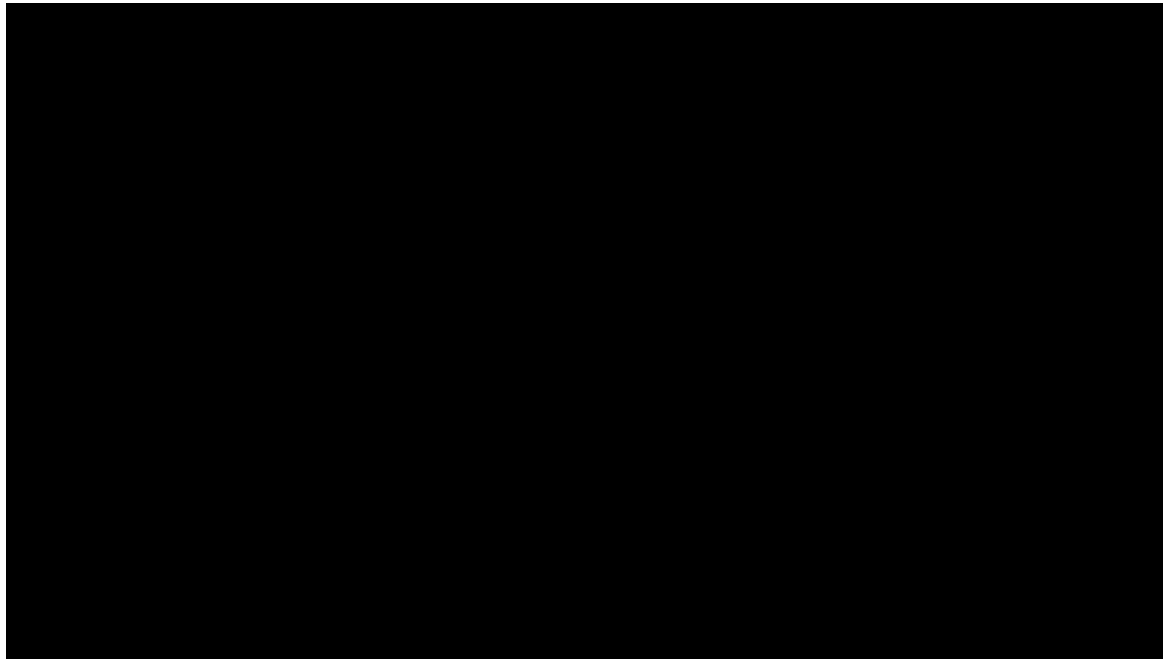
# The contribution of corporations to enabling people with dementia to live well in the community.

Jeremy Hughes  
Chief Executive

# National Dementia Declaration

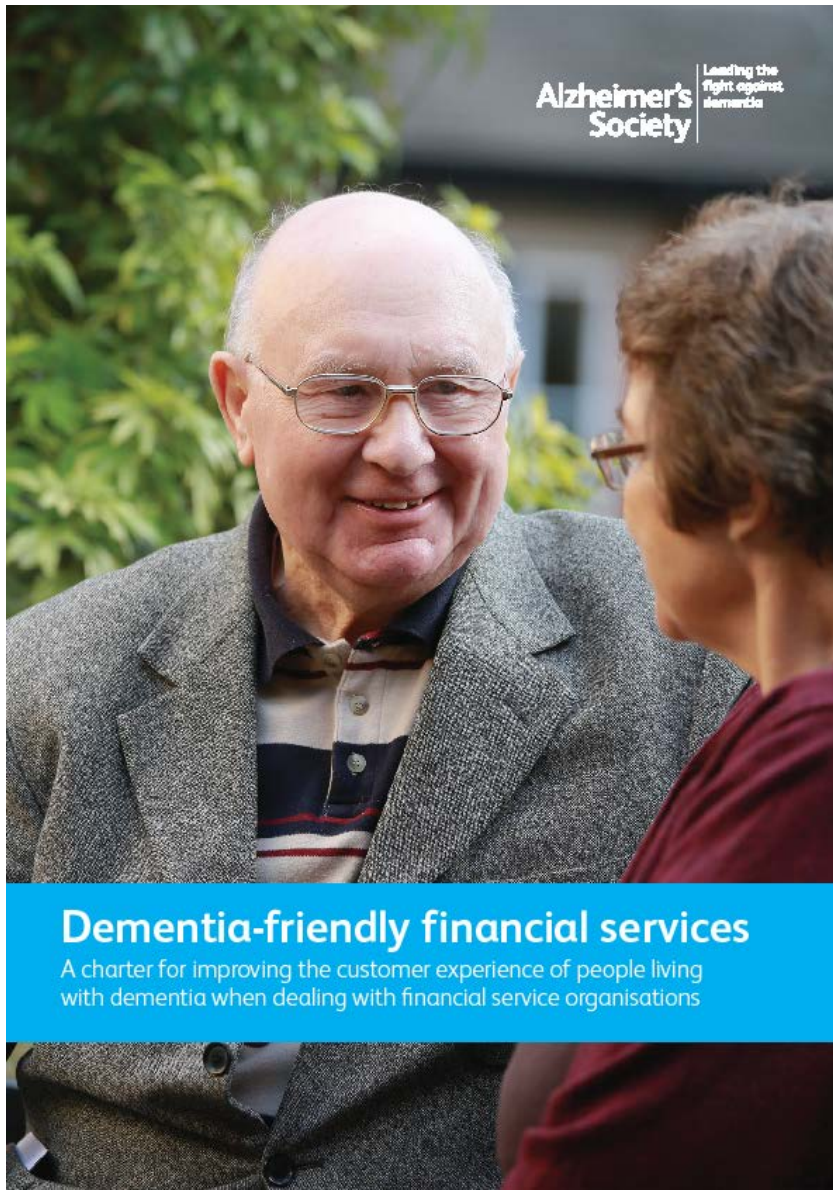
- I have personal choice and control or influence over decision about me
- I know that services are designed around me and my needs
- I have support that helps me live my life
- I have knowledge and know-how to get what I need
- I live in an enabling and supportive environment where I feel valued and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

# Small changes help make a dementia friendly community



# Creating a dementia friendly society 1.

- National companies

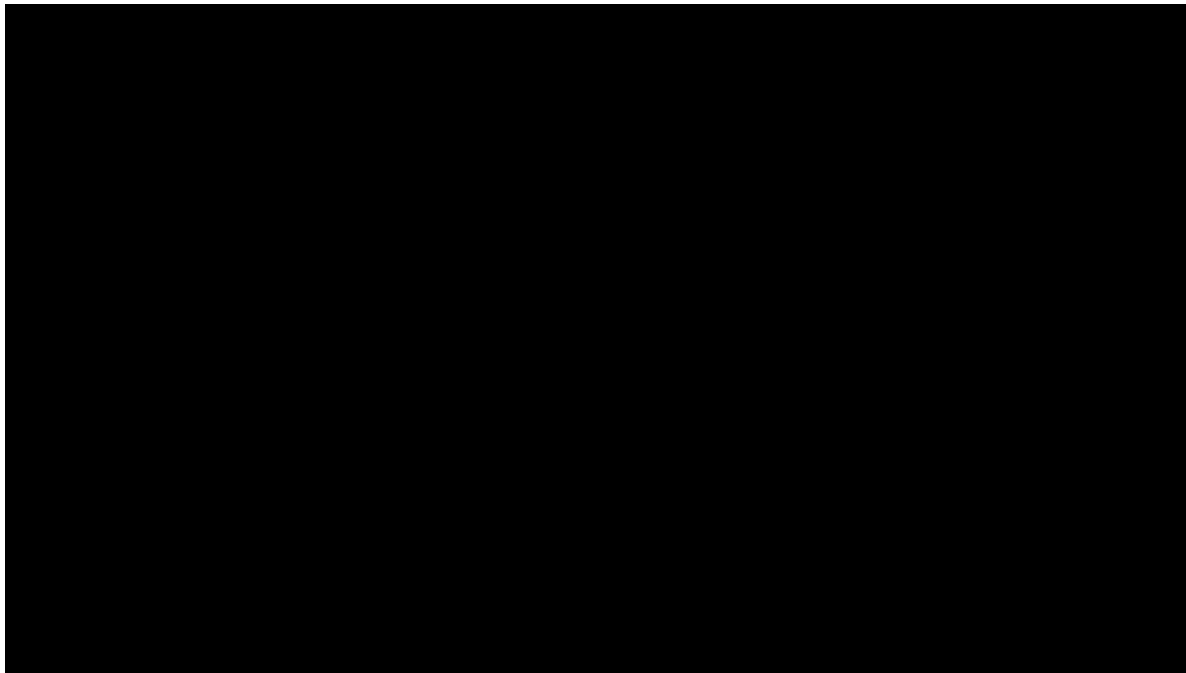


**Alzheimer's  
Society** | Leading the  
fight against  
dementia

## Dementia-friendly financial services

A charter for improving the customer experience of people living with dementia when dealing with financial service organisations

# Lloyds Bank training video



# Creating a dementia friendly society 2.

- Local communities

# Example: Dementia Friendly **Crawley**



- 1 in 5 people in the town will have a form of dementia during their lifetime
- Diagnosis rates have gone up 16% since 2011
- There are now over 100 members of the Crawley Dementia Action Alliance





# Example: First Bus

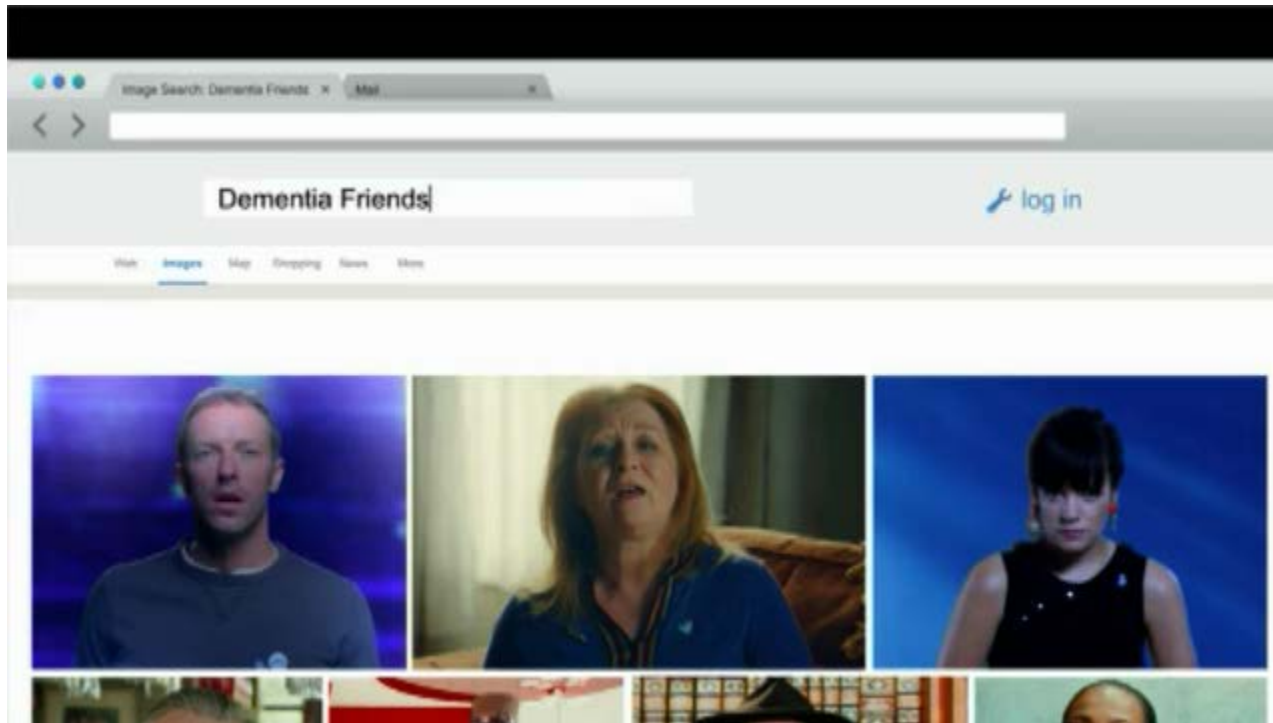


# Creating a dementia friendly society 3.

- Enabling individual employees

The screenshot shows a web browser window with the URL <https://www.dementiafriends.org.uk/>. The page features the Dementia Friends logo, which is a blue flower with a yellow center, and the text "Dementia Friends An Alzheimer's Society initiative". The main heading is "Become a Dementia Friend today" with the subtext "Understand a bit more about dementia, and the little ways you can help." A counter displays "Dementia Friends 493,716". Below this, a blue banner reads "Become a Dementia Friend now:" followed by two steps: "Step 1 Watch our video." and "Step 2 Enter your details to get your FREE Dementia Friends pack." A video player is embedded, showing a woman with blonde hair in a purple top. To the right of the video, there is a section titled "Join a face-to-face session" with the text "You can also become a Dementia Friend by attending an information session in your area." and two links: "Find a session near you >" and "Already attended a session? Log in >". The Windows taskbar at the bottom shows the time as 11:28 on 26/10/2014.

# 30 second Dementia Friends TVC



# Thank you

Jeremy Hughes

Chief Executive, Alzheimer's Society

[jeremy.hughes@alzheimers.org.uk](mailto:jeremy.hughes@alzheimers.org.uk)

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