



Alzheimer's Disease International

The global voice on dementia



Dementia Friendly Communities Global developments 2nd Edition

Foreword



The *Global action plan on the public health response to dementia (GAPD)* states in Action 2, *Dementia Awareness and Friendliness*, that “increasing public awareness, acceptance and understanding of dementia and making the societal environment friendly will enable people with dementia to participate in the community and maximise their autonomy through improved social participation”.

ADI strongly supports that view and believes that dementia friendly communities can change the way people think about dementia and improve the quality of life of people with dementia.

The objective of ADI in this and future publications is to capture the many ways people have chosen to make their communities dementia friendly. The concept of dementia friendly communities is constrained only by our imaginations.

Being dementia friendly is not about charity, nor does it lessen the responsibilities of governments to act as comprehensively as they are able to meet and to exceed the targets of the GAPD. Rather, it is an affirmation of the rights of people with dementia by giving effect to those rights in the everyday lives of our communities.

There are 33 references to the rights of people with dementia in the GAPD including 8 to the United Nations Convention on the Rights of Persons with Disabilities, which provides a framework within which the rights of people with dementia can be monitored.

The need is to give practical expression to the rights of people with dementia including through access to timely diagnosis, opportunities for post diagnostic support and care, participation in the community through social engagement and voluntary and paid work opportunities, and freedom from medical and physical abuse.

So, enjoy this publication and the varied expressions of dementia friendly from the spread of dementia friendly towns, cities and businesses as far and as wide as Canada, the Netherlands and Singapore, to the initiation of fresh Dementia Friends programmes in Africa, and through innovative training and awareness initiatives in Brazil, Croatia, Iran and other countries.

My thanks to the staff at ADI for their energy and enthusiasm in preparing this publication, and to the many contributors who made it possible.

We look forward to constantly reporting on what is happening around the world on the ADI website.

A handwritten signature in black ink that reads "Glenn Rees". The signature is fluid and cursive, with the first name and last name clearly distinguishable.

Glenn Rees AM

Chair
Alzheimer's Disease International

Contents

Africa	4
Americas	6
Asia Pacific	9
Europe	20
Middle East	36
An opportunity to join the Dementia Friends global movement	37
Useful links	38

About this report

This report contains an overview of progress made to date on creating dementia friendly communities around the world, with details of just some of the initiatives currently being carried out.

The details given in respect of individual countries in this report are by no means exhaustive and are based on the information available at the time of publication.

As part of ADI's ongoing efforts to promote and support dementia friendly community initiatives, a new section of the ADI website features information about programmes around the world as well as more detailed case studies.

To share information about your dementia friendly community initiative, visit www.alz.co.uk/DFC

Cover image

A person with dementia takes part in the *Yellow Bracelet Project* in China. The project is now active in 233 cities across the country.

Africa



A lack of awareness and social stigma present significant challenges to the development of dementia friendly initiatives in Sub-Saharan Africa. In some countries, belief in witchcraft and spiritual intervention can further isolate people with dementia and their families from the community, compounded by a limited access to a diagnosis and low prioritisation by governments experienced across the region.

Dementia Friends initiatives and other awareness campaigns have started to make a small impact in the region but more efforts are needed to improve basic awareness and to develop the necessary infrastructure for dementia healthcare.

Dementia affects over 4 million people in Africa, and this is expected to increase to 14 million by 2050. Given the necessary support by key stakeholders, dementia friendly initiatives have an opportunity to play a defining role in the response to dementia in the region, which is home to close to half of the fastest growing economies in the world.

Ghana

Ghana is one of the countries most affected by dementia in Sub-Saharan Africa. By 2030, it is expected that the number of people over the age of 60 will increase by 147%. Since 2015, Alzheimer's and Related Disorders Society of Ghana (Alzheimer's Ghana) has collaborated with over fifty traditional leaders, including Kings, Chiefs, Regents, sub-chiefs and Linguists (the traditional spokesperson for the chief), in the

Greater Accra Region on the **Dementia PET Project.**

Leaders are invited to pledge to make dementia their 'pet' project through:

- Supporting Alzheimer's Ghana to organise education and public talks on dementia in the various communities;
- Serving as ambassadors for dementia awareness in the local community;
- Offering direct engagement with the government through the National House of Chiefs, the Ministry of Culture and Chieftaincy and the Council of State;
- Potentially providing land for developing care centres.

One example of an awareness-raising activity was a durbar, an event called by a Chief, for the people of Bodada in the Volta Region. The durbar aimed to educate about dementia, raise awareness, and challenge the stigma and abuse of people with dementia. The event was attended by more than 250 people.

Alzheimer's Ghana also collaborated with the Theatre Department of the University of Winneba to create a drama on dementia which was performed in 20 local communities across the country to educate community leaders, chiefs and opinion leaders on the difficulties of living with dementia and creating a friendly environment and support for those affected and their families.

The project also engaged community radio stations to discuss management of dementia. Phone-in programmes were used to discuss

common problems associated with dementia and how these were addressed in a better way.

After the adoption of the global plan on dementia by the WHO, Alzheimer's Ghana has engaged the government of Ghana and has had a series of positive discussions with the Minister of Health to agree steps to making dementia a public health priority.

The society continues to actively participate in World Alzheimer's Month, including holding events with people living with dementia and their families in churches, with the media and local schools and colleges. In the absence of a specific emphasis on dementia friendly, the association is actively engaging the community with the impact of dementia, respect and acknowledgement of those affected.

Namibia

In 2015, **Alzheimer's Dementia Namibia (ADN)** visited six towns with an outreach programme. These included Henties Bay, a small coastal town with a large population of older people where ADN staff were approached by local shop owner with experience of dementia in her own family. Later that year, dementia training was provided to all 35 of the shop's staff, which marked a great step forward for both the local community and the association. The training was supported by materials from the UK **Dementia Friends** campaign.

In 2017, ADN continues to raise awareness of dementia in Namibia as a precursor to developing dementia friendly attitudes. A film by Hee Haw Productions has documented the activities of the association that challenge the stigma that is preventing progress.

Nigeria

The Alzheimer's Society **Dementia Friends** campaign was introduced to Nigeria by Chief Kikelomo Laniyonu Edwards from Rossetti Care in 2015. With guidance and support from the Society in the UK, the campaign supported training of over 67,000 dementia friends by early 2016, including 21 Dementia Friends Champions who have progressed to hold Dementia Friends sessions of their own in 19 of the 36 states of Nigeria. Once these individuals had been familiarised with *Dementia Friends* resources, they were each set the task of training an additional 100 Dementia Friends by providing awareness raising workshops.

In September 2017, the **Alzheimer's Disease Association of Nigeria (ADAN)** co-hosted the 3rd Sub-Saharan African Conference of ADI in Ibadan, attended by delegates and



Dementia Friends Nigeria was launched in 2015 with support from Alzheimer's Society in the UK.

representatives of Alzheimer associations from Ghana, Kenya, Nigeria, Namibia, Zambia and Zimbabwe. The conference was also attended by the Olubadan of Ibadanland, His Imperial Majesty, Oba Saliu Olasupo Adetunji, Aje Ogungunniso I. The conference included themes of dementia friendliness and support for people living with dementia and their care partners.

The Ondo State Chapter of **Dementia Friends Nigeria (DFN)** has actively engaged members of the community in dementia awareness raising, including holding meetings with alumni of the Fiwasaiye Girls Grammar School in Akure to strategize the best way of further developing momentum for dementia friendly attitudes and awareness. The chapter engaged with leaders within the community to ensure information on dementia reached policy makers.

In 2017, the chapter held a large event to mark World Alzheimer's Month with messages of awareness and dementia friendliness. Meetings with members of the community and other sustainable activities in support of the aged community were held in the lead-up to the event.

Viejo Elderly Care Nigeria collaborated with Rossetti Care, World Young Leaders in Dementia and Better Health Foundation Nigeria to train a pool of volunteers that provided counselling, visits and care to members of the elderly in Nigeria. The group was born out of a passion to care for the elderly, who had become vulnerable members of the community due to the erosion of the traditional extended family system that played a primary role in care.

The group aims to restore the values of this system and raise awareness on the plight of elderly, including those with dementia, in society.

Zimbabwe

Zimbabwe Alzheimer's and Related Disorders Association is working towards making communities in Zimbabwe more dementia friendly by first creating awareness. Slow progress is being made, including training for domestic and professional carers and talks given in schools and hospitals. Support groups, exercise classes, and art, music and group therapy are also being supported for people living with dementia and their care partners.

Americas



A creative discussion inspired by the question “what is childhood?” as part of the TimeSlips project *I Won't Grow Up*, exploring the meaning and value of childhood at any age.

Efforts to develop dementia friendly communities in the Americas have been limited, until fairly recently, to the USA and Canada. In many countries within the region awareness-raising projects run by Alzheimer associations are still the main focus as a response to a lack of diagnosis and recognition as well as stigma, while multi-sector approaches are still much less common. However, with an increased focus on improving or developing dementia policy in Latin America and the Caribbean, there are signs within some countries that the concept of dementia friendly is beginning to gather interest.

Argentina

Taking inspiration from the Netherlands' Alzheimer Café concept, Asociación de Lucha contra el Mal de Alzheimer (A.L.M.A.) held their first **Café con A.L.M.A.** (Coffee with A.L.M.A.) in Buenos Aires in 2013. The café, which is run by a team of volunteers, brings together people with dementia, carers and family members, and anyone with an interest in dementia. Health professionals are invited along to the monthly event to offer useful information and live music encourages singing and dancing. The initiative has been widely recognised for the social benefits it provides to those who attend. In 2015 Café con A.L.M.A. received a declaration of interest for the sciences by the city of Buenos Aires legislature and the following year won first prize for Friendly Initiatives for the Elderly and Social Participation from the International Longevity Center in Argentina and the Argentina Society of Gerontology and Geriatrics. Since the project was introduced in Argentina, it has prompted similar arrangements to be made by Alzheimer associations in other countries within the region, including Costa Rica, Ecuador, Puerto Rico and Uruguay.

Brazil

Recognising the importance of educating the younger generations about dementia to change national mind sets for the future, Associação Brasileira de Alzheimer (APAZ) in Brazil introduced a handbook, ***To know for living with: information about Alzheimer's Disease for children and teenagers***, in 2006. Five thousand handbooks were printed, with a further 30,000 produced in 2012. The handbook has been distributed on a daily basis from APAZ's headquarters and, in September 2012, APAZ representatives travelled by subway to more remote locations and offered a handbook to every passenger.

Canada

In 2015, the Government of Canada and the Alzheimer Society of Canada introduced ***Dementia Friends Canada***, as established in the UK. The programme is primarily a digital campaign to create awareness, reduce stigma and foster inclusiveness of people living with dementia. The programme provides information about dementia and the support that individuals can offer to people with dementia and their care partners. Just two years after launching, the program has surpassed its target of 1 million Dementia Friends.

The Alzheimer Society of British Columbia (B.C.)'s Dementia-Friendly Communities initiative provides tools and education that, through forging strategic partnerships, are enabling local governments, the professional sector, community groups and the general public to become dementia friendly. A central element of the Dementia-Friendly Communities initiative is working in partnership with local governments across the province. Highlights to date include efforts in the City of Vancouver, the City of

Burnaby, the Town of Qualicum Beach, the District of West Vancouver, the City of North Vancouver and the District of North Vancouver. In January 2015, the City of New Westminster became the first Council in B.C. to become dementia friendly by receiving *Dementia Friends* education from the Society. They also led the way as the first local government in B.C. to develop a Dementia-Friendly Action Plan. Numerous resources have been developed to support the initiative, including a toolkit for local governments and tools to help legal, financial, recreation and housing professionals make their workplaces more dementia friendly.

The Alzheimer Society of Ontario is in the early stages of developing Dementia Friendly Communities. While working in partnership with other provinces, building on the national *Dementia Friends* campaign and Age Friendly Communities, as well as learning from global partners, 10 local Societies have trained over 2,000 individuals in the last six months in dementia friendly practices. This is achieved through initiatives like the **Blue Umbrella Programme**, a partnership that focuses on training businesses and financial institutions as well as larger scale Dementia Friendly Communities training. This training expands partnership opportunities to multi-service sectors which include, but are not limited to, recreational service providers, transportation, government officials and religious institutions. People with dementia and their care partners are at the forefront of the development, delivery and evaluation of this training. They have opportunities to become involved through advisory councils, as volunteer advisors to partners and training co-facilitators. In September 2017, an online page and recognition programme dedicated to DFC Ontario will be launched. Sector-specific education modules are also in development to cater to the unique needs of service providers. All individuals are encouraged to become Dementia Friends as their individual call to action and employers are encouraged to ensure staff are trained and changes are made to their policies, procedures and physical space to become more dementia friendly.

The **Saskatchewan Dementia Friendly Communities** initiative was launched by the Alzheimer Society of Saskatchewan (ASOS) in January 2017. The initiative focuses on phrasing that indicates communities have committed to become more dementia friendly, rather than designating or accrediting a community as being “friendly.” Local stakeholders, media and other members of the community attended the launch where they learned about the Dementia Friendly Communities concept and plans moving forward.

Since the launch, the ASOS consulted with their colleagues at the Alzheimer Society of B.C. to further build on the Dementia Friendly Communities initiative, including the adaptation of a municipal toolkit to help both rural and urban communities to become more dementia friendly. The ASOS is also conducting research and literature reviews that will help inform customizable toolkits for additional sectors and specific to the Saskatchewan setting. The Society is also developing presentations on Dementia Friendly Communities, a supporting curriculum, and is maintaining a website: www.DementiaFriendlySaskatchewan.ca

Currently, there are nearly 500 Dementia Friends in Saskatchewan that receive monthly newsletters. These subscribers are being engaged on an individual basis to build awareness and reduce stigma in their communities. The intent is that together we are building dementia friendly communities – one friend at a time. The Alzheimer Society of Saskatchewan is also identifying other communities that may be interested in becoming more dementia friendly. Because the province has already welcomed the concept of age friendly communities, ASOS hopes to build on this progress by leveraging these connections.

Costa Rica

Costa Rica's national Alzheimer Plan, the first for a low or middle-income country, was launched in 2014. Guided by the plan, **Asociación Costarricense de Alzheimer y otras Demencias Asociadas (ASCADA)** chose to prioritise the informing and education of the general public, advising them on how to become more dementia friendly. The greatest success of these efforts to date has happened in the city of Curridabat where ASCADA began working in partnership with the city council in 2015. Key activities carried out in the city include the organising of awareness events, such as *Run for your memories* marathons and providing training to all of the city's general practitioners on detecting dementia symptoms early. This training also raises their awareness of the needs of carers of people with dementia and how these needs can be met. The building of a Carer's Centre in the city is also helping to bring together and address the needs of carers. The success of dementia friendly efforts in the city has also encouraged the introduction of more therapeutic interventions, medical treatments and accommodation specifically for people living with dementia. It has also been recognised that the rates of dementia diagnosis have increased due to more people being screened in the community.

USA

While the majority of dementia friendly initiatives in the USA have emerged in the past three years, **ACT on Alzheimer's** was established in June 2011 as a state-wide initiative to make Minnesota more dementia friendly. The aims of the initiative are to seek promising approaches that reduce costs and improve care, increase diagnosis, sustain and support carers, equip communities to be “dementia capable”, and reduce stigma through awareness raising. Key areas of focus within the initiative are the Dementia Friendly Communities Toolkit, Dementia Friendly @ Work and Dementia Friends. The project relies on local businesses, community groups, individuals and non-profit, governmental and private organisations working together, and now has more than 400 participants across the state, including over 60 organisations. In 2016, the initiative moved from its early, developmental phase to full implementation with a focus on community engagement, health care practice change and health equity integration.

Based on the ACT on Alzheimer's model, **Dementia Friendly America** was launched in July 2015 as a collaborative of more than 35 national organisations. This initiative aims to create dementia friendly communities across the country by gaining the support of national organisations from various sectors, which then activate their local branches, affiliates or members to start, join or support dementia friendly community initiatives in their area. Organisations from the non-profit, banking, government, legal, health and pharmaceutical sectors are backing the campaign alongside people with dementia and carers. Resources are provided to support communities to become more dementia friendly and a series of sector guides, best practice tools and a toolkit have been developed. By mid-2017, communities in 28 states were operating using the *Dementia Friendly America* resources. The initiative has also introduced England's *Dementia Friends* model to the USA.

Purple Cities, formed in Knoxville by activities coordinator Kathy Broggy, trains community members and local businesses to become more dementia friendly. The 15-minute training programme includes advice on effectively communicating with people with dementia and offering support while out in the community. Those who complete the training become part of the Purple Cities Alliance. The Purple Cities Advisory Board and Task Force are made up of individuals from more than 40 partner groups and organisations.

The Alzheimer's & Dementia Alliance of Wisconsin piloted a dementia friendly community programme in the city of Middleton and have since established further initiatives in 5 more communities within the state. A *train the trainer* programme was developed to equip volunteers with the skills to provide awareness sessions as well as training for businesses, information meetings and quick reference guides.

In 2014, the **Chippewa Dementia Friendly Business** programme was launched by Chippewa Falls Main Street and Chippewa County Dementia Coalition. The programme involves training service providers to recognise when a person may have dementia and help them to know how they can assist. All service providers who have taken part in the programme can then display a dementia friendly window sticker. The success of the programme has inspired others in communities across Wisconsin to request more details about setting up their own programme.

The **Fox Valley Memory** Project offers memory assessments, *Memory Cafes*, community education, workplace enrichment and a host of other resources and services in their dementia friendly community in Appleton, Wisconsin. The Memory Loss Resource Centre is a part of this project and offers a place for people to find out more information, take part in meaningful activities, share their experiences and learn from others.

The *Florida Alzheimer's Disease Initiative* has been committed to resolving transportation challenges for people with dementia since the early 1990s, and in 2010, it released a report on the **Florida Dementia Friendly Transportation Research Project**. The report defined dementia friendly transportation as: *'Going beyond senior friendliness, a transportation service that considers the special needs of passengers with all stages of memory loss.'* Tip sheets, a training curriculum for transit providers, transportation profiles for several counties, and information about dementia passengers and drivers were among the outcomes of the *Florida Alzheimer's Disease Initiative's* research. They also explored several service delivery models that could better accommodate passengers with dementia.

The **TimeSlips Creative Storytelling** programme seeks to transform dementia care through creative engagement. Individuals and organisations can be certified in the programme, specifically in engaging people with memory loss. Through improvisation and poetry, *TimeSlips* gives everyone the opportunity to express themselves and connect with others, regardless of dementia, by *'replacing the pressure to remember with the freedom to imagine.'*

Asia Pacific



Dementia friendly efforts in the Asia Pacific region have reflected its array of vibrant cultures and traditions for a number of years. From Japan, which inspired the world with its Ninchisho (Dementia) Supporters campaign, to Bangladesh and Sri Lanka, where the first steps are being taken towards becoming dementia friendly, the passion and person-centred focus behind the projects is clearly evident.

Australia

In 2014, Alzheimer's Australia carried out a national survey of 188 people living with dementia to discover how they felt stigma and social isolation could be reduced. The findings were published in the report *Living with dementia in the community: challenges and opportunities*. The survey found the following six objectives to be priorities: increased awareness and understanding of dementia; access to social activities; supports to stay at home; appropriate health care; transport; and improvements to the physical environment. In response to these findings, Alzheimer's Australia launched a campaign to create a dementia friendly nation. A campaign video featuring people with dementia highlighted the small actions people could take to make their community more dementia friendly. Two *Dementia Friendly Toolkits* were also developed, one for businesses and one for members of the community. Progress towards dementia friendly communities has been assisted by some philanthropic and government (national,

state and local) support to seed pilot initiatives and develop resources.

Originally established in 2012 by a local MP and the Regional Manager for Alzheimer's Australia New South Wales, **Port Macquarie Dementia Friendly Community** has been developed and driven by a Steering Committee since its inception. The Steering Committee is made up of a local MP (member of parliament), people with dementia, carers and representatives from the local council, service providers, Alzheimer's Australia New South Wales (NSW), church groups, local businesses, the chamber of commerce and transport and education departments. Chosen as one of Alzheimer's Australia's dementia friendly community pilot sites, a Dementia Community Support Alliance, made up of local people with dementia and carers has been formed to act as an advocacy action group to develop strategic goals and strategies. Eleven businesses have completed Action Plans for becoming more dementia friendly which have been approved by the Alliance. A volunteer social engagement programme, *Dementia Mates*, was established in partnership with Catholic Care of the Aged to link volunteers and people with dementia with the aim of reducing isolation and encouraging greater social interaction. A *Dementia 4 Kids* programme has also been developed by the NSW Dementia Collaborative Research Centre to work with schools to raise awareness in younger Australians about dementia.

A qualitative research exercise was carried out in 2014 by the University of Wollongong in conjunction with Alzheimer's Australia and Kiama Municipal Council to discover what it is like for people with dementia and their carers to live in the township of Kiama. An audit tool was developed to assess how dementia friendly places and spaces were, and local community members and businesses were asked about their knowledge of and attitudes towards dementia. Two local groups formed to establish a **Kiama Dementia Action Plan**: the Dementia Alliance, made up of people with dementia, carers, the local council, and service providers; and the Dementia Advisory Group, formed solely of people with dementia and carers. Information sessions for local groups and the public have taken place, the Kiama Community College is working towards becoming dementia friendly, local newspapers have published positive stories about local people with dementia, and the project is showcased online. Kiama is seeing improved community awareness about dementia and training has been provided to help community groups such as the local Probus club, choir, music and knitting groups support people living with dementia to remain involved.

In 2015, the University of Wollongong launched a research website, **ourplacemap.com**, which enabled local residents in Kiama and Darwin to pinpoint places that they found to be dementia friendly. The interactive site, the first of its kind, also allowed users to map places or spaces they

feel could be improved to support access for people with dementia and their carers.

The country town of **Beechworth** in rural Victoria has taken the dementia friendly concept on board, establishing strong local government support and community leadership. Support from a local MP has provided leadership to drive systemic change and advocate not only in the community but also in parliament. A local dementia alliance was formed to guide activities, which include awareness training delivered in partnership with Alzheimer's Australia Victoria, a carer support network and involvement in the design and layout of the town's new library. During Dementia Awareness Week in 2015, a photo journal exhibition was organised featuring pictures of local people with dementia alongside their stories, which were displayed in ten local businesses. A children's story time session to promote intergenerational activity and a community sharing feast are among other activities that have been organised.

Alzheimer's Australia Victoria is also working with the City Council in **Manningham** to develop a work plan incorporating dementia friendly concepts. The project was launched by the Manningham Mayor in December 2015. This work will also inform the development of a toolkit to assist local governments and councils to embed dementia friendly principles in their strategic planning.



Alzheimer's Australia NSW partnered with the Australian Men's Sheds Association in a two-year pilot project, *Every Bloke Needs a Shed*, to support men with dementia to attend their local *Men's Shed*. Picture: Cathy Greenblat.

In South Australia, the **Holdfast Bay dementia friendly community** pilot project has seen strong support and commitment from the local council to become dementia friendly and incorporate dementia friendly concepts in strategic planning. A dementia alliance working group was established and includes people living with dementia and carers. Other members of the group represent a range of community services, including retail, schools and business owners. The Alzheimer's Consumer Alliance SA reviewed the action plans for five organisations committed to working towards becoming dementia friendly. Collaborating with the City of Holdfast Bay Council an interactive reminiscence exhibition was launched in 2015 called *Hidden Places, Hidden Lives, Hidden Memories* and was held for six weeks. The exhibition included suitcases of memorabilia with different themes. Feedback from the community was overwhelmingly positive. Six monthly community forums were also held to engage the community and raise dementia awareness.

Aged care provider, Life Care, created the **Side by Side** programme in South Australia with support from DIY store Bunnings Warehouse. The project is a community-based buddy programme to support people with younger onset dementia to engage within the workforce. Activities included serving customers, assembling display stock, plant care and assisting with a school and holiday DIY programme. The programme provided training to staff and helps raise community awareness of dementia. An evaluation of the Side by Side programme revealed a number of positive outcomes for participants and their family members, including improved self-esteem, an increase in mental alertness and an increased interest in life more generally.

The **Darwin** dementia friendly community pilot project has seen strong support and commitment from local government, council, hospital and shopping centres to become dementia friendly. The office of 25 Members of the Legislative Assembly (MLAs) and four Senators offices in the community have been identified as dementia friendly spaces for people living with dementia to use if they are confused. Feedback from MLAs has been very positive and the dementia friendly concept embraced with enthusiasm. The community is working to create an inclusive and supported environment for people diagnosed with dementia through social engagement activities. A Dementia Friendly Garden programme was established to create a sensory stimulating and relaxing garden for people living with dementia that visit the Joy Anderson Centre. The programme also engaged people with younger onset dementia to contribute to the

building and maintenance of the garden through volunteering roles. A Dementia Friendly Choir was also formed which includes five members living with dementia.

In Queensland, the **Bribie Island dementia friendly community** pilot project established two advisory groups, the 'local dementia alliance' of local community stakeholders and the 'dementia action group' for people with dementia and their carers. The advisory groups identified the following focus areas: community safety and awareness, creating inclusive activities for people with dementia, reducing stigma and creating partnership and supporting local business to become dementia friendly. The Bribie Island Police Department, dementia support group and a fitness studio have become local champions for raising dementia awareness and improving social engagement opportunities.

In 2013 Alzheimer's Australia WA (Western Australia) received a WA State Government Social Innovations Grant to commence working towards a **dementia friendly Western Australia**. The project started with an extensive community consultation programme across this very large State. Community cafes were held in metropolitan and regional areas inviting people living with dementia to come together to talk about what helped them, what their challenges were and ideas for improvements. Over 300 people participated in the cafes and a report highlighting the key issues for people living with dementia in WA was published.

The project has also worked with three pilot local government regions working on dementia friendly initiatives as well as working closely with a number of libraries, art galleries and museums to develop programmes that are inclusive for people living with dementia.

The development of a dementia aware friends project that trains volunteers to raise awareness and understanding of dementia in the community has been successful. A dementia advocates programme is also in place to support people living with dementia to be a part of the work of Alzheimer's Australia WA in providing the person living with dementia's view on education, media work and policy.

One of the key areas of work of the project in Western Australia has been on the development of tools to assist the improvement of physical environments. The **Dementia Enabling Environments** website has a section on designing public buildings as well as a dementia friendly communities environmental audit tool developed in collaboration with the University of Wollongong, NSW. This work builds on an

earlier initiative made possible by the Alzheimer's Australia National Quality Dementia Care Initiative with the support of the JO and JR Wicking Trust. This supported the translation of dementia friendly environment research findings into practical information and guidance for architects, designers, landscapers, aged care staff, people with dementia and carers.

A dementia friendly community in Tasmania emerged when Gordon Nutt and his wife and carer, Ginger, moved to the village of Cygnet after Gordon was diagnosed with dementia. During their years in Cygnet, the town embraced Gordon, looking out for, including and protecting him. Teachers welcomed him into their classrooms and shopkeepers allowed him to tidy their counters and shelves when he would visit. Gordon could walk safely through the town and always end up in a place where people accepted him. Alzheimer's Australia has aimed to embrace the needs of those from culturally and linguistically diverse communities within dementia care initiatives, and to develop resources that help communities build their own capacity to improve social inclusion.

The **CALD (Culturally and Linguistically Diverse) Carers Peer Support Groups programme**, developed by Alzheimer's Australia Victoria, aimed to promote social engagement and access to services for nine culturally and linguistically diverse communities from Croatian, Japanese, Korean, Lithuanian, Mauritian, Serbian, Turkish, Ukrainian, and Spanish-speaking backgrounds. The programme included printed materials in the appropriate languages as well as tailored activities and information sessions. Outcomes from the project included reduced levels of isolation among participants as well as increased social engagement, self-confidence, motivation, health and quality of life.

The growth of the Men's Sheds movement in recent years has been dramatic and they are now mainstream. The **Every Bloke Needs a Shed** pilot programme in 2011-2013 was an initiative of Alzheimer's Australia New South Wales and funded by Department of Family and Community Services. The programme aimed to encourage and support men living in the community with early stage dementia to access, participate and enjoy the friendship, and activities available in their local Men's Shed. Overcoming stigma and misunderstanding about dementia was a large part of achieving this, so in 2014 a manual was developed based on the information from the pilot project that demonstrates how Men's Sheds can be approached, educated and adapted to suit the needs of people with dementia. Each Men's Shed is independently run for the benefit of its members, and is not a service delivery centre.

Community cafés have been established in a number of areas around Australia and have shown to provide a major and positive impact on the quality of life of people living with dementia and their family, by reducing the isolation frequently experienced by carers and people living with dementia. They have been adapted to suit people of culturally and linguistically diverse backgrounds as well as those with younger onset dementia. A toolkit to support communities in setting up their own dementia cafés has been developed and will be available nationally in 2016. The toolkit will include a manual and tools to assist communities on how to establish and run a community café.



Keith Heckenberg and partner Pamela Payne presenting Greg Follett of Kingscliff Beach Bowls Club with the dementia-friendly tick of approval and accreditation

Tweed Heads, on the far north coast of New South Wales, Australia has joined the nationwide movement towards becoming a dementia-friendly community. The project, launched in August 2016 under the auspices of Alzheimer's Australia NSW, has a steering committee which includes people living with dementia and their carers and a part-time project officer. Several more have joined a Dementia Action Group to work with organisations and businesses to become dementia-friendly. To date (June 2017), two businesses in the beachside town of Kingscliff have the dementia-friendly tick of approval. The Kingscliff Beach Bowls Club and Maddie & Lil Boutique both have an action plan to make changes to their business, which will make them more dementia-friendly over the next 12 months. More organisations are in the process of attaining dementia-friendly status including service organisations, such as Community Transport and Meals on Wheels, businesses including a shopping mall and real estate office, and several local churches. Organisations have been keen to take up the offer of free education and information about dementia for staff and volunteers.

The North-West New South Wales town of **Narrabri** is working with key stakeholders to create a community culture and environment that is supportive of and accessible by people living with dementia. A steering community consisting

of interested members of the community, local business and health services leads Narrabri's dementia-friendly community project. The committee which includes representatives from the Chamber of Commerce, Rotary, Hunter New England Health, The Whiddon group, Narrabri Shire Council and HealthWISE, has been meeting since 2016. The committee has submitted a community action plan and is working with Alzheimer's Australia staff and their resources to become a dementia-friendly community.

Two community events will be held in September to engage with business and community groups. The events will include a presentation from Alzheimer's Australia as well as access to toolkits to evaluate current environments and practices and work toward becoming more dementia-friendly. Education for businesses and frontline staff when communicating with customers with dementia forms a key part of this project. The committee is also hoping to engage with the Council's Disability Inclusion Plan to inform future planning and capital works projects such as paving, lighting, signage and amenities – so they too can be more dementia-friendly.

Bangladesh

Though still in its early stages, Bangladesh is one of the first low and middle-income countries to step into the realm of dementia friendly communities. The Alzheimer's Society of Bangladesh has formed a **Dementia Friendly Activity Team** to identify barriers and discover solutions to creating dementia friendly communities throughout the country. To date, their Dementia Friendly Activity Plan has guided education programmes for the public and service providers in how to recognise if someone may have dementia and how best to support them.

China



Dementia friendly initiatives in China include recreational activities for people with dementia and their caregivers

The first **dementia caregiver support group** was established in 2000. Founded by Dr

Huali Wang, a geriatric psychiatrist, the group aims to encourage caregivers to share their experience, and concerns with others, educate caregivers with information about diagnosis and management, and facilitate building a social support network for caregivers where their emotional distress could be relieved. The group meets regularly, some monthly and some quarterly. During the group meeting, professionals give mini-lectures on the essentials of dementia, early signs of cognitive impairment and caregiving skills. Volunteers then organise cognitive training and recreational activities for the caregivers. Caregiver support groups have now been set up in more than 10 cities, including Beijing, Shanghai, Changsha, Taiyuan, Hangzhou, Wenzhou, Xi'an and Tianjin.



A volunteer instructs a couple how to make a lantern in the caregiver support group at Peking University Sixth Hospital

The campaign **Memory Health in the Community** was initiated in 2010, aiming to improve the knowledge, recognition and prevention of dementia in the community. Memory specialists, social workers and community staff gave lectures to raise awareness and support dementia screening in more than 50 cities. Dementia screening is now accessible in more than 500 communities in China.

In 2012, the **Yellow Bracelet Project** was initiated to encourage safety and prevent people with dementia getting lost. Yellow Bracelet has now become a symbol of affection, and continues to attract attention across society. By the end of 2016, the project had distributed 500,000 free yellow bracelets in 233 cities. The **Safe Bracelet Project** followed in 2016 in Wenzhou. With the support of a GPS-guided bracelet, 84 people with dementia have been found after they wandered to distant areas.

Hong Kong SAR

Dementia Friends Hong Kong was launched in April 2017 and aims to encourage a dementia friendly environment. The Dementia Friends launch ceremony was officiated by Jeremy Hughes, CEO of the Alzheimer's Society (UK), Professor Sophia Chan, Under-Secretary for

Food and Health, and Celebrity Dementia Friends Ambassador and award winning actress, Kara Wai. During the first two months of the project, over 200 Dementia Friends were trained.

India



As far back as 2004, the Alzheimer's and Related Disorders Society of India (ARDSI) were discussing ways in which to make the city of **Cochin** dementia friendly. The project was officially launched in 2011 with the key aim of raising awareness. Activities included dementia training programmes for school children, dementia care tasters for student practitioners and skills training for care home staff. Volunteers are also trained to become Dementia Guides.

In attempting to define what dementia friendliness and dementia friendly communities means to India, ARDSI conducted five workshops in different parts of the country: Trivandrum, Chennai, Bengaluru, New Delhi and Cochin. Two hundred participants, including family carers, health and social care professionals and the public attended the sessions. The workshops encouraged participants to identify the challenges associated with establishing dementia friendly communities. The themes which emerged in these sessions were: governmental involvement and partnership working; creating awareness; training of health care professionals; multidisciplinary care approach; a symbol for the dementia friendly community concept; and service development and support networks. Following on from the workshops, ARDSI is in the process of publishing national criteria for dementia friendly communities in India, which may also be useful for other low and middle income country settings.

Following on from this work, a dementia friends campaign was launched in 2015 with a 10-day **I am a Dementia Friend** state-wide vehicle rally during which all 14 districts in Kerala were visited. Awareness-raising events and training were held

for the public, schools and colleges, and senior associations, and all participants in the campaign pledged to be a Dementia Friend.

In 2017, ARDSI in Kerala led the **Oormakootam (a collection of memories) campaign** through the staging of a play, 'Achan' (Father) by a group of professional artists. The campaign used folk media to sensitise and create awareness in all 14 districts of Kerala state, covering it in a span of a week. The play had a powerful story line that included key messages for dementia friendliness. It depicted an old man with dementia living with a paid caregiver. His children were abroad and occurrences in everyday life were realistically portrayed, highlighting the importance of love and patience.

The play was preceded or followed by a talk on dementia. The aim of the campaign was to catch the attention of the audience, in order that they may think of how they could contribute to a dementia friendly society.

The key messages of the Oormakootam campaign were that dementia friendly initiatives are not just about awareness, but for everyone to help create a dementia friendly environment. People with dementia also needed to be embraced with love and affection, and enabled to continue to live their lives with meaning, purpose and value.

Indonesia

The number of people with dementia in Indonesia is expected to increase from 1.2 to 4 million by 2050.

In 2015, Alzheimer's Indonesia launched the **Dementia Friendly Jakarta** project with the support of the city's Governor. The initiative is based around the delivery of a one-hour Dementia Friends training programme for the public, with more specific training for government staff, shop and bank staff, police, health workers, religious advocates and students. The target is to train 20,000 Dementia Friends across 5 cities in Indonesia.

Lessons learned by Alzheimer's Indonesia show that visibility and trust are key to building a dementia-friendly community. Evidence of this trust is shown by those living with dementia attending support groups, despite the existence of social stigma around dementia in Indonesia. Running the programme has taught the coordinators the importance of linking all partners, including government, private sector, institutions, community leaders and school principals. The association also recommends setting up an integrated system for data

collection, involving innovative technology and making full use of social media.

The **Sahabat Demensia** (Dementia Friends) programme in Indonesia consists of educational sessions about dementia for multi-disciplinary professionals, family care partners and communities. The programme has so far been attended by a total of 11,566 participants. An adapted version of the Sahabat Demensia sessions are also given to social workers, health care specialists, nurses, psychologists and general practitioners as part of the 'Purple Troops' programme.

Many people and organisations in Indonesia are now requesting Sahabat Demensia sessions. These sessions spread awareness of dementia, leading to behavioural change in local communities. Alzheimer's Indonesia reports that the quality of life is improving for people living with dementia, as the educational and informational sessions target everyone in society. Sahabat Demensia sessions are also resulting in a significant increase of people requesting dementia screenings, improving early detection rates. This programme has had a deep impact on many of its participants.

One Dementia Friend who participated in a session was inspired to use her knowledge of the traditional Indonesian dance, Poco Poco, to become a dementia risk reduction specialist. The Poco Poco dance is the subject of a research study by an Indonesian psychiatrist, which found that the dance improves the quality of life for people with mild cognitive impairments. The Sahabat Demensia programme also played a significant role in work to establish Jakarta as the world's first dementia friendly capital.

'**Purple troops**' are a volunteer team formed of a variety of health and social professionals who serve as first responders in cases of missing people who may be living with dementia. New technology also plays a role in supporting families affected by dementia. The Jakarta local government supports this initiative through its app, **Qlue** which can be used to report missing people. Trained social workers identify if a located person may be living with dementia, and take the individual to the nearest primary care centre. Once at the care centre, a health check and dementia screening is arranged. Meanwhile, the Purple Troops work with the Provincial Social Welfare Office to connect the lost person to their family, using Qlue.

Japan

Japan's approach to creating dementia friendly communities has provided inspiration worldwide for its innovation, involvement of people with



In Uji, Japan, the *LemonAid* Dementia Action Alliance is beginning to provide employment or volunteering opportunities for people with dementia.

dementia in decision-making and person-centred approach. In 2004, Japan's government announced the change of the word for 'dementia' from 'Chiho' which carried negative connotations to 'Ninchi-sho', meaning cognitive disorder.

With this change, the country's government launched a nationwide campaign, *10-Year Plan to Understand Dementia and Build Community Networks*.

Alzheimer's Association Japan (AAJ) is a composed of people with dementia and their carers, professionals and researchers. There are 47 branches, one in each prefecture all over Japan with 11,000 members. AAJ is committed to supporting dementia friendly initiatives across the country.

Among the projects inspired by this change was the **Nationwide Caravan to train Ninchisho Supporters programme**, which was launched in 2005.

The Ninchisho Supporters training includes a specialised 90-minute seminar for the public held at schools and offices and for community groups across the country. During the seminar, attendees learn about the disease itself, how it affects the lives of those living with dementia

and what they should know in order to effectively support people with dementia. By the end of the programme, attendees are expected to have a good understanding of dementia, freeing themselves from any prejudice they may have, and to become supporters and advocates for those living with dementia in their everyday lives. The programme has developed year by year and is the groundwork of the dementia friendly approach in Japan. The number of Ninchisho Supporters reached 8,829,946 in March 2017.

The Ninchisho Supporters programme had resulted in more initiatives, such as the '**Run Tomo**' campaign. Hosted by *Dementia Friendship Club*, 'Run Tomo' is a relay that people with dementia, their care partners and members of the public can join to run or walk a short distance from the north to the south through Japan. The runners wear orange T-shirts and pass a sash to others who continue the relay. The first part of the journey is from the northern-most point in Hokkaido to Okinawa, the southernmost point in Japan. In 2017, the sash will be passed to the runners in selected cities in Taiwan and will conclude in the city of Taichung in November. 'Run Tomo' brings together a cross-section of people with dementia, and involves community residents, and people in various fields. It creates work opportunities for people with dementia, such as the shipping of Orange T-shirts. Proceeds from 'Run Tomo' are donated to the 'Be Orange' Dementia Friendly Community Fund.



The 2,500km Run Tomo event in Japan involves participants, including people with dementia, who run or walk a short distance, passing a sash to the next person.

There are many NGOs formed by stakeholders/supporters related to dementia. Though the size, focus, and approaches are diverse, all of them are acting to realise dementia friendly communities locally and nationally. The following are just some of the initiatives that are playing an active role nationwide.

Japan Dementia Working Group (JDWG) is composed of people with dementia and their partners. Its mission is to represent the voice of people with dementia, to make proposals, to eliminate stigma and discrimination, and to increase hope and power of people with

dementia. The main activities of JDWG are to collect opinions and submit them to the government and disseminate the voices of people with dementia through media and presentations.

The National Family Association of Early-Onset Dementia and Support Liaison Committee

is a network of 37 organizations related to early-onset dementia established in 2010. They have established one-stop service centres nationwide which provide all-around counselling for people with early-onset dementia. Services also include job assistance, education and training.

Dementia with Lewy Bodies Support Network (DLBSN)

is a volunteer group that is organized and dedicated to people with dementia with Lewy bodies and their carers to alleviate unique difficulties and problems inherent to this disease. There are 18 groups in Japan and each is managed by care managers and doctors with expertise in the diagnosis, treatment and care of people with dementia with Lewy bodies.

The National Network of Male Carers and Supporters

is composed of 100 male carers' groups and 945 individual members including care professionals and researchers. This organization aims to empower male carers, to create an effective network and to provide valuable information, focusing on male carers.

In April 2017, the first ever stakeholder meeting between these groups was held at the 32nd International Conference of ADI in Kyoto. It represented a start of the collaboration of the stakeholder groups to develop a focus on dementia friendly initiatives with an efficient and diverse range of support nationwide.

Japan's National Dementia Strategy, *Orange Plan*, introduced **Memory Cafés** for people with dementia in 2012, and was revised in 2015. More than 2,200 cafés have since been established. The concept of the memory café is an opportunity/place where people with dementia, their families, community residents and professionals can share information for mutual understanding within a café-like setting. There are various types of cafés according to each community and the host. Cafés are hosted by NGOs, comprehensive community care centres, municipalities, volunteer groups, universities, aged care facilities, medical facilities, and others.

Wadayashoji Café in Tottori Prefecture is run by Michiko Kameo, who has dementia, with her husband. Memory Cafés are also run by students on university campuses, providing an example of an effective intergenerational approach to dementia friendly. Starbucks Coffee have also provided venues or coffee for Memory Cafés.

These meeting places have taken root in Japan, but may also involve challenges, such as funding and human resources.

Other initiatives offer fun ways to include people with dementia in the community.

D series in Fujinomiya City was inspired by the words of a person with younger-onset dementia, *"I want to play baseball!"*. The softball tournament started in 2013 and has been hosted by the D Series Committee, Fujinomiya City, and Japan Dementia Friendship Club since. Over 50 people with dementia, 200 family members, various professionals, and community residents have shared roles and enjoyed the game. The series offers encouragement to people with dementia and their families, and is a great opportunity to learn for professionals. In addition, it contributes to awareness and tourism for the community.

In **Wakayama City**, a fishing competition run by support Groups for people with younger-onset dementia started in 2015 and is hosted by Ninchisho no Hito to Minna no Support Center and Kibo no Akari. 40 people with dementia have participated in a contest to achieve the biggest catch with the assistance of supporters.

Kizunaya is an NGO Support Center for people with younger-onset dementia in Nara Prefecture. Collaboration between community redevelopment and welfare by Kizunaya represents an innovative approach to dementia friendly community. The project is a combination of the creation of work opportunities for people with younger-onset dementia and re-development of the community with the use of vacant fields. This project involves public and business sectors, schools, and long-time residents in the community. A historic and symbolic mandarin orange tree is now being grown in the area and will produce commercial products. The final goal of this project is beyond dementia friendliness, creating a friendly community for everyone.

New Zealand

In 2015, Alzheimers New Zealand (Alzheimers NZ) adopted a new strategy and a new mission supporting people living with dementia to live well in their communities. This strategy and mission is shared with its Members, local Alzheimer organisations that provide frontline services in communities around the country. The Strategy and Mission reflect Alzheimers New Zealand's commitment to achieving a dementia-friendly New Zealand – a New Zealand where people living with dementia are valued, where they can contribute to and participate in their communities, where they receive the support and services they need to live well, and where they feel safe.



Representatives of Alzheimer's New Zealand meet with Westpac Bank, awarded dementia friendly status as part of the *Dementia-friendly Recognition Programme* in 2017

The first step in implementing the 2015 Strategy was the launch of a new national awareness campaign – a television and online advertising campaign encouraging people to get their heads around dementia because understanding dementia is the first step in building dementia-friendly communities. The campaign also features the stories of people who are living with dementia.

The second step, in mid-2016, was to launch a new suite of information booklets designed to help people living with dementia to live well. These are available through local Alzheimers organisations and Alzheimers NZ website.

In early 2017, Alzheimers NZ launched a **Dementia-friendly Recognition Programme** that encourages businesses or organisations to make tangible changes to better meet the needs of their customers and clients who are living with dementia. Two organisations have been awarded dementia-friendly status including one of the largest banks (the Westpac bank). Other national organisations are now participating in the programme.

Alzheimers NZ has also looked at how it can be sure its own services and activities are dementia-friendly and in mid-2017 adopted the Alzheimers NZ **Dementia Services and Standards** for implementation from the latter part of 2017. The new service model was developed largely in response to concerns from people living with dementia about the significant variability in the level, type and quality of services available throughout a person's journey with the disease. The services and standards model reflects their feedback, and that of other stakeholders, as well as research and emerging evidence about what works.

Communities in New Zealand have also been looking at how they can become more dementia-friendly. Since late February 2016 **Rotorua**, a city in the central North Island, has taken the first steps to building a dementia-friendly community. Rotorua believes that everybody in the community deserves to be nurtured and have the



best quality of life that they can and has taken this step to prepare community services to support those with dementia and those that care for them. In April 2017, the Steering Group released a report about their first steps toward a dementia-friendly Rotorua.

Alzheimers NZ is also working alongside the Government through the Office for Seniors, part of the Ministry of Social Development, to incorporate dementia-friendly criteria into their **Age-Friendly Cities programme**. There is growing interest in this programme and five cities are now working towards becoming age-friendly.

In continuing its work to implement the 2015 Strategy, Alzheimers NZ will commence work later in 2017 to develop a Dementia Friends programme, which will be based on the successful programmes in Japan and the United Kingdom. Development of these programmes builds on earlier activities across the country involving Members of Alzheimers NZ, District Health Boards and other organisations working in the wider dementia community.

In 2014, Alzheimers Wellington developed a publication *Understanding and respecting customers with dementia: A guide for staff*, which it developed as a specific tool to support the many and various organisations, retailers and service providers in its area, and Alzheimers Canterbury developed a publication *Don't Fence Me In: Living in the community with dementia* which features stories of people living with dementia in the community. Government health sector policy in New Zealand, which is implemented through the country's District Health Boards, includes Dementia Care Pathways to better support people with dementia and maximise their independence and wellbeing.

There are also numerous activities around the country through various groups of health and social care providers, including Alzheimers NZ organisations, people with dementia and their care partners, working together to find ways of better enabling people to live well with dementia in their communities. For instance, in 2011, following the earthquakes that devastated Christchurch in 2010 and 2011 in which numerous buildings were destroyed, a research project funded by the Canterbury District Health Board and Age Concern Canterbury looked at ways that Christchurch could be made more dementia-friendly through the re-building process.

Singapore

In 2015, Alzheimer's Disease Association (ADA) Singapore hosted a series of focus groups with various groups on topics relating to what it means to be dementia friendly, current barriers to creating a dementia friendly community and how these could be overcome. Building on these findings ADA, in partnership with the Department of Health, launched the **Dementia Friendly Community Initiative** in 2016. There are 3 neighborhoods that are now dementia friendly with more planned in 2017. These communities are home to networks of residents, businesses and services trained to look out for and help those with dementia symptoms. ADA has an existing Dementia-Friendly Mall project, including a Dementia Friends programme and Dementia Alliance established in 2016.

The Ministry of Health has appointed organisations including ADA to assist in the roll out of the Dementia Friendly Community initiative.

Based on the government's Budget announcement in February 2017, an additional SGD \$160 million under Singapore's Third Enabling Masterplan, has been dedicated for more dementia friendly communities, along with help for people with mental health conditions and their caregivers over 5 years.

Caregivers will be given further support under the Budget. A Disability Caregiver Support Centre will be set up to support caregivers. Caregivers will be able to visit the centre for information, planned respite, training and peer support groups.

The **ADA Café** was opened in October 2016 to provide people with young onset dementia and early stage dementia the chance to find gainful occupation to maintain their dignity and self-esteem. The café also aims to create a greater community awareness of persons living with dementia.

South Korea

Another country to adopt the ethos behind dementia friendly efforts is South Korea. In 2010, a **Dementia Supporters** training programme was launched to encourage the public to be more aware and supportive of people with dementia. This project was developed as part of the government's War on Dementia, which also saw the introduction of intergenerational activities. Young people in South Korea experienced a dementia simulator and watched a 3D film to discover what it might be like to live with dementia. They were also trained to give hand massages to residents at a care home and top students at a high school were chosen to oversee art and physical therapy in a care home. Nursery school children also spent time in care homes playing games with people with dementia. The country's government, recognising the rate at which its population is ageing, introduced a new long-term care insurance to fund these initiatives.

Sri Lanka

The Lanka Alzheimer's Foundation launched their **Dementia Friends** programme in September 2015, offering awareness training to all groups, businesses and individuals. A number of companies and service providers signed up to the campaign at the launch, including hotels, beauty salons, Sri Lankan Airlines and Maradana Police station. During the programme's first month, the Foundation welcomed the captain of the country's cricket team as a Dementia Friends Champion. Upon completion of the training, all service providers are given a 'We are dementia friendly' sticker to display.

returned. Shop owners also commit to ensuring the person with dementia is safe and the family are contacted when they visit the shop. All shops participating in the project are given a window sticker to display.

In 2014, the **Dementia Friendly Clinic** initiative was introduced and, to date, more than 300 clinics have signed up. TADA's Family of Wisdom, a day facility which provides a safe and meaningful environment for people with dementia and carers, has also adopted more dementia friendly work by inviting elementary school children to attend, enabling the sharing of social activities across generations. The latest additions to the Dementia Friendly Society campaign are Dementia Friendly Church and Dementia Friendly Organization.

The decision taken by TADA to develop separate projects for each sector was consciously made to enable groups, service providers or organisations to have their own dementia friendly title, which was believed to be more appealing than an umbrella term. The government of the County of Miaoli are supporting the development of dementia friendly communities in the area with local adoption of TADA's Dementia Friendly Organization and Dementia Friendly Clinic programmes. In addition, the **Elderly with Dementia Guardian Angel Project** is being run locally to educate the public about dementia and inform members of the community about how they can become a Guardian Angel. The project aims to keep people with dementia at home and active in the community for as long as possible.

Taiwan

TADA (Taiwan Alzheimer's Disease Association) is working to create a Dementia Friendly Society through a number of partnerships and a series of dementia friendly programmes. In 2010, they launched the initiative and have since been educating a number of groups, including school children and the police, about dementia.

The **Dementia Friendly Store** project was launched in 2013, encouraging shop owners to become more dementia friendly by making prior arrangements with families to enable people with dementia to continue to use their services. Advance payment for products the person with dementia may come in for is arranged and any unwanted items picked up can be



The *Dementia Friendly Store* initiative in Taiwan has resulted in shop staff ensuring people with dementia are safe while working closely with their families.

Europe



The concept of dementia friendly communities is becoming widely adopted throughout Northern and Western Europe. In their 2015 Yearbook, *Is Europe becoming more dementia friendly?*, Alzheimer Europe reflect on the development of dementia friendly communities, highlighting notable projects and national policies in the area. Recent developments have also seen a small number of dementia friendly communities emerging in Southern and Eastern Europe.

Austria

The federation state-wide initiative, **Aktion Demenz**, was launched in 2012 in Vorarlberg, Austria. Run by Connexia – Gesellschaft für Gesundheit und Pflege, the project involves all members of civil society in the development of original and effective programmes carried out both locally and across the state. Examples of activities include training for emergency services staff, engagement of a youth theatre in the topic of dementia, *Memory Parcours* in which walkers in local parks can gain information about dementia while “on the go”, community dances and intergenerational activities. In the project’s first four years, 25 out of 96 communities (covering almost 60% of the inhabitants of Vorarlberg) have signed up to the campaign.

Austria’s **Institute for Palliative Care and Organisational Ethics** aims to increase the quality of life for people with dementia and their carers by supporting pharmacies to become more dementia friendly. Building on the benefits that come with being a local shop, pharmacy staff are empowered to provide person-centred care, conduct awareness raising lectures and offering counselling for people with dementia and their carers. In 2013, around 40 staff from 18 community pharmacies took part in the pilot project. This work is carried out in partnership with carers and people with dementia as well as Alzheimer Austria, the Austrian Chamber of Pharmacists, and other partners from palliative care and health promotion in Vienna and Lower Austria.

Belgium

A key priority of La Ligue Alzheimer ASBL is to encourage people with dementia to live in their homes and communities for as long as possible with a good quality of life. They are attempting to do this through three key projects. Firstly, they are supporting cities across Belgium to become dementia friendly with their **Ville Amie Demence** project. Local governments are encouraged to sign the *Dementia Friendly Cities Charter* which states that they will develop a range of services, including dementia training for professionals, setting up an *Alzheimer Café*, and offering a



One of the aims of *Together for a dementia friendly Bruges!* is to highlight and support the abilities of the people with dementia.

respite service. The Charter also requires cities to appoint a “Proxiedem Agent” to meet, inform and guide people with dementia and carers within the city. To date, 32 cities have signed the Charter and are working to become more dementia friendly.

Their second project, ***Together, Alzheimer is lighter***, is in partnership with Bastogne, a famous historical city. This initiative seeks to raise awareness of dementia among citizens, associations and local shopkeepers to encourage good hospitality, communication and quality support for people with Alz dementia.

Ligue Alzheimer’s most recently launched project, ***Polidem***, aims to establish an identity record at home in order to support the search for people with dementia should they go missing. The record contains valuable information, such as important contacts, carers, habits, former interests and profession, medication, physical description and a recent photo. To achieve this, Ligue Alzheimer works with the Federal Police and the unit of missing persons, the local police, the public prosecutor’s department and assistance, and care services providers. Initially all of those involved sign the protocol for a given area covered by each local police unit, enabling the identity record to become available for use if required. The current goal is to extend this protocol to all communities in Wallonia and Brussels.

A number of other projects have been developed in Belgium. Inspired by Alzheimer Scotland’s 2001 booklet *Creating dementia friendly communities: a guide*, Bruges started work to become Belgium’s first dementia friendly city in 2010. Expertisecentrum Dementie Foton (Foton) founded the initiative ***Together for a dementia-friendly Bruges!*** in 2010 with the aim of improving the quality of life of people with dementia and their environment by bringing about

a change in thinking about dementia among all citizens, organisations, businesses, institutions and officials. Among the projects developed so far are: a space on the campaign’s website, www.dementievriendelijkbrugge.be, where carers and family members can share their experiences and thoughts on how Bruges could be made more dementia friendly; a campaign logo designed by a student and chosen by people with dementia; a dementia guide, which provides information about dementia support and services available in Bruges as well as tips for communicating with a person with dementia; a training programme for local businesses, service centres and other groups; *The Missing Project Bruges* which involved collaboration with local police and the 101 emergency centre; and *The customer remains king*, a short film aimed at local traders and shopkeepers, explaining the impact their service and business environment can have on people with dementia.

This is one of 16 projects in Belgium that has received support from King Baudouin Foundation, who also worked alongside the Association of Flemish Cities and Municipalities (VVSG) to develop a dementia friendly communities guide book and *The Flemish Dementia-Meter*, which assesses existing dementia friendly community projects.

In the city of Geel in Antwerp, members of the community are regularly invited to the ***Huis Perrekes*** (House Perrekes), which defines itself as ‘a small-scale living project based on the principle of normalization’ for people with dementia. Within the three homes for people with dementia, various activities that are open to the community take place, including knitting and choir programmes. Great emphasis is placed on intergenerational work, including monthly reading sessions at the local library and an annual *Week of Arts* which includes numerous art activities. The focus of *Huis Perrekes* is on ‘the rich and intense inner life of people with dementia’ and ‘the abilities which remain not only what is lost or damaged’.

Also within Antwerp is the ***Missing Persons*** project, which was developed for the police force covering HEKLA, 5 local authority areas (Hove, Edegem, Kontich, Lint and Aartselaar). This initiative is the result of collaboration between the local police and others in the community to rapidly locate and return home missing people with dementia. A joint protocol for the project was developed and signed by the police, local care homes, community-based groups and hospitals. People with dementia who go missing in the area are now located within an average of 2 hours. This network-based approach has been so

successful it has been adopted by a number of other local police forces.

The city and municipality in Kortrijk in West Flanders is the setting for more dementia friendly work. In 2014, the OCMW Kortrijk nursing home launched their **Reminiscence Promenades** for the whole community through the district of Aalbeke. The promenades begin and end at the nursing home and feature talks from history guides who share information of historical events in the area as the walk progresses. The routes taken are based on accessible paths and all ages are encouraged to take part. The City of Kortrijk is also working in partnership with Italian care home Rifugio Re Carlo Alberto and local councils in Italy on **Out and About with Dementia – Creating Dementia-Friendly Community, Leisure, Tourism and Family Activities**. This collaboration aims to develop inclusive activities in both Val Pellice in Italy and Kortrijk in Belgium.

Bulgaria

In 2012, Foundation Compassion Alzheimer Bulgaria was among the winners of the *European Foundations' Initiative on Dementia (EFID)* Living well with Dementia in the Community awards. Their involvement in Alzheimer's Disease International's *Twinning Programme*, which sees two national Alzheimer associations partnered for mutual benefit, has seen the development of a robust **awareness-building programme**. The programme, which aims to fight the prejudice and exclusion experienced by people with dementia, has enabled the creation of self-help groups, an *Alzheimer's Café* and annual public awareness campaigns.

Croatia

Nursing homes in the Istrian towns Buzet, Novigrad, Poreč, Pula and Umag are becoming the first dementia friendly environments in Croatia. This is the result of a partnership in the European Interreg programme, Croatia-Slovenia **Demanca aCROsLO**, for which Alzheimer Croatia conducted an education programme for the first 100 dementia specialist nurses in 2017. 33 hours of lectures covered all relevant topics needed for the person-centred psychosocial approach to residents with dementia and their families. With the combination of this EU project and national activities as a member of the international *Dementia Friends* initiative, Alzheimer Croatia is contributing to the establishment of the first Croatian home care programme for people with dementia and their families in City of Umag. In addition, the creation of the first standards for dementia friendly design and the working programmes of the first cross-border comities in Croatia and Slovenia are expected to assist local communities in Istria to strengthen partnerships,

both within the community and with key decision-making groups. As part of these activities, a series of Alzheimer Cafés and public speeches have also taken place in this Croatian region. The experience gained with this programme will be used by Alzheimer Croatia to develop similar initiatives in other parts of the country.

Cyprus

Another winner of the *European Foundations' Initiative on Dementia (EFID)* award is Ske Simplegmatos Kouri Ksilourikou's awareness raising project, **Act and React 4 Dementia!**, which aims to promote a dementia friendly society by offering information and education sessions. Activities include an Alzheimer's information point, workshops for students, information provision for local groups, and a photography exhibition. The project is a response to an ongoing challenge for the group to provide people with dementia with an independent and active life.

Denmark

In September 2016, the Danish government launched their national dementia plan with three key objectives. The first of these objective is to make Denmark a **dementia-friendly nation** where people with dementia can live a safe and signified life. In preparing the plan, government ministers visited 35 of the countries 98 municipalities as well as other European countries including the Netherlands, Norway, Sweden and the UK. During the municipal visits the country's national Alzheimer association, Alzheimerforeningen, hosted a number of meetings at which people with dementia could share their views on where improvements needed to be made. At these discussions there was a strong focus on support with transport and access to meaningful activities, both of which were included in the final plan. The government were particularly interested in the work being carried out in the UK and the *Dementia Friends* programme. It is hoped that the plan will lead to all municipalities in Denmark becoming dementia friendly through national and local partnerships, and dementia friendly hospitals, nursing homes and apartments.

Finland

In Finland, a different approach has been taken. The importance of making Finland a better place to live for people with dementia was recognised by the country's government in 2012, with the launch of the Finnish Ministry of Social Affairs and Health's **National Memory Programme 2012-2020**. The aim of the initiative is to make Finland more memory-friendly using four guiding principles: promoting brain health; fostering

a more open attitude towards brain health, treatment and rehabilitation; ensuring a good quality of life for people with dementia and their families; and increased research and education. The programme is being implemented through on-going legislative initiatives and other efforts.

France

Inspired by the *Alzheimer Café* concept from the Netherlands, **Bistrot Mémoire** was first established in Rennes in 2004 and now exists in more than 45 communities across France. This initiative was originally developed by a collection of institutions and volunteers, but is now run by a board of governors, which includes people with dementia and carers. Each *Bistrot Mémoire* takes place weekly in a popular city café and people with dementia and carers are encouraged to attend to share their feelings and experiences with others and forge new friendships. The aim of the project is to support people with dementia and their carers while reducing society's attitudes towards dementia. In Rennes itself, it was reported in 2012 that 25 people with dementia and carers were attending on a weekly basis.

Germany

In 2006, Aktion Demenz e.V. was founded in Germany following a workshop on Robert Bosch Stiftung's **Together for a Better Life with Dementia** initiative. While, at the time it was launched the term 'dementia friendly' had barely been used outside of a small number of countries, the company aimed to act as a network for organisations and partners with the shared ambition of a better life for *people with dementia in the community*. Between 2008 and 2015, Aktion Demenz e.V. led a funding programme, *People with dementia in the community*, which supported 78 local dementia friendly initiatives across Germany. Examples of programmes supported include the integration of people with dementia with a Turkish migration background, intergenerational activities and volunteering promotion, and pastoral care for people with dementia as well as the concept of *dementia godfathers*.

Throughout Germany, a multi-faceted public awareness campaign sponsored by Deutsche Alzheimer Gesellschaft includes resources for carers, such as e-learning courses and other educational opportunities, television spots, posters in public places, empowerment for people with dementia and their carers via meetings and support groups, and a special programme focused on the younger generation called **Alzheimer's & You**, comprised of materials for educators and an interactive website

for children and teens to learn more about Alzheimer's.

In recent years **500 local alliances** for people with dementia were created in Germany. These alliances aim to provide the best possible direct support for people with dementia and their families in their living environment. Local alliances are made up of networks of citizens, associations, business, education institutions and local government. The activities of each alliance vary and depend on the conditions and needs of the people living in that particular area. Some examples of their work are developing cultural activities such as dances or visits to museums, collaborations with sports clubs to support them in include people with dementia, and working with children and youth groups.

In September 2016, Deutsche Alzheimer Gesellschaft launched a nationwide campaign, **Demenz Partner**, which ties in with the activities of the international *Dementia Friends* movement. The aim of the campaign is to make communities more dementia-friendly, to spread knowledge about dementia and to make people aware of the needs of people with dementia and their families. Free courses offer basic information on dementia for neighbours, salespeople and policemen and other groups. Several hundred partner organisations across Germany have already committed to becoming dementia friendly.

Among the numerous other projects in Germany is **Learning Lab Dementia**. In the city of Arnsberg, a network within the community has been formed to support a better life for the people with dementia who live there. In response to the falling population and rising numbers of older people that has taken place over the past 20 years, the project was created to bring together professionals and other groups in society including doctors, nurses, schools, and cultural and economic institutions. An independent staff unit was established within the city government to create learning activities for people with dementia and to educate the community about what it is like to live with dementia. Training is provided for a number of service providers including taxi drivers, shop assistants and bank staff. *The Academy 6 to 99* is another programme within Arnsberg that encourages intergenerational activities and education.

In Lübbecke, **Better together than alone!** provides support explicitly for those with early-stage dementia. Leben mit Demenz – Alzheimergesellschaft Kreis Minden host bi-weekly support groups, sports and other activities through specially-trained volunteers. Examples of sporting activities include bike tours and canoe tours for people with dementia.

Continue taking part in community life through dementia aims to keep people with dementia in their homes for as long as possible by providing support within the community. Nachbarschaftliche Unterstützung und Zeitvorsorge (NUZ) e.V. oversees this project and organises opportunities for the community to assist people with dementia and their carers. Regular meetings take place with professional service providers and dementia training is offered to volunteers within the community.

The Enger Alzheimer's Counselling Centre in Germany is successfully involving many members of the local community, including people with dementia, young people, shopkeepers and the local authority. Run by Generationen Treff Enger, the project provides opportunities for the residents of Enger to take part in shared activities.

Launched in 2009, **Konfetti im Kopf** celebrates the enjoyment of the arts for people with and without dementia. Events and activities around music, theatre, visual art and humour are organised and provide an opportunity for people with dementia and their communities to meet and gain new perspectives through social contact and information. The emphasis of this project is on creating a network of support around people with dementia and building self-esteem.

Gibraltar

In March 2017, the Gibraltar Alzheimer's & Dementia Society launched **Dementia Friends** as part of the international initiative coordinated by Alzheimer's Society in England. Though still in its early stages, a website has been introduced to raise awareness of the programme, which aims to create communities in which people with dementia feel better understood and included. The launch event for the programme was attended by representatives from the Ministry of Health and Gibraltar Health Authority who expressed their commitment to the cause. Alongside the recent launch of both a dementia day care centre and residential facility for people with dementia, the Health Ministry announced at the launch event that all elderly residential buildings were to be equipped with dementia friendly fixtures and fittings. Also in attendance at the launch were health professionals, representatives from groups and associations, as well as individuals.

Ireland

In 2010, a year before their own dementia friendly communities programme was launched, The Alzheimer Society of Ireland (ASI) undertook work to reach out to Ireland's **Traveller community**. While rates of dementia are still fairly low due to lower life expectancy among travelling

families, the numbers are increasing and there was a distinct lack of connection between the community and existing awareness, services and support. In partnership with Primary Care Workers, visual information about dementia which relied less upon text for those with low literacy levels was developed. While reaching out to Traveller communities, the project also provided an education for the Alzheimer Society and Primary Care Workers who previously had little knowledge of the needs and challenges faced by Traveller communities.

Working with Innovations in Dementia in 2011, ASI developed its programme to support communities throughout Ireland to become dementia friendly. To date, communities in Co Donegal, Galway city, Ballina/Killaloe in Co Clare, Mallow in Co Cork, Callan in Co Kilkenny, Cavan town and Co Wicklow have signed up.

Among these efforts are Waterman's Lodge in Ballina/Killaloe village, which provides day care and respite services for people with dementia and their carers and, as part of this work, aims to create close ties with the local community. There are two main areas of activity within the **Ballina/Killaloe Dementia Friendly Community**, the first of which is awareness-raising among businesses, voluntary groups and individuals in the area. Attending lectures or discussion groups and obtaining educational materials are just some of the ways that a group or individual can work towards *Dementia Friend* status. The second area of work is to identify where improvements could be made in signage, access to building and public facilities, and work with local and government agencies to make improvements.

The **Dementia Aware Donegal** programme, launched in 2011, is comprised of 5 project components: *Be a Sport for Dementia*, which encourages people with dementia to continue their involvement in local sports clubs, *Ordinary Man, Extraordinary Memories*, a play designed to grow awareness and understanding of dementia, *You've Got a Friend in Me*, an effort to establish Dementia Champions to recruit and train new Dementia Friends, *Hearth and Home*, an effort aimed at providing support for those living with dementia in the community, and finally, *Faith, Hope and Charity*, a development of best practices for clergy to better support members of the congregation living with dementia and their families. The project was developed by the Donegal branch of The Alzheimer Society of Ireland in partnership with the Health Service Executive's local office.

Dementia Elevator, launched in 2014, is an innovative dementia friendly community initiative in Ireland that aims to ensure individuals,

communities and health systems engage appropriately with people with dementia. Their training programmes include Dementia Champions, Dementia Awareness, Memory Assessment and Everyday Ethical Care Decision Making. Training is currently provided for community groups, front-line retail staff and healthcare professionals, with plans to add programmes for financial, emergency, transport, legal and leisure services soon.

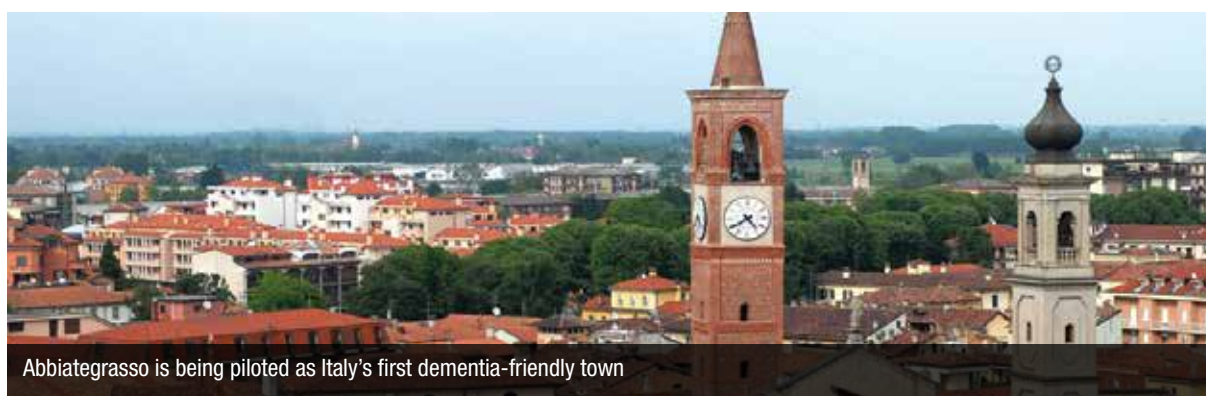
Launched in 2013, the **Galway City Dementia Friendly Communities** initiative joins Galway City Council, Health Services Executive West Health Promotion Services, Galway Volunteer Centre, Dare to DREAM (Dementia Research Education Advocacy in Motion), and The Alzheimer Society of Ireland. The initiative has three elements: providing awareness training for community groups, a *Dementia Friends* programme, and *Dementia Friendly Businesses*. In 2015 it was announced that *Dementia Friendly Singing* would be introduced to the project.

Memory Matters, led by the Kilkenny Age Friendly County Programme Service Providers Forum, has 5 key project areas: information sessions for the community and service providers, a programme for local schools to raise awareness, inclusive social and creative activities such as arts festivals and memory cafés, a *Dementia Befriending Service*, and reviews of places and spaces within the community and how dementia friendly they are.

Created by Wicklow Network for Older People, **Wicklow Dementia Friendly** aims to raise awareness, reduce stigma and seek ways for groups and services within the community to support people with dementia for as long as possible. *Dementia is Everybody's Business* information evenings and *Make My Service More Dementia Friendly* workshops play a key role in this initiative, which covers communities across the county. A Wicklow Dementia Friendly symbol has been created for service providers to display in their window once they have attended a workshop.

Italy

Inspired by initiatives around the world, Federazione Alzheimer Italia began working on their **Dementia Friendly Community** project in 2016 with support from Alzheimer's Society in the UK. Abbiategrasso, near Milan, was chosen as the first pilot city for the project due to its existing supportive culture and large number of voluntary associations. In September that year the project was officially launched with the results of a survey of people with dementia and carers in Abbiategrasso presented at a conference. At this conference, for the first time, the opening speech was delivered by a person with dementia marking a real turning point in reducing stigma and prejudice. In response to this speech and the survey results, the promoter group in Abbiategrasso set about creating a range of initiatives and activities to address the needs. The results included training for law enforcement staff, civil servants, social assistants and library personnel. The local police requested more knowledge and information to aid them in better supporting people with dementia who are lost or confused. In response, practical advice, communication skills and knowledge were shared during a series of lectures. A local library also asked for advice and a working group of people with dementia was formed to review the library, as well as shops, and offer advice on where improvements could be made. Other work has included a gym class for people with dementia at a recreational centre and a project for schools teachers and students is in development. Following the success of the Abbiategrasso pilot, Federazione Alzheimer Italia has developed a national recognition process, and supporting materials and resources, for communities wishing to start a pathway to support people with dementia. A working group has been created to identify valid indicators for reviewing progress based on a self-assessment questionnaire. In less than three months, following the completion of the first year of the pilot project, six new communities (Albino, Conegliano, Giovinazzo, Scanzorosciate, Tradate and Val Pellice) followed the model and received the official logo with more coming forward and showing an interest.



Abbiategrasso is being piloted as Italy's first dementia-friendly town

Other, more localised, efforts in Italy have generally been driven by those providing day care or care home services. **Alzal House**, in Lamezia Terme, is a day centre facility for people with dementia and their families. Developed in 2002 by Associazione per la Ricerca Neurogenetica o.n.l.u.s., the centre encourages participation of people in all age groups, including families, young civil service volunteers and students. The centre aims to improve integration in the community whilst also narrowing the generation gap.

Celebrating the possible in the lives of people with dementia through increasing knowledge within the community is the aim of the **Us With You – Ambassadors for Alzheimer’s** project. Run by King Carlo Alberto refuge in Luserna San Giovanni, a municipality within the province of Turin, the project offers members of the community the opportunity to become Ambassadors for Alzheimer’s. There are five key activities within the initiative: the care home service, home-based training and support for carers, a drop-in at a local coffee shop, community education and training for people with and without dementia, and information and awareness events. Through connections created following their award from the *European Foundations’ Initiative on Dementia (EFID)*, King Carlo Alberto refuge is now working closely with the City of Kortrijk in Belgium to strengthen the existing dementia friendly community work in in both locations. In 2017 King Carlo Alberto refuge joined, together with stakeholder from the valley of Valpellice, the Dementia Friendly Community project run by Federazione Alzheimer Italia.

Netherlands

The concept of the *Alzheimer Café* was established in the Netherlands as a vehicle for providing a welcoming atmosphere in an accessible location for all people with or affected by dementia. The first **Alzheimer Café** took place in 1997 in a collaboration between Dr Bère Miesen and the regional branch of Alzheimer Nederland in north Zuid-Holland. There are now 230 *Alzheimer Cafés* run by volunteers in the Netherlands with around 35,000

unique visitors each year. Although people with dementia and their families, friends or carers are core attendees, others with an interest in dementia, such as students, local politicians, the media and those who want to find out more about dementia can attend an *Alzheimer Café*. The event usually begins with a discussion or presentation on a particular theme followed by a less structured period where those attending can share their experiences, thoughts and ideas with others. To support some of the country’s minority communities, *Alzheimer Tea Houses* were introduced for those whose first language is Moroccan or Turkish. Due to their success in the Netherlands, *Alzheimer Cafés* have been adopted in more than 15 countries around the world, sometimes as part of a wider dementia friendly community initiative. The concept has been introduced in countries such as Argentina, Aruba and Curaçao where broader dementia friendly community projects do not currently exist. To support this international implementation, Alzheimer Nederland has developed a guide for setting up an *Alzheimer Café*.

In 2013, an eight-year national action plan, **Delta Plan Dementia: creating a dam against dementia**, was introduced in the Netherlands with one of its three objectives being to create a more dementia friendly society. The programme has been adopted by a number of stakeholders, including health insurers, care providers, patient organisations, business, science and the government. In 2016, a 10 million euro dementia friendly society campaign was launched as part of the *Delta Plan Dementia*, to be run by Alzheimer Nederland and pensions administrators PGGM. Among those already committed to joining the campaign are supermarket chain Albert Heijn, Connexxion Taxi Services and Amsterdam City Council. A short online training course is now available for the general public and a television and social media campaign, launched in September 2016, has proven effective at reaching the nation.

Prior to the introduction of the Delta Plan Dementia’s programme, in September 2015,



The concept of the *Alzheimer Café*, now popular in numerous countries, was founded in the Netherlands in 1997.

Alzheimer Nederland had already presented their long-term plan to make the Netherlands dementia friendly. A **Dementia Friends** initiative was launched. Inspired by the success of similar campaigns in Japan and the UK, the aim of the programme is to increase awareness and understanding of dementia. A target has been set to have one million Dementia Friends and the programme reaching all households in the country by 2020. The development of an online platform for local and national dementia friendly projects to be promoted was also in development. Alzheimer Nederland's 51 regional branches are working alongside local service providers to develop dementia friendly activities and 60 municipalities are working to become dementia friendly.

Alzheimer Nederland also formed a partnership with the organisers of **Dement Talent** to roll out their already successful programme. *Dement Talent* aims to build upon the talents of people with dementia, offering them a voluntary role within their community based on their abilities. The benefits of this project, which was originally launched in 2012, are two-fold as people with dementia benefit emotionally and communities are presented with images of people with dementia as capable and talented individuals. Examples of placements to date include a local radio station, a nursery, a football club and the Forestry Commission.

A number of other successful dementia friendly projects are taking place in the Netherlands. In December 2015, the supermarket chain **Albert Heijn** announced a new partnership with The Hague's city council and care-provider *Royal Zorg*. Earlier in the year, staff at Albert Heijn's Doorn store received training from Alzheimer Nederland to help to recognise if a customer may have dementia and how to assist them. The new scheme will see staff at two Albert Heijn stores in The Hague receive training with the addition of an in-store care volunteer who will be available to provide support and advice should a person require it. The two stores chosen to implement the programme were selected due to the existing community relations in the area and the familiarity between staff and regular customers. With the involvement of the Albert Heijn chain in the *Delta Plan Dementia*, the hope is that this project will be rolled out in more stores in the future.

Recently, students at the **Windesheim University of Applied Sciences** carried out a study into how professional education can contribute to a dementia friendly community. As part of the study, five pilot interventions were developed in Zwolle and Meppel, all with a focus on integration and participation: *Aqua-mentia*, a swimming programme for people with dementia

and their carers; *Dementtheek*, a dementia shop; dementia friendly local policies; awareness training to promote positive views of dementia; a *Dementia Friendly Hospital* programme; and a dementia simulation kit. These interventions were facilitated and evaluated by applied gerontology and nursing students at the university. The study found that working with people with dementia and their carers helped to reduce stigma among students, gave them an opportunity to develop innovative programmes and that students in professional education could play an important part in dementia friendly communities.

Norway

The Mayor of **Moss**, Tage Pettersen, visited North Lanarkshire in Scotland in 2013 to find out more about how they are becoming dementia friendly. By early 2014, the initiative in Moss had seen staff from around 30 shops in the town educated about dementia and there were plans for the two local football clubs to begin a *Football Café*. Following his visit to Scotland, Mayor Pettersen hoped to share the information he had learned from his visit with other communities across Norway.

By the end of May 2017, agreements had been signed by **Norwegian Health Association** and mayors in 72 municipalities to work together towards creating dementia friendly communities. As part of this work, dementia awareness workshops have been held for a range of different groups, including taxi drivers, shop assistants, employees of libraries and pharmacies, as well as ecclesiastical staff and pupils in schools. The aim of these workshops, at which local working groups used standardised materials, is to enhance knowledge and commitment to better support customers with dementia and remove barriers for their participation. Programmes of universal design and dementia friendly hospitals have also been introduced.

In Oslo, **ALMA's House** is a demonstration flat which was launched in 2012 to guide building planners and architects towards what a dementia friendly flat might look like. The 50 square metre flat also features a range of assistive technologies that may be useful for people with dementia.

Norwegian Health Association has also introduced the **Activity Friend** initiative in which volunteers and people with dementia are matched based on shared interests and carry out activities together. The goal is to give people with dementia the opportunity to have a more enriched life, filled with greater activities and experiences. After three years *Activity Friend* has been established in over 150 municipalities across all counties in Norway and 1,500 volunteers have attended the courses required to become an *Activity Friend* for someone with dementia.

Portugal

In 2004, Associação ProfundaMente in Lisbon developed their **Oficinas Terapêuticas** initiative in response to the frequent loss of self-esteem experienced by people with dementia after they gain a diagnosis. The project supports the development of old and new abilities through the running of therapeutic workshops which take place in community institutions, such as museums and public gardens. The focus of the project is on creating ongoing therapeutic interventions, as opposed to one-off projects, a key element of dementia friendly efforts.

Romania

In Romania the concept of dementia friendly communities is starting to be explored. In 2016, specialists from the Romanian Alzheimer Society, Bucharest University, the University of Architecture and Urbanism, “Ion Mincu”, and the University of Medicine and Pharmacy “Carol Davila” developed a pilot study to investigate the opinions of Romanian professionals and non-professionals. The study aimed to gather thoughts about the understanding and community perceptions of dementia, existing outdoor and indoor facilities for people with dementia, and the need for further adaptations. This study marked the first attempt to examine the concept in Romania. A survey of 39 individuals, 20 professionals- psychologists and architects and 19 non-professionals, was carried out with results showing that only 16% considered themselves to live in a dementia friendly society. Between 36% and 73% felt that reconstruction or adaptation of various sectors of society was required to become more dementia friendly, with those sectors needing most change being local business and public transportation. It was recognised by 67% to 74% of those surveyed that various elements of an environment have an important impact on the quality of life of people with dementia. The next stages in this study will see the survey opened up to a larger number of participants, including people with dementia, carers and public authorities. It is hoped that these findings will support the inclusion of building dementia friendly communities in the country’s national plan.

Slovenia

In recent years, the concept of dementia friendly communities is beginning to inspire groups and organisations within Slovenia. During 2013, Šentjur Alzheimer’s Association embarked upon creating the first dementia friendly city in Slovenia with the Šentjur dementia friendly project. In partnership with the Mayor of the city, the project was launched in June of that year. Plans for 2013 and beyond were made and included raising

awareness among the public, and training for shop, transport and restaurant staff. In November 2013, training was provided for public and private employees, and social and health workers, which was well-received and proved to be very popular.

In July 2015, Alzheimer Slovenia (Spominčica) provided training to 100 professionals that enabled the University Medical Centre Ljubljana to become the country’s first *Dementia Friendly Hospital*. The training supported staff to recognise the signs that a person may have dementia and how to communicate effectively with a person with dementia. This marks just one programme in a series of dementia friendly activities for Spominčica which has also run workshops for police officers and psychologists.

Spain

While there is little information available on any dementia friendly efforts in Spain, European Commission-funded research was carried out in the country from 2011 to 2013 to ‘*contribute to the maintenance and reconstruction of social ties through activities focused on dependency and care for people with Alzheimer’s disease*’. Polibienestar, a research institute at the University of Valencia, and AFE Innovnet – Towards an Age-Friendly Europe conducted the research for **Alzheimer: Tremplin intergénérationnel d’Insertion Sociale et Professionnelle** (Intergenerational Springboard of Social and Professional Integration). The research led to the development of a training programme that, among other aims, was offered to the long-term unemployed or those at risk of labour exclusion to enable them to provide care and support for people with dementia. The project attempted to strengthen social networks for people with dementia, encourage intergenerational solidarity and provide a vocation for those who had difficulty finding employment. The results of the programme were positive with some trainees continuing to work as carers after its completion.

Sweden

While there appear to be very little dementia friendly initiatives in Sweden to date, studies are underway to establish how areas can become more dementia friendly. A participatory oriented research project was conducted in the south of Sweden as part of the international 2014-2019 **Neighborhoods: our people, our places** project, developed out of the UK-based Neighbourhood and Dementia study. The project includes walking interviews with people with dementia. These walking interviews are a mobile research method involving a person with dementia and a researcher that take place at a time and place chosen by the person with dementia. The

interviews allow the person with dementia to speak about essential moments or memories and central aspects of their neighbourhood as and when the thoughts come to them rather than struggling to find the right answers during a sit-down interview. The method also recognises the importance of those people with dementia living in the community getting out of their homes and enjoying the area. Informed by the results from the walking interviews, a new two-year research project has been introduced in the Norrköping municipality, ***Dementia friendly community – the Norrköpings model.***

Switzerland

Switzerland has taken an inspiring approach to recognising those who go beyond the call of duty to support people with dementia and their carers. Association Alzheimer Suisse host ***The Fokus-Prize*** each year to award people who commit themselves to supporting people with dementia and their carers or families. Fokus-Prize events take place all over Switzerland, hosted by the 21 chapters of Association Alzheimer Suisse with the chapter choosing their own award winner and presenting the prize. Among recent winners are a company that supported a co-worker with dementia and made it possible for him to keep his job longer than anyone would have expected. Employees of an Italian restaurant who take care of and support a woman who has been a regular guest for years, including helping her to find her way home, have also been awarded. The Fokus-Prize 2014 in the Jura region was awarded to eight volunteers who offer their help in a day-care centre two or three times a week. They propose walks, driving services and music afternoons, but also give a helping hand wherever they can. The prize is designed to raise awareness of dementia by showing what everyone can do to make the lives of people with dementia better. By acknowledging people's commitment they hope to encourage others to reach out to people living with dementia and their carers in their communities.

Turkey

Although still in the early stages, Turkey has taken its first steps in the realm of dementia friendly communities. Launched in September 2015 by the Turkish Alzheimer Association, a pilot project following in the footsteps of *Dementia Friends* programmes aims to raise awareness of dementia within the country's population. Named ***Blue Wave*** in the hope that it will spread across the country like a wave, a number of face-to-face education sessions have already begun with those attending receiving a blue Alzheimer Friend bracelet. An online version of the programme is currently in development.

UK – England



Alzheimer's Society's *Dementia Friends* programme, launched in England in 2014, is now going global.

Since the launch of the *Prime Minister's Challenge on Dementia* in 2012, England has inspired many countries around the world to embark on creating dementia-friendly communities. The Challenge placed great emphasis on the support of people affected by dementia, ensuring they could lead the lives they want within their own community. It set out commitments in three areas: driving forward improvements in health and care, better dementia research, and creating dementia friendly communities.

Alzheimer's Society plays a leading role in delivering this Challenge, and leads on the dementia-friendly communities strand. To help create communities that are more inclusive and empowering for people living with dementia, they developed a *Dementia Friends* programme and a *Dementia Friendly Communities* programme.

Dementia Friends, which shares many of the elements of Japan's *Ninchisho Supporters* campaign, aims to change the way people think, act and talk about dementia, and offers advice on ways in which individuals, groups or businesses can help a person with dementia. It is a volunteer-led social action movement where individuals raise their understanding of dementia through becoming a *Dementia Friend*. They can do this by attending a face-to-face Information Session or by watching an online video (launched in 2014) and registering for an information pack. Every individual is then asked to commit to a personal action to help support those living with and affected by dementia in their community.

The face-to-face Information Sessions are delivered by volunteers called *Dementia Friends Champions*. Alzheimer's Society trains and supports anyone who wishes to become a Champion – no prior experience or skillset is required, just the passion to make a difference and commitment to follow Alzheimer's Society's guidance. As of July 2017, over 10,000 individuals had become *Dementia Friends Champions*, and over 2 million *Dementia Friends* were made in

England and Wales. After surpassing the initial targets of the Challenge in 2015, Alzheimer's Society is now working towards the Prime Minister's Challenge on Dementia 2020, and a target of reaching 4 million *Dementia Friends* by 2020.

In 2012 Alzheimer's Society consulted on a recognition process for dementia-friendly communities, and in 2013 a formal recognition scheme was developed to guide and monitor initiatives on an ongoing basis. At Alzheimer's Society a Dementia Friendly Community is recognised as a community where people with dementia are empowered to have aspirations and feel confident, knowing they can contribute and live the life they want. It is made up of individuals (representing either themselves or an organisation) coming together to achieve the common goal of improving the lives of those affected by dementia. Everyone within the community, from governments and health boards, to the local shop and hairdresser, all share part of the responsibility for ensuring that people with dementia feel understood, valued and able to contribute to their community.

In July 2015, the British Standards Institution published the ***Code of practice for the recognition of dementia-friendly communities in England*** in collaboration with Alzheimer's Society and the Department of Health. The original aim was to have 20 cities, towns and villages signed up to become dementia-friendly by March 2015. As of July 2017 there are now 220 communities across England and Wales. This recognition process is also running in Northern Ireland, and details can be found in the UK-Northern Ireland section. The Code of practice for dementia-friendly communities is available to download for free online.

Another part of the Prime Minister's Challenge was the creation of the ***Dementia Friendly Communities Champion Group***, which provides guidance on the creation and implementation of Dementia Friendly Communities. The group was formed to respond to the need for national action on dementia-friendly communities, and to deliver against the objectives set out in the Prime Minister's Challenge. Eight thematic groups have been created to tackle how different sectors can become dementia-friendly and members from major public, private and voluntary sector organisations all contribute to the development of resources.

To date, the group has prepared practical guidance for different sectors including employers, arts venues, and customer-facing staff as well as charters for dementia friendly technology and financial services:

- Dementia friendly Financial Services Charter
- Dementia friendly Employers' Guide
- Dementia friendly Arts Venue Guide
- Dementia friendly Technology Charter
- Accessing and Sharing Information publication
- Dementia friendly Churches Guide
- Dementia friendly Retail Guide
- Dementia friendly Housing Charter
- How to help people with dementia: A guide for customer-facing staff

The Prime Minister's Challenge on Dementia has made significant progress in improving dementia-friendliness and awareness across the UK and greater improvements are expected to be made over the coming years in line with new targets from the Prime Minister's Challenge 2020. One of the greatest success stories has been the mobilisation of communities to rise to the challenge and commit to 'Working towards becoming a Dementia Friendly Community'.

For example, Halton, a district in North West England, has been recognised as a Dementia Friendly Community since 2014, and has been an exemplar in maintaining momentum in working to become dementia-friendly. They are participating in the North West Coast Strategic Clinical Network project looking at improving the quality of dementia care in local care homes, and are taking into consideration both Alzheimer's Society's Fix Dementia Care and Liverpool Dementia Action Alliance's *Beyond the Front Door* reports. Part of their work in the health & social care sector is to produce a dementia care module for roll out through a train-the-trainer approach, working with Halton NHS CCG and the Council's Quality Assurance Team.

Halton Dementia Friendly Community run an Age Well Programme, based on community memory screening. Training is made available to the sectors on dementia awareness, how to use the screening tool, and local pathways for referral and signposting. They are working to review and redevise the post-diagnostic pathway to improve service user experience after a dementia diagnosis, and have produced a Dementia Community Pathway document which provides a Single Point of Access following diagnosis. They are also working with the transport sector to encourage providers to sign up to the Public Transport Sector Pledge. They have partnered with the Halton Disability Partnership and the Transport Operators Group to include dementia awareness training in the local bus operators disability awareness training project. Recently the Halton Safeguarding Adults board has produced

a *Financial Abuse Toolkit* which raises awareness of financial abuse amongst vulnerable groups, and the Dementia Action Alliance have run multiple seminars on subjects such as advanced care planning, carer support and food and nutrition.

Since the first dementia-friendly community efforts, many other communities have got involved with Alzheimer's Society's Dementia Friendly Communities initiative and have demonstrated great work in creating communities more inclusive and understanding of people affected by dementia. One example of this is Wrexham Football Club. Wrexham Football Club targeted the match day experience as a starting point for their aim of becoming dementia-friendly. They approached local pubs identified as being part of the fans' match day routines, and delivered *Dementia Friends* Information Sessions to members of staff and regular customers, as well as the local mobile burger van. Within Wrexham FC, *Dementia Friends* Information Sessions have been delivered to members of the board of directors, the governing body, all first team playing staff, commercial and retail staff and club volunteers. The group have representatives of several fans groups such as the Disabled Supporters' Association, The Shropshire Reds and the football reminiscence group, which allows people living with dementia who meet in one of the executive boxes once a month to chat about football. They also put into place changes to signage and general usability of the ground and the club shop, following advice from a gentleman living with dementia. Their next step will be to incorporate *Dementia Friends* sessions in to steward training packages in order to have at least one *Dementia Friend* at all points of entry and in strategic locations around the ground. St John Ambulance have also embraced the group's aims, and provide a quiet area of their designated first aid treatment area for anyone who may be in crisis during the match.

In many areas setting up a local **Dementia Action Alliance (DAA)** has been key to supporting the development of dementia friendly communities. An Alliance brings together interested organisations all of whom commit to the *National Dementia Declaration* that sets out the aspirations of people affected by dementia.

In Plymouth, a partnership was formed between Plymouth City Council and the **Plymouth Dementia Action Alliance**. They created a Joint Dementia Action Plan, and developed it with many other organisations across the city to ensure that people with dementia and their carers are supported. Plymouth City Council recognised early the benefits of being dementia friendly, and funded a Dementia Friendly City Co-ordinator to

ensure a fully co-ordinated approach supporting people's health, transport, social care, leisure and shopping needs, for example, all Plymouth Citybus drivers attend dementia awareness. Plymouth City Council's Dementia and Carers Action Plans support, fund and stimulate many innovative projects for people with dementia and carers including: arts and culture, central library's *Feel Better With a Book* group, a *Football Memory Cafe*, veterans' memory cafe, *Carer's Hub*, dementia-friendly schools programme, Plymouth University and over 60 dementia friendly businesses. BBC Radio Devon broadcast programmes providing dementia health information, debate and advice, all involving people with dementia and their carers e.g. The 'dementia diary' every Sunday morning where a person with dementia talks about their week. All of this work is supported by consultation with people with dementia and their carers via the Alzheimer's Society facilitated leadership group.

Engaging and raising awareness of dementia in young people is an integral part to creating behavioural change, and creating a dementia friendly generation. Alzheimer's Society produced **Creating a dementia-friendly generation** resources to help educate children and young people ages 5-25 about dementia and to support social action in the local community. There are teaching packs for primary and secondary schools which contain lesson plans to introduce dementia awareness into the curriculum and encourage schools to consider their role within the community to support people living with dementia. The resource packs have been accredited by the PSHE Association and the Council for the Curriculum, Examinations & Assessment (CCEA). The resources are currently available in English, Welsh and Irish. Over 400 schools have requested the resources since their launch in 2014.

A dementia-friendly generation is starting to develop in Honiton through the work of the



Honiton Dementia Action Alliance. In addition to the wider dementia-friendly community work which is happening in the market town, they focused on offering *Dementia Friends* Information Session to young people. Honiton Guides have taken up this offer and are now *Dementia Friends* with each young person pledging to do 'one action' that will make a difference to someone living with dementia. Honiton Scouts are also Dementia Friendly and as their pledge have created some colourful signs to put up around the home. The National Scout Leaders magazine ran an article on the work that Honiton Scouts and Honiton DAA have been doing together. Honiton Community College 6th Form are currently rolling out *Dementia Friends* sessions, and have the opportunity to attend *Honiton Memory Cafe* as volunteers and can work on a specific Dementia Friendly project of their choosing.

UK – Northern Ireland

With funding from The Atlantic Philanthropies, Northern Ireland has been able to create and implement a four-year **Dementia Friendly Communities programme**, running from 2013-2017. Alzheimer's Society has developed models to measure impact and share learning for initiatives in Northern Ireland with a greater emphasis on community-based services with both local councils and local health and social care trusts playing a key role. The Dementia Friendly Communities initiative was put in place to support the development and piloting of 16 distinct dementia friendly models (see below) that encourage people affected by dementia to stay at home longer through better access to services, businesses and support within their community. The programme has the support of more than a third of all elected members of Northern Ireland's Assembly.

In collaboration with people with dementia and their carers, awareness raising workshops have been developed which form the bedrock of the Dementia Friendly Communities programme. They are aimed at increasing understanding and awareness of dementia, thereby reducing stigma, and at improving communication and interaction with people affected by dementia. The workshops are delivered by Alzheimer's Society Dementia Friendly Communities staff, and Dementia Friendly Communities Champions, and have been attended by Council staff, Trust staff, PHA employees, staff in voluntary organisations, schools, shops, etc. The workshops have been well received and Alzheimer's Society deliver the workshops free of charge, at the most convenient time and place to the client, and are able to tailor the content to the specific requirement of the recipient groups.

Communities and organisations register to gain the 'Working towards becoming a Dementia Friendly Community' status and to access the Alzheimer's Society online recognition tool. In Northern Ireland the Dementia Friendly Communities team support communities and organisations to establish commitments/actions, and give access to a wide range of toolkits, publications and resources available through Alzheimer's Society Dementia Friendly Communities website. The communities and organisations must report on a 6-monthly basis.

The Dementia Friendly Community programme completed research with people affected by dementia, using the YouGov poll findings of the Dementia 2012 report. The research revealed five solutions that would make it easier for people affected by dementia to live life the way they want:

- Better understanding of dementia and less social stigma attached (25%).
- More public awareness of the condition (17%).
- More local activities and opportunities to socialise (13%).
- More tolerance and patience from others (7%).
- More community spirit (7%).

People with dementia would like the following to have more of an understanding of dementia: family (54%), friends (58%), neighbours (51%), health and social care professionals (58%), people working in banks, post offices and shops (62%), the police (54%).

The Dementia Friendly Communities programme is providing models for each of these areas, in particular raising public awareness and access to community based services such as shops, banks and promoting inclusivity of people affected by dementia amongst service providers including church groups, voluntary organisations including arts and older people's groups.

A significant body of work has been carried out with the **Police Service of Northern Ireland (PSNI)** which includes development and delivery of a bespoke awareness workshop for police personnel, promotion of signs and symptoms of dementia, promotion of *Think dementia* referral process on PSNI internal systems to include National Dementia Helpline telephone number and Emergency Social Work response telephone line. All PSNI officers attending the workshop have the opportunity to consider and learn from case studies and to learn more about the Alzheimer's Society Advocacy service and Dementia Support Services that could support them in their professional roles.

The Alzheimer's Society **Small Changes** film is actively promoted by the team in Northern Ireland and through the workshops with all people and organisations. It is an invaluable resource that has enabled many people across Northern Ireland to understand how dementia affects the person and prompts behavioural change.

One project that the Dementia Friendly Communities programme partnered with was **Derry Engages and Empowers Dementia (DEED)**. DEED was established in 2014 in a deprived area of the city of Derry to raise awareness of dementia and support local businesses and communities to become more dementia friendly. Research carried out in the area by the Old Library Trust found that local people with dementia and carers wished to be more active within the community. Within 18 months, more than 100 Dementia Friendly Communities awareness raising workshops had been held for 47 organisations and 14 businesses. Workshops were also prepared for children and carried out in three local schools as well as a Girl Guide group. Following the workshops, organisations were equipped with a DEED dementia friendly window sticker to display and a toolkit for making their premises more dementia friendly. Other activities included Alzheimer's Society Dementia Friendly Communities team providing training of Dementia Friendly Community Champions, physical activity training, a Dementia Awareness Week tea party, and DEED recognition awards for organisations or businesses that had made a significant contribution to becoming dementia friendly. Alongside their work in York, England; Joseph Rowntree Foundation provided funding for the initial 18 months of the project and evaluated the work in Derry in the report, *Building a Dementia Friendly Community in Northern Ireland: Learning from the DEED Project in Derry*, which was launched in November 2015.

Another key project has been delivery of the **Dementia Friendly Communities for Deaf programme** which the Alzheimer's Society Dementia Friendly Communities team in Northern Ireland has delivered in partnership with the British Deaf Association (BDA) with funding from Joseph Rowntree Foundation. This project focused on providing information about dementia in British and Irish sign language through 3 hour workshops for deaf people. Some 14 workshops were delivered over 18 months to 400 deaf people, sensory impairment team social workers, and staff and volunteers working with deaf people with dementia and deaf carers. A signed, subtitled and voiced over film was also created for all participants to share learning from the workshop and is available on BDA's website. The findings are also contained in a Joseph Rowntree

Foundation Solutions paper *Dementia friendly communities: supported learning and outreach with the deaf community*.

The Alzheimer's Society Dementia Friendly Communities programme in Northern Ireland is making significant progress towards delivery of 16 models and has achieved significant support across a range of sectors with some 10,000 **Dementia Friends** created and over 150 organisations and communities working to become dementia friendly. The 16 models are: care homes; clerical; community engagement; councils/local government; culture, arts and leisure; domiciliary care; education; financial services; health professionals; hospitals/medical; minority groups; pharmacies; policing; retail; supported housing; and transport.

The **Dementia Services Development Centre (DSDC) Northern Ireland**, linked to Scotland's Centre at the University of Stirling, are providing advice, guidance and consultancy services for the design of dementia friendly spaces. The *DSDC Design Audit Tool* and *Design School* programme support this work.

UK – Scotland

Alzheimer Scotland introduced the term dementia friendly community to Scotland with the release of their publication, *Creating a dementia friendly community: a guide*, in 2001. It was this publication that went on to inspire the city Bruges in Belgium to become dementia friendly. It was to be some years though before Scotland itself was to further develop in the field. With a number of projects now established, the country's human rights-based approach to dementia friendly communities, as promoted by Alzheimer Scotland, continues to inspire countries around the world.

Alzheimer Scotland are developing a toolkit for creating dementia friendly communities and have already made a leaflet for shops and businesses and an environmental audit tool available on their website. A dementia friendly community logo supports this work. They are also promoting the **Charter of Rights for People with Dementia and their Carers in Scotland**. Released in 2009 by the Cross-Party Group in the Scottish Parliament on Alzheimer's, the Charter was based on consultation with more than 500 individuals, including people with dementia and carers. The Charter applies human rights law to people with dementia and their carers. Among the key principles highlighted in the document are 'full and effective participation and inclusion in society' and 'equality of opportunity'.

Alzheimer Scotland oversees **Dementia is Everyone's Business – North Lanarkshire**

Partnership in the town of Motherwell. This initiative's main focus is engagement with local businesses and community groups to raise awareness of dementia and equip them to better support people with dementia. Launched in September 2012 with 20 shops, businesses and organisations already on board, the project had distributed more than 800 hints and tips cards by 2014 as well as training 60 local firefighters and 20 police officers. The Motherwell branch of Boots, a UK-wide pharmacy chain, had also committed to issuing Alzheimer Scotland helpline cards in prescription bags where appropriate. *The Mosque and Muslim Community Project* is a more recent addition to the initiative and aims to raise awareness of dementia and improve communication between Muslim communities and service providers.

Also launched in September 2012 was **Dementia Friendly Communities Helmsdale**, which aims to provide a full circle of support for people with dementia and their carers in East Sutherland in the Scottish Highlands. Recognising the lack of services and support in the local area Ann Pascoe, who cares for her husband Andrew, set up the company to encourage greater social inclusion of and support for people with dementia. Current projects include: the running of the Helmsdale Health and Wellbeing Hub which brings together members of the community three days a week, a *Dinner To Your Door* service providing freshly prepared meals for those who struggle to cook, the short-term Bridge Over Troubled Waters service to offer support at particularly difficult times, a Men's Shed launched in 2017 as an environment for men who have little social interaction, art classes for local carers and others, and a range of one-off community events. The remote and rural setting of the work and the lack of local services has encouraged exchanges of ideas and collaboration with other dementia friendly communities in India, Ueda City in Japan and elsewhere in Scotland.

The University of Stirling's renowned **Dementia Services Development Centre** carried out field research in the city of Stirling to develop a framework for making Stirling dementia friendly. To date, commitments for making improvements to support people with dementia and their carers in the city have been made by the Forth Valley Police, Stirling and Clackmannanshire Councils, Alzheimer Scotland and NHS Forth Valley. Two projects are already underway: *Stirling – The Real Dementia-Friendly City*, a three-year programme of long-term change, and *The Year of Dementia*, which has taken place in 2015, endeavouring to secure real improvements.

Another city working to become dementia friendly is Scotland's capital, **Edinburgh**, where

collaboration between City of Edinburgh Council, Alzheimer Scotland and NHS Lothian began in 2013. The project includes an awareness campaign to tackle stigma and improve local knowledge, services to support people with dementia, awareness training for retailers and health and social care staff as well as those working at arts and leisure venues. More localised dementia friendly community projects are also appearing within Edinburgh. Another Edinburgh-based initiative, launched in September 2015, is the **Forget Me Not** project, which aims to improve the experience of people with dementia at the Festival and King's Theatres. In its early stages research was undertaken to discover how the theatres can be more dementia friendly, what the challenges were for people with dementia at the theatre, and what could be done to encourage more people with dementia to regularly attend theatre performances. The initiative has seen the development of a range of activities, including the *Festival Theatre Drop-in Café*, the *Festival Theatre Club*, tea dances and *Scottish Opera's Memory Spinners* programme to encourage creativity.

Elsewhere in Lothian, **Dementia Friendly East Lothian** runs a series of activities to support people with dementia and carers in the communities of Haddington, Musselburgh, North Berwick, Port Seton & Cockenzie and Tranent. *Dementia Friendly East Lothian* is run by local community councils, churches, day centres, schools, libraries, care homes and youth organisations. Projects are based on discussions with local people with dementia and what they want from life, with a strong emphasis on intergenerational activities. Other projects include *Men in Sheds*, a *Good Memories Café*, visits to local attractions for day centre users, community events and a day centre choir.

Alzheimer Scotland's **Football Memories** programme focuses on engaging football fans living with dementia through their close connection to football. As part of the project, the Scottish Football Museum recruits and trains volunteers to bring reminiscence sessions to men with dementia in care homes and adult day service settings.

Other dementia friendly work in Scotland has been instigated and carried out by service providers in various locations. In November 2013, the Royal Bank of Scotland (RBS) became the first **Dementia Friendly Bank** in Scotland. In partnership with Alzheimer Scotland, awareness-raising programmes and information were provided to staff, with RBS committing to staff training and ongoing improvements to their working practices, to make their services more user-friendly for people with dementia. Branches

of RBS began displaying dementia friendly window stickers once the staff had been trained.

Run by An Lanntair, the **Arts-Based Dementia Friendly Community** operates in Scotland's Western Isles. This three-year project brings together people with dementia, carers and the rest of the community to engage through various art forms, including visual art, poetry, music and storytelling. Operating in both Gaelic and English to build upon the oral tradition of the area and the role that bilingualism can play in the delayed onset of dementia. The project, which is the result of the joining of two pilot projects, includes free art sessions for people with dementia and organises public exhibitions of the work produced.

In May 2015, **Dundee Central Library** became the first in the country to launch a Dementia Information Service. With this programme, Scotland's largest and busiest library offers easy access to information about dementia as well as regular reminiscence and reading activities.

Since 2013, there has been a significant increase in dementia friendly initiatives across Scotland largely due to funding becoming available from the Life Changes Trust through a £50 million endowment from the Big Lottery Fund. By 2017 the Trust had provided funding to 17 projects with further funding available later in the year.

UK – Wales

In 2011, the Welsh Government's *National Dementia Vision for Wales: Dementia Supportive Communities* was launched. The key focus of this strategy is on strengthening communities so that the voices of people with dementia are heard, the community is consulted and listened to, services are accessible and responsive to the community's needs, people with dementia are included in community activities, and carers receive support from within the community. The Alzheimer's Society's **Dementia Friends** campaign was launched in Wales in February 2014 and has been widely promoted. One year after its launch, the National Assembly for Wales announced its intention to become dementia friendly. The Government announced in June 2015 that they would be committing £4.5 million towards their scheme to make Wales more dementia friendly and, in early 2017, they ran a two-month consultation to seek views on developing and implementing a new national dementia strategy, *Together for a Dementia Friendly Wales 2017-2022*.

Swansea became the first city in Wales to be recognised as dementia friendly under the Alzheimer's Society's dementia friendly community programme in September 2014.

Originally launched in July 2013, the **Swansea Dementia Supportive Community** encourages local community groups and businesses to submit an action plan for becoming dementia friendly, promotes local *Dementia Friends* workshops and other events for and including people with dementia and their carers, and runs events to bring the community together.

In October 2014, the community in Brecon became the first town in Wales to be recognised as dementia friendly under the Alzheimer's Society programme. A pilot project carried out in the town saw a number of local service providers join the campaign, including a pharmacist, police, fire and rescue staff, a medical centre, theatre and the Brecon Beacons National Park Authority. A training exercise was also undertaken by the Brecon Mountain Rescue Team who are often called to help in searches for missing people with dementia. The exercise was carried out in partnership with members of **Brecon and Hay Dementia Supportive Community Group**. More recent activities carried out in the area include a dementia friendly Christmas concert, the introduction of multi-sensory hands-on music activities, a supportive communities information event, and a coffee morning.

In November 2015, it was reported that staff in hospital accident and emergency departments across Wales had been receiving training from the Royal College of Nursing to support them in working more effectively with people with dementia.

In January 2017, the **North Wales Fire and Rescue Service** were officially recognised under Alzheimer's Society's scheme as Working to Become Dementia Friendly. By working closely with Alzheimer's Society the Service has trained staff to recognise when a person may have dementia. The mutually beneficial relationship has seen those recognised as potentially having dementia during home safety checks to Alzheimer's Society and the Society contacting the Fire and Rescue Service when an individual may benefit from a home safety check.

Further details about the development of the dementia friendly movement in Europe and a comparative overview of national policies and practices that enable people with dementia to continue to be part of their communities can be found in the Alzheimer Europe's *Dementia in Europe Yearbook 2015*. Visit www.alzheimer-europe.org/Publications/Dementia-in-Europe-Yearbooks for more information.

Middle East



With its relatively young population, it is no surprise that there has been little awareness of dementia within the Middle East in the past. Now, with the population beginning to age, Alzheimer associations and other organisations for the elderly within the region are attempting to highlight the need for a change in awareness and attitudes around dementia. In the realm of dementia friendly communities, the majority of efforts are very recent and have taken inspiration from other countries around the world, with initiatives adapted to fit the culture of the region.

Iran

One of the first countries in the Middle East to start work on making society more welcoming of people with dementia was Iran. In recognition of the need the change attitudes around dementia in younger generations, Iran Alzheimer Association launched a **dementia awareness and education project for elementary 5th graders** and families in 2011. The introduction of the project was not an easy task and followed two years of negotiation with the Education Board of Tehran Province. With the aim of increasing children's awareness of dementia, six hours of training was delivered over a two-week period. After the training was complete 4,500 pupils received an educational package which included an evaluation questionnaire of which 1,554 were returned. Results from the questionnaires showed that 70% had shown an increased interest in dementia.

Israel

Israel recently began efforts to introduce the concept of create dementia friendly communities to the country. In 2016, Israel's Ministry of Health, and the non-profit organisations JDC-ESHEL (The Association for the Planning and Development of Services for the Aged in Israel) and EMDA (The Alzheimer's Association of Israel) began leading the introduction of the international **Dementia Friends** initiative to Israel. The programme is based on that of the Alzheimer's

Society in the UK with adjustments made to suit the mentality of the Israeli community, which is made up of a number of different groups and religions. Five local authorities have taken up the programme, each of them with a coordinator who is supervised by EMDA and provides them with tools and professional support. In June 2017, most of the authorities started to hold public information sessions around the country and started to recruit *Dementia Friends* and *Dementia Champions*. Some individuals were photographed with the programme sticker, while some invited friends to join the programme, and others visited a person with dementia or offered to run an information session in their community themselves. With this initiative, EMDA hopes to reach as many people as possible to make communities across Israel more dementia friendly.

United Arab Emirates

The most recent introduction to the dementia friendly communities movement in the Middle East is the United Arab Emirates. In March 2017, 4get-me-not, a non-profit organisation committed to raising awareness of dementia, held their first **4get-me-not Alzheimer's Café** at a branch of Costa Coffee in Dubai. The aim of the monthly café is to bring together people affected by and/or with an interest in dementia in a social environment to enjoy creative activities. Each café session features a themed talk and a volunteer guest speaker who shares information about dementia. 4get-me-not Alzheimer's café aims to raise awareness of dementia within the community as well as reducing stigma. To date, free activities carried out at the cafés include paper quilling/folding, a dementia-inspired art exhibition, live musical performances from the First Key Organization and Emirates Youth Symphony Orchestra, and Ramadan storytelling with expat senior community and elderly homes in Dubai and Sharjah.



An opportunity to join the Dementia Friends global movement

One of the biggest challenges in creating Dementia Friendly Communities is getting the public to talk about dementia. In England and Wales *Dementia Friends* (www.dementiafriends.org.uk) is playing a big role in transforming the way people think, act and talk about the condition. *Dementia Friends* enables people to understand a bit more about dementia and inspires them to take an action, big or small. These actions are a key part of dementia friendly communities.

The programme has been hugely successful, having already reached over 1.5 million Dementia Friends as of March 2016. Following this success, Alzheimer's Society (UK) has committed to support other countries to develop their own *Dementia Friends* programmes.

Philippa Tree, Senior International Officer for Alzheimer's Society, says '*I will work with you to implement and expand the project nationally. You will have full responsibility for the programme, and can adapt the programme to best suit your cultural context.*' By sharing support and knowledge with each other we can make the world more dementia friendly. For more information contact dementiafriends@alzheimers.org.uk.



Useful links

Argentina

Cafe con A.L.M.A
<https://www.youtube.com/watch?v=84zyoRY3zqQ>

Australia

Beechworth -
www.facebook.com/changingmindsbeechworth
 Dementia Friendly Kiama
<http://dementiaillawarra.com/dementia-friendly-kiama>
 Men's Sheds - <https://fightdementia.org.au/about-dementia/resources/mens-shed-manual>
 Our Place (Kiama and Darwin) - <http://ourplacemap.com>
 Port Macquarie – Port Macquarie: Becoming a dementia friendly community. Available on Alzheimer's NSW website
<https://nsw.fightdementia.org.au>

Austria

Dementia Friendly Community Pharmacy
www.uni-klu.ac.at/pallorg/downloads/Poster_AlzheimerEurope_2015_END.pdf
www.uni-klu.ac.at/pallorg/downloads/Poster_AlzheimerEurope_2015_END.pdf

Belgium

Dementia Friendly Bruges
www.dementievriendelijkbrugge.be
 Huis Perrekes - www.perrekes.be
 Ville Amie Demence - www.ville-amie-demence.be

Canada

Dementia Friends
www.dementiafriends.ca
 The Alzheimer Society of British Columbia Dementia-Friendly Communities - <http://www.alzheimer.ca/en/bc/About-dementia/Dementia-friendly%20communities>
 Ontario Age Friendly Communities
<http://www.seniors.gov.on.ca/en/afc/>
 Dementia Friendly Saskatchewan
<http://www.dementiafriendlysaskatchewan.ca/>

Chinese Taipei (TADA)

Dementia Friendly Store
www.tada2002.org.tw/tada_DFS.html
 Family of Wisdom - www.tada2002.org.tw/tada_fow.html

Costa Rica

Dementia Friends Costa Rica - <https://ascadacr.files.wordpress.com/2017/09/ascada-boletin.pdf>

Croatia

Croatia-Slovenia Demenca aCROsLO project
<http://demenca.eu/>

Cyprus

Act and React 4 Dementia - ske-kouri-xilourikou.org

Dementia Alliance International

<http://www.dementiaallianceinternational.org/>

Denmark

Dementia Friendly Denmark
<https://www.alzheimer.dk/nyheder/2017/folkebevaegelsen-for-et-demensvenligt-danmark/>

Europe

European Foundations' Initiative on Dementia
www.nef-europe.org/efid

Finland

National Memory Programme http://julkaisut.valtioneuvosto.fi/bitstream/handle/10024/74501/Reports_2013_9_Memory_verkko.pdf?sequence=1

France

Bistrot Memoire - <http://bistrot-memoire.com>

Germany

Aktion Demenz - www.aktion-demenz.de
 Konfetti Im Kopf - www.konfetti-im-kopf.de

Gibraltar

Dementia Friends Gibraltar - <http://www.dementiafriends.gi/>

Hong Kong SAR

Dementia Friends Hong Kong - <http://dementiafriends.hk/en/>

Indonesia

Dementia Friends Indonesia
<https://www.alzi.or.id/sahabat-demensia/>

Ireland

The Alzheimer Society of Ireland - www.alzheimer.ie/Get-Involved/Dementia-Friendly-Communities.aspx

Italy

Alzheimer Italia - <http://www.alzheimer.it/dementia1.html>

Japan

Dementia Friendly Japan
<http://www.dementia-friendly-japan.jp>
 Dementia Friendly Uji City - www.city.uji.kyoto.jp/cmsfiles/contents/0000014/14401/sasshienglish.pdf
 Eisai Human Health Care
www.eisai.com/corporatemitmission/hhc
 Honeywell Ibasho House -
www.ibasho.org/web/projects/ibasho_cafe/japan
 Ninchisho Supporter Caravan - www.ncgg.go.jp/topics/dementia/documents/Topic4-4HirokoSugawara.pdf

Namibia

Hee Haw Productions film, documenting ADN activities -
<http://www.africanwitchfinder.com/>

Netherlands

Alzheimer Café - www.alzheimer-nederland.nl/over-alzheimer-nederland/wie-zijn-wij/alzheimer-cafes.aspx
 Alzheimer Nederland
www.alzheimer-nederland.nl/dementievriendelijk
 DementTalent - www.dementalent.nl/en/home
 Dementievriendelijke inspiraties - <http://dementievriendelijk.nl>

New Zealand

Alzheimers New Zealand - <http://www.alzheimers.org.nz/about-dementia/booklets-and-fact-sheets>
 Rotorua Lake Council - http://www.rotorualakescouncil.nz/Rotorua2030/portfolios/people/Documents/Final_Dementia-friendly%20Rotorua%20Report.pdf

Nigeria

Dementia Friends Nigeria - <http://dementianigeria.com/dementiafriends/>
3rd Alzheimer's Disease International African Regional Conference Communique
<https://www.alz.co.uk/sites/default/files/pdfs/African-Regional-Conference-2016-Statement.pdf>

Norway

Dementia Friendly Society - <http://nasjonalforeningen.no/tilbud/demensvennlig-samfunn/>
ALMA's House - <http://www.aldringoghelse.no/english/projects-from-2012/ongoing-projects/almas-house>

Singapore

ADA Focus Group Discussion Findings Report 2015 - <http://alz.org.sg/wp-content/uploads/2017/04/Report-Focus-Group-Findings-2015-11-Executive-Summary.pdf>
Ministry of Health Launching more Dementia-Friendly Communities in Singapore - https://www.moh.gov.sg/content/moh_web/home/pressRoom/pressRoomItemRelease/2016/launching-more-dementia-friendly-communities-in-singapore.html

Slovenia

Croatia-Slovenia Demenca aCROsLO project
<http://demenca.eu/>

Turkey

Blue Wave Project (Mavi Dalga Projesi)
<http://www.mersinalzheimer.org/mavi-dalga-projesi/>

UK – England

Alzheimer's Society - www.alzheimers.org.uk/dementiafriendlycommunities
Creative Spaces
www.sensorytrust.org.uk/projects/creative_spaces
Dementia Adventure - www.dementiaadventure.co.uk
Dementia Friendly Gurudwaras
<http://dementiafriendlygurudwaras.com>
Dementia Friendly Swimming
www.swimming.org/dementiafriendly
Dementia Friends - www.dementiafriends.org.uk
Dementia Friendly York
www.jrf.org.uk/report/creating-dementia-friendly-york
The Purple Angel - www.purpleangel.org.uk
Rotarians Easing Problems of Dementia (REPoD)
www.repod.org.uk
Small Changes film - www.youtube.com/watch?v=Fz8ACEu7Lho

UK – Northern Ireland

DEED Project - www.jrf.org.uk/report/building-dementia-friendly-community-northern-ireland-learning-deed-project-derry
Dementia Friendly Communities for Deaf People
www.bda.org.uk/health-dementia-ni
Dementia Friendly Communities: Supported learning and outreach with the deaf community - www.jrf.org.uk/report/dementia-friendly-communities-supported-learning-and-outreach-deaf-community
Dementia Friendly Northern Ireland - <http://dementia.stir.ac.uk/communities/dementia-friendly-northern-ireland>

UK – Scotland

An Lanntair Dementia Friendly Community
<http://lanntair.com/education/education-projects>

Dementia Friendly Communities CIC
www.adementiafriendlycommunity.com
Dementia Friendly East Lothian - <http://dfel.org.uk>
Dementia Friendly Stirling - <http://dementia.stir.ac.uk/communities/dementia-friendly-stirling>
Dementia Friends Scotland
www.dementiafriendsscotland.org
Dementia is Everyone's Business – North Lanarkshire Partnership - www.alzscot.org/assets/0001/4677/Dementia_Everyone_27s_Business.pdf
Football Memories - www.footballmemories.org.uk

UK – Wales

Dementia Friendly Swansea
www.dementiafriendlyswansea.org
Making Brecon a Dementia Friendly Community
www.dementiafriendlybrecon.org.uk

USA

ACT on Alzheimer's - www.actonalz.org
Dementia Friendly America
www.dfamerica.org
Fox Valley Memory Project
www.foxvalleymemoryproject.org
Purple Cities Alliance
www.purplecities.org
Timeslips Creative Storytelling
www.timeslips.org

About Alzheimer's Disease International

Alzheimer's Disease International (ADI) is the international federation of over 80 Alzheimer associations supporting people with dementia and their families.

ADI has been in official relations with the World Health Organization since 1996 and has had consultative status with the United Nations since 2012.

ADI's vision is an improved quality of life for people with dementia and their families throughout the world. ADI aims to make dementia a global health priority, to build and strengthen Alzheimer associations, and to raise awareness about dementia worldwide.

ADI is partnered with Dementia Alliance International (DAI), a collaboration of individuals diagnosed with dementia providing a unified voice of strength, advocacy and support in the fight for individual autonomy for people with dementia.



Alzheimer's Disease International

The global voice on dementia

Alzheimer's Disease International:
The International Federation
of Alzheimer's Disease and
Related Disorders Societies, Inc.
is incorporated in Illinois, USA,
and is a 501(c)(3) not-for-profit
organization.

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**Alzheimer's Disease
International**

The global voice on dementia

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