

Your organisation can use the Dementia Friendly Haywards Heath logo to promote your involvement.

We work with local businesses and organisations to see how they can become more dementia-friendly, and ask them to sign up as a member of the Haywards Heath DAA by completing a simple action plan. Once your application has been approved your organisation will have its own page listed on www.dementiaactionalliance.org.uk.

Some simple actions organisations and businesses can take to be more dementia-friendly

- Ensure entrances and exits are clearly marked and visible
- Allow customers to take their time
- Review your **environment** by looking at seating, signage and facilities to ensure it is fully accessible by all
- Organise free Dementia Friends sessions for yourself and as part of your staff induction programme
- Request a **guide** from the **Alzheimer's Society** for customer-facing staff to assist

them in serving people living with dementia

- Ensure the way in which help and support is offered to those with dementia reflects their needs

For more information on local Dementia Friends sessions or help with becoming a member of the Haywards Heath Dementia Action Alliance email:

Email: info@haywardsheathdaa.org.uk

T: 01444 455694

Haywards Heath Dementia Action Alliance,
c/o Haywards Heath Town Council,
40 Boltro Road,
Haywards Heath, West Sussex,
RH16 1BA



Haywards Heath Dementia Action Alliance - building a Dementia Friendly community in Haywards Heath



How can you help to make a difference?

Why should Haywards Heath become a dementia-friendly community?

There are currently around 1,434 people living with dementia in Mid Sussex and often family and friends are acting as primary carers. As the number of people living with dementia is predicted to rise, it is important that we take action **now** to support anyone affected to live well in their community.

***47% of people think that dementia-friendly areas would be nicer places for everyone to live.**

***28% of people living with dementia said they had to give up activities such as shopping, exercise and using transport.**



Become a Dementia Friend

The Dementia Friends programme is an initiative from the Alzheimer's Society to change people's perception of dementia.

A Dementia Friend learns a little bit more about dementia by attending a free, 45-minute session. The session gives an idea of what it might be like to live with dementia

* Source: Alzheimer's Society 2016 report 'Building dementia-friendly communities: A priority for everyone'

and then turns that understanding into action. The session also provides information about local support for those with dementia and their carers.

The Haywards Heath Dementia Action Alliance (HHDA) has members who are able to provide free Dementia Friends sessions, at times to suit you and your organisation.

Alternatively, go to the Dementia Friends website for more information.

<https://www.dementiafriends.org.uk/>

What is a Local Dementia Action Alliance?

The Dementia Action Alliance (DAA) was launched in 2012 and aims to improve the lives of people living with dementia and their carers through concerted action.

Membership of the DAA is completely free. All we ask is that members take steps to better support anyone living with dementia in their local area.

Members include local businesses, community groups, faith groups, schools and colleges, libraries, museums, shopping centres and charities as well as health and social care providers. Anyone can help!

A **Local Dementia Action Alliance** (LDAA) is the coming together of our member organisations in a local area and is seen as

the vehicle to create a dementia-friendly community.

What is a dementia-friendly community?

A city, town or village where people with dementia are understood, respected and supported, and confident they can contribute to community life.

In a dementia-friendly community people will be aware of and understand dementia. Those with dementia will feel included and have choice and control over their day-to-day lives.

What's in it for your organisation?

It is part of good Customer Care and demonstrates that you are inclusive of all sections of the community.

You will be part of the wider Dementia Action Alliance community giving you access to networks, support and information.

You will be part of a social movement to bring about change, working with other organisations in partnership and helping to raise community spirit.

Recognition as a dementia-friendly organisation may increase customers or visitors.