



Dementia Friendly Keighley

Dementia Recognition Award

working to become more dementia friendly and actively making a difference to people living with dementia



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There are a range of supplementary information sheets referred to in this booklet and can be viewed either on our website www.dementiafriendlykeighley.org.uk or by asking DFK for copies.

Supplementary Sheets:

Information Sheet 1 -

Increase Awareness and Understanding of Dementia

Information Sheet 2 -

Review and Promote Dementia Friendly Environments

Information Sheet 3 -

Provide appropriate support for people affected by Dementia

Information Sheet 4 -

Support notes for writing an Action Plan

Information Sheet 5 -

Terms and Conditions for the use of the 'Working to become Dementia Friendly' symbol

Information Sheet 6 -

Organisation Action Plan template

Join us in developing a Dementia Friendly Keighley

Dementia Friendly Keighley (DFK) is a voluntary organisation changing the way communities in Keighley think, talk and act about dementia. DFK is your local Dementia Friendly Community. It was set up in 2014 and has been a registered charity since 2017.

We are asking organisations, businesses and community projects across Keighley to join us and pledge to become more dementia friendly, so that people with dementia, their carers and families can have better access to services and support and be more fully integrated in their communities. Many organisations have employees, customers or participants affected by dementia and many others provide services used by people with dementia.

We believe that by engaging with and supporting more organisations to take up the challenge and sign up to this initiative we will be able to make Keighley a more dementia friendly place to live and work.

For more information on DFK and the other services and activities we are involved with, please visit our website www.dementiafriendlykeighley.org.uk, telephone 07452 773788 or email info@dementiafriendlykeighley.org.uk.

So why should you get involved?

- There are 850,000 people with dementia in the UK and the number is likely to grow to over one million people by 2025.
- Did you know there are over 6,500 people living with dementia across the Bradford District in residential care, their own homes alone or with their partners and families?
- People living with dementia say they want to continue to live in and take part in their community, can you help with this?
- Your employees, customers or participants may currently or in the future be affected by dementia - could you support them? Do you know what you can put in place to ensure they have a positive experience?
- Setting and implementing an action plan will also help to ensure your organisation is compliant with the Equality Act 2010, which recognises dementia as a disability. This Act requires organisations to make reasonable adjustments to avoid discrimination.

What will you have to do?

- Complete an action plan on how you will work towards becoming dementia friendly, with at least three actions - we will help you with this and the plan doesn't need too much detail.
- Participate in a free Dementia Friendly Information session (1hour) delivered within your organisation or in the community - this could be one of your actions within your action plan.
- Once we have awarded the dementia friendly status you will need to review this with us each year.
- Promote your pledge and partnership with DFK to the community you serve through your own organisation e.g. via your website, newsletters, staff notice board etc; we will do the same.
- Support DFK by fundraising or donating resources and/or services.
- Promote DFK activities and services within your organisation.

What does this mean for your organisation?

- You will be a member of Dementia Friendly Keighley (DFK), your local Dementia Friendly Community and have access to local information on activities and services. We will also (with your permission) add your pledge and actions to our website to celebrate your commitment and inform local people.
- When you sign up and complete your action plan you will be able to promote that you are working towards being dementia friendly. Once you have started to complete your actions you will be awarded the recognition logo and sticker for you to use stating that you are working to become more dementia aware. (T&C's apply - see Supplementary Information Sheet 5). You can use this for publicity to inform your employees, customers and participants.

So why are DFK getting involved and challenging you to sign up?

We have seen first-hand what a difference this initiative can make both for local people living with dementia and the organisations who pledge to become more dementia friendly. A good example of this is The Airedale Shopping Centre, which gained its award in 2014. All staff employed by the centre have become dementia friends and signage within the centre has been improved. As part of a rolling programme that began in 2018 to enhance the environment they have recognised the need to change their entrance matting for a more dementia friendly style. We will continue to roll-out this work in Keighley and support organisations that have already started to work towards this pledge.

The management team's example has led to interest in the initiative from the shops within the Airedale Centre. Many businesses have expressed their wish to become more dementia

friendly and have used their “retail training time” for bespoke dementia friend’s sessions. A unique partnership between Dementia Friendly Keighley and the Airedale Centre has developed, which has led to DFK opening an information centre and drop-in facility in the centre. The unit is very busy on the four days per week it is open. We are currently looking to extend this and perhaps move to a larger unit in the centre.

People with dementia face many challenges as they go about their daily lives. Shopping, using public transport, socialising and getting involved with their community can all be more difficult. Meeting those difficulties can increase stress, cause confusion and lead to people reducing or giving up their community involvement and becoming increasingly isolated.

Organisations can create barriers for people by demonstrating impatience or lack of understanding. They may offer support when it isn’t needed, undermining a person’s independence. The physical environment can be confusing for many people whether they have dementia or not. Be aware, if most people find it hard to find their way around the first time they come in to your building, then people with dementia might well find it hard every time they visit. Locating important facilities such as toilets, lifts and stairs will be difficult without clear and accurate signage.

Organisations, businesses and communities have an important role to play in taking the necessary actions to ensure that people living with dementia can continue to live meaningful lives, in the place they choose and to remain active in their communities for as long as possible. Little changes you can make will mean a great deal to a person with dementia. Actions such as taking time to explain things, helping someone make sense of a situation or recognising when someone needs help with making a payment in a shop or a bank are small but hugely significant for those with dementia.

Patience and understanding goes a long way!

What sorts of changes should you be making?

The changes vary depending on the sort of organisation you are. The local Dementia Friendly Communities have signed up to the following 4 themed actions and you would be helping to deliver these.

- **Action 1**

Increase Awareness and Understanding of Dementia

E.g. Staff understanding of the problems faced by people with dementia and how to help if they become confused; this could be achieved through training for staff.

Refer to Supplementary Information Sheet 1 for further information and a checklist to help you consider how your organisation can increase awareness and understanding of dementia.

- **Action 2**

Review and Promote Dementia Friendly Environments

E.g. Availability of a quiet space to go with a member of staff when needed, clear signs and good lighting or an uncluttered environment all make spaces more dementia friendly.

Refer to Supplementary Information Sheet 2 for further information and a checklist to help you consider how your organisation can review and promote a dementia friendly environment.

- **Action 3**

Provide appropriate support for people affected by Dementia

E.g. Looking to see if you could take your services to people in their home. E.g. Review your employee policies to ensure you support staff who may be caring for someone with dementia or who develop early onset dementia themselves.

Refer to Supplementary Information Sheet 3 for further information to help you consider how your organisation can provide appropriate support for people affected by dementia.

- **Action 4**

Provide support for DFK, your local Dementia Friendly Community

E.g. Support a DFK event, host a DFK charity collection tin, organise an annual fundraising activity such as a cake sale, sponsored walk - any contribution is appreciated.

Speak to a member of DFK who can offer support and ideas to achieve this.

What are the steps for my organisation to sign up and start working to become a more dementia friendly organisation?

1. Saying 'Yes' to signing up is the first and most important step.
2. Contact DFK and we will talk you through the process and offer support as and when you need it info@dementiafriendlykeighley.org.uk or 07452 773788.
3. Review your organisation and what you offer. Are your products/services/activities easy to access? Is the environment appropriate? Are your staff aware and knowledgeable about how dementia can affect people? What steps do you need to take to make necessary changes? We have further information to help you with this (Supplementary Information Sheets 1-3).
4. It is important to think about your organisation, and in what ways people living with dementia and those around them come in to contact with your organisation. This will include your employees, customers and participants.
5. Listen to the views of people living with dementia; they may be your employees, customers or participants and can provide really useful information. It is important that the changes you make enable people to live their lives in the way they want, for as long as possible.

6. We will offer you support in writing your action plan and when you start to implement your actions (refer to Supplementary Information Sheet 4 for guidance).
7. When you have an action plan, we will put it on our website and you can become a member of DFK.
8. Once you start implementing your actions, you will be issued with a recognition logo and sticker stating that you are working towards becoming dementia friendly.
9. Review your progress and share it with us. Your experiences of and learning about the process can be useful to others too. We can all learn from each other and develop good practice.
10. Publicise your progress. In this way you can help others to start to participate in building a more dementia friendly world.
11. We will review your action plan annually to assess your progress and re-validate your pledge. This process is to ensure your organisation is still working to become dementia friendly and to allow us to re-issue the recognition logo and sticker for you to use. This time can also be used to chat through new actions, areas of concerns and achievements.

There are a range of supplementary information sheets referred to in this booklet and can be viewed either on our website www.dementiafriendlykeighley.org.uk or by asking DFK for copies. We hope you find them useful and are intended to stimulate discussion, it is not compulsory to use them.

**So, what are you waiting for?
Get in touch today and let's start
working towards being more
dementia friendly**



**To sign up and find out more about
the Dementia Recognition Award and the
other services and activities we provide contact:**

info@dementiafriendlykeighley.org.uk

www.dementiafriendlykeighley.org.uk

07452 773788

Visit our office at:

Brunswick Arcade,

The Airedale Shopping Centre,

Keighley BD21 3QB

Registered Charity Number: 1171003

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