Dementia is everyone’s business

Help your customers to stay part of the community
Nearly all of us have some experience of dementia in our families and circle of friends yet the stigma of dementia remains.

There are many forms of dementia. They are all diseases of the brain which can cause:

- Difficulties with memory
- Difficulties with everyday tasks
- Difficulties with communication
- Difficulties with perception
- Confusion about time and place
- Sight and vision problems
- Restlessness or disorientation
- Unusual emotional behaviour or responses

Dementia is progressive in that it starts off with very mild symptoms and gets worse over time. Dementia affects everyone differently. No two people with dementia are the same.

“It’s patience we look for. After all it’s a disease and that needs to be understood.”

Why does my business need to be dementia-friendly?

There are estimated to be as many as 2,500 people with dementia living in Powys and by 2025 that number is set to rise to more than 3,750.

Dementia affects one in 14 people over the age of 65 and one in six over the age of 80. However, dementia can develop in people aged under 65 – this is called young-onset dementia. Almost 18% of people diagnosed with dementia under the age of 65 continue to work, but may experience problems as their dementia progresses.

Increasingly, people with dementia are living for much longer in the community which means that more and more of your staff, customers and potential customers will be affected by dementia.

Making it easier for people with dementia to use your services and supporting your staff to serve them more effectively has a number of very clear benefits:

- You will be able to maintain your existing customers who might have, or be developing, dementia. If they don’t find your business easy to use or supportive, they will probably go elsewhere.
- You will attract new customers. People who have dementia or care for someone with dementia will recognise your business as leading the way in supporting people with the condition.
- Displaying the ‘We’re Becoming Dementia Friendly’ logo will encourage people with dementia to use your business.
• It will help with compliance to the Equality Act 2010.
• If your staff are unsure how to best serve customers with dementia it may affect the service you give. In addition it could cause significant delays to other customers.

There are a number of things you can do fairly easily and cheaply in order to help people with dementia.

“**I suddenly felt really lost – I couldn’t remember where I was or how I was going to get home. But before I knew it, one of the assistants came over, put her arm round my shoulder and helped me to set my thoughts straight. It made all the difference.”**

“**We try to get out at least a few times a week. The café is our haven. We go there regularly knowing they will be supportive and welcoming.”**

**Ask people with dementia what it is like to use your business**

People with dementia or their carers will often be able to tell you very directly which aspects of your business they find easy to use and which presents barriers to them. You may already know people with dementia – if so, that’s a great place to start. If you don’t, and need support and information, then contact the Brecon Area Dementia Friendly Community who will be able to help you.

**Have a look around your building and facilities – are they dementia-friendly?**

Small changes can have a major impact on improving accessibility for people with dementia.

**Signage**
• Think about placing signs at key decision points for someone who is trying to navigate your premises for the first time.
• Signs should be clear, in bold face with good contrast between text and background. Pictorial signs are the most dementia-friendly.
• Signs should be eye level and well lit, be fixed to the doors they refer to – not adjacent surfaces.
• Signs for toilet and exits are particularly important.

**Lighting**
• Try to avoid pools of bright light and deep shadows.
• Entrances should be well lit and make as much use of natural light as possible.

**Flooring**
• Avoid black mats – these look like black holes to those with dementia.
• Avoid highly-reflective and slippery floor surfaces.
• Changes in floor finishes should be flush rather than stepped.
• Avoid changes in floor colouring and avoid large patterns.
Seating

• In larger premises – a seating area, especially in areas where people are waiting, can be helpful.

• Do you have a quiet space for someone who might be feeling anxious or confused?

• People with dementia prefer seating that looks like seating – so, for example, a wooden bench rather than an abstract metal z-shaped bench.

Navigation

• Research shows that people with dementia use ‘landmarks’ to navigate their way around, both inside and out.

• The more attractive the landmark (which could be a painting or a plant), the easier it is to use as a landmark.

Check whether the information you provide about your business is easy to understand

People with dementia need information that is presented logically and is clear and easy to understand

• Keep language simple and stick to one subject in each sentence. Be consistent in the words you use.

• A font size of at least 14pt is ideal. Diagrams and pictures alongside text are helpful.

• Avoid two columns of text on one page. Information you want to highlight can be put in boxes.

Raise your awareness and understanding of dementia

People with dementia say it is the attitude of those they encounter in their communities that has the biggest impact on their lives.

People differ in the way they experience their dementia but, generally speaking, in public situations they may have a range of difficulties, including:

• Remembering what they are doing

• Communicating clearly

• Handling money

• Navigating complex or confusing environments

A basic understanding of the impact of dementia and how to best to support and respond to these situations can make a huge difference both to your customers and your staff.

• Kindness, empathy, compassion and patience, avoiding stress and contradiction, good communication skills and a smile go a long way.

• If you have good ‘people skills’ and work in a business with good customer care, you already have much of what is needed.

“We’ve only just moved to Brecon and one of the reasons we came was because we knew it was a dementia-friendly community.”
How to get involved

The Alzheimer’s Society has devised an awareness-raising session for you and your staff. These are Dementia Friends sessions run by volunteer Dementia Friends Champions. They take about 45 minutes and are free of charge, interactive and fun!

For further details, go to www.dementiafriends.org.uk.

In addition, your business might consider becoming part of the local Dementia Action Alliance and Registering a Commitment to Become Dementia Friendly.

For further information, please contact the Brecon Area Dementia Friendly Community:

www.dementiafriendlybrecon.org.uk
email brcndfc@gmail.com
Rhiannon Davies 07940 961006 Joan Brown 07533 768575
facebook dementiafriendlybrecon twitter @Brecon_DFC
Yn achos safleoedd mwy – gall man eistedd, ynwened

Mae defnyddio ’tirnodau’ i ddod i’w ffordd gwmpas, tu mewn i’r tu allan.

Po wŷr am òl, mae pobl â dementia yn deallwch fel amrywiaeth, gan

• Cofio beth maen nhw’n ei wneud
• Cyfathrebu yn glir
• Trin arian
• Dod o hyd i ddod amgylcheddau cymhleth neu ddryslyd

Gall defnyddio ’tirnodau’ i ddod i’w ffordd gwmpas, tu mewn i’r tu allan.

Mae defnyddio ’tirnodau’ i ddod amgylcheddau cymhleth neu ddryslyd

Cofwir p’un a yw'r wybodaeth yr ydych yn ei darparu am eich busnes yn hawdd ei deall.

Maeangen cyflymio gydag pobl â dementia fel amrywiaeth, gan

Gwiriwch p’un a yw’r wybodaeth yr ydych yn ei datgHighlighted text: Dew i weld am hawdd ei deall.
Cyfreithiant - Ydw nhw’n deall dementia?
Edrychwn o gwmnus ar ei chynhad a chynhyrchu eich ymgyrchiau.

Cyflwyno: Os yw eich help y byddem i gyd i gynyddu eich achos a chyflwyno eich dementia.

Glywedodd: Yn aml, bydd pob ysgol y bydd yn gyfraniad o Dyfed. Yn wreiddiol, bydd yr ysgol wedi eu cymorthu i bobl sy’n deall dementia.

Arwyddion

- Meddyliwch am osod arwyddion mewn mannau allweddol ar na’r cofeb, yr awyr, ac ar na’r wall.

Goleuadau

- Ceisibwch osgoi pwyllau o tollau llachar, a chysgodion tywyll.

Lloriau

- Dylech osgoi matiau du.
- Dylech osgoi arwynebau llawr adlewyrchol a llithrig iawn.
- Dylech osgoi newidiadau i lawr y llawr ac patrymau mawr.
Mae gan bron bob un ohonom rywfaint o brofiad o ddementia yn ein teuluoedd a’n cylch ffrindiau ond eto i gyd mae’r stigma sy’n gysylltiedig â dementia yn parhau i fodoli.

Mae nifer o fathau gwahanol o ddementia, ond maen nhw i gyd yn glefydau ar yr ymennydd sydd yn gallu achosi:

- Anawsterau gyda’r cof
- Anawsterau gyda thasgau bob dydd
- Anawsterau gyda chyfathrebu
- Anawsterau gyda chanfyddiad
- Dryswch am amser a lle
- Problemau golwg a weld
- Aflonydd neu ddryswch
- Ymddygiad neu ymatebion emosiynol anarferol

Cyflwr cynyddol yw dementia yn gwaethygu’n traddol gan ei fod yn dechrau â symptomâu bach iawn ac yn gwaethygu dysprif o ddatblygu. Mae dementia yn effeithio ar bawb mewn ffordd wahanol. Nid wyw dementia dau berson yr un fath.

“Yr hyn yr ydym yn chwilio amdano yw amynedd. Wedi'r cyfan, salwch yw e, ac mae angen deall hynny.”

Pam fod angen i fy musnes ddeall dementia?

Amcangyfrif fod 2,500 o bobl â dementia yn byw i’n Mhowys ac erbyn 2025 mae disgybl o ddatblygu ‘n rhoi amser i ddatblygu. Mae dementia â chwaredd neu ddryswch.

Yn agweddu a phobl â leol, mae angen eu hysbrydio a deall hynny. Yn gynteddiad, mae angen eu haearn â chwaredd neu ddryswch.

Mae angen eu hysbrydio a deall hynny. Yn gynteddiad, mae angen eu haearn â chwaredd neu ddryswch.

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Helpwch eich cwsmerydd i bawb yn rhan o'r gymuned

Mae dementia yn fusnes i bawb

2015-2016

Anelu at geisio

Yn fusnes

Yn fusnes

Mae dementia

Helpwch eich cwsmerydd i bawb

aros yn rhan o'r gymuned