



Dementia-friendly Recognition Programme

Toolkit for organisations



Thank you for your interest in the Dementia-friendly Recognition Programme, which aims to assist people to continue living well with dementia by remaining active within their communities.

Alzheimers NZ has developed the Dementia-friendly Recognition Programme to work with organisations like yours as you consider your role in helping to make New Zealand a more dementia-friendly society. We offer two awards to recognise the commitment a business has taken to becoming dementia-friendly:

Awards

- **Working towards Dementia-friendly Award** – The organisation has met fundamental criteria across five of the seven standards. This award recognises the organisation has made tangible progress towards achieving dementia-friendly status.
- **Dementia-friendly Award** – Recognises the organisation has met all seven standards in the Dementia-friendly Recognition Programme.

Value of Dementia-friendly Award

Achieving award status carries significant value. It:

- Is a measurable commitment to people affected by dementia.
- Enhances your ability to respond to the diversity of customers through training, support, and visible changes.
- Elevates employee pride in their work, as new knowledge benefits their communication and interaction with customers and their community.
- Offers reassurance to customers and employees that as a dementia-friendly organisation you will be aware of, responsive to, and respectful of the diversity of their needs.
- Is a point of difference; once awarded, signage will be provided for collateral and marketing and communication material.



Dementia-friendly Standards

The following seven standards form the criteria of the Dementia-friendly Recognition Programme:

1. **Person-centred** – We understand the needs of people living with dementia as they relate to our business from their perspective.
2. **Leadership** – We have the right structures in place to maintain a sustainable dementia-friendly organisation.
3. **Workforce** – Staff and volunteers have an awareness and understanding of dementia.
4. **Physical environments** – We have a continuous improvement plan to make our physical environment(s) accessible to people with dementia.
5. **Workplace** – We respect and support employees affected by dementia (either persons living with dementia or caring for someone living with dementia).
6. **Collateral and websites** – Website(s) and written business material are accessible for people with dementia.
7. **Review** – Planned reviews of dementia-friendly progress.

Champion the Programme

People living with dementia face unique and diverse challenges when interacting with businesses and other organisations, and we must all start now to make a meaningful response to their needs; there are an estimated 60,000 New Zealanders currently living with dementia and that figure will rise to around 170,000 by 2050.

Reflecting wider social trends of an aging population, people with dementia are living longer in their communities and will do so with increasing independence. Growing numbers of your clients, employees and others who engage with your organisation will therefore experience dementia; personally, through caring for someone with dementia, or they will be touched by dementia in some other significant way.

People with dementia need our support, engagement and willingness to initiate change as we champion social responsibility and move towards a dementia-friendly New Zealand.

Achieve the Award

Here are the steps in the process:

1. Contact Alzheimers NZ to let us know of your interest in joining the programme.
2. We will acknowledge your interest and organise a meeting between you and a representative from your nearest Alzheimers organisation to discuss next

steps including the action plan you will need to show how your business will achieve dementia-friendly status.

3. You will receive ongoing support from national Alzheimers NZ and your local Alzheimers organisation as you implement your action plan.
4. You will then be assessed in terms of your progress towards achieving the programme criteria. When successful, your organisation will receive the “Working towards Dementia-friendly” or “Dementia-friendly Award.”

Suggested business resources

Here are some suggested resources you may want to put in place as you work towards becoming dementia-friendly.

Workforce

- Nominate a key employee to oversee the action and who will liaise with Alzheimers NZ and their local Alzheimers organisation member.
- Gain commitment from senior leadership to lead your business through the changes required.
- Agree to relevant timelines to deliver training to staff, make changes to your website(s) and written business material, and/or conduct physical environment changes.

Training

Alzheimers NZ provides a comprehensive educational toolkit which supports the Dementia-friendly Recognition Programme. We will support employee education that best serves your business structure; this may involve training your staff who champion the programme.

Timeframe

How long the process will take depends on factors such as the size and scale of your organisation and the timeframe you can commit to whilst working towards dementia-friendly status. This could be between three to twelve months, or longer depending on your individual action plan and business needs.

Review award status

Each Dementia-friendly Recognition Award is valid for two years. If you wish to retain your status as a dementia-friendly organisation an internal review may be completed and submitted to Alzheimers NZ for verification, or Alzheimers NZ will conduct a review against the programme standards. If necessary, a renewed action plan will be developed and implemented with the support of Alzheimers New Zealand and your local Alzheimers New Zealand branch.

Self-assessment







There are a variety of ways you can assess how dementia-friendly your organisation already is, including:

- **Asking people with dementia what it is like to interact with your organisation.**
People with dementia can often tell you directly which aspects of your business they find easy to use, and which present barriers to them. Asking people you know with dementia is a good place to start, otherwise contact your local Alzheimers organisation who may be able to arrange for people with dementia to visit.
- **Have a look around your buildings and facilities – are they dementia friendly?**
There are often simple changes you can make to improve the physical environment for people with dementia. The standards and criteria for the Dementia-friendly Recognition Programme may initiate some ideas.
- **Is the information you provide about your organisation dementia-friendly?**
This includes using plain English with the option to access documents with minimum size 14-point font.
The Alzheimers New Zealand website www.alzheimers.org.nz can provide an example of how to do this in a digital format.
- **Learn more about dementia.** People with dementia repeatedly tell us it is the attitudes of others which has the biggest impact on their lives in their communities. An understanding of the impact of dementia and how to support those it affects can make a significant difference to their experience and to that of your employees and other stakeholders. Working through the Dementia-friendly Recognition Programme will initiate this process as you engage with your local Alzheimers organisation to educate staff and access resources.
- **Recognise that people with dementia all differ in the way they experience their dementia.** They may experience a range of challenges associated with dementia that will potentially impact their interaction with others. Challenges include:
 - o remembering what they are doing
 - o communicating clearly
 - o handling money
 - o navigating complex or confusing environments

Dementia-friendly Recognition Programme standards and criteria

Standard	Criteria/evidence sources	Working towards Dementia-friendly	Dementia-friendly Award
Person-centred We understand the needs of people living with dementia as they relate to our business from their perspective.	<ul style="list-style-type: none"> ● Engagement with local Alheimers Office ● Consultation with people living with dementia/and or their carers to identify what is important to them ● Where possible, people living with dementia are represented on boards/committees/advisory groups 	✓ ✓	✓ ✓ ✓
Leadership We have the right structures in place to maintain a sustainable dementia-friendly organisation.	<ul style="list-style-type: none"> ● Formal commitment from owner/senior leadership team/governing body ● A nominated leader within the organisation to champion the cause ● Established working relationship with local Alheimers office ● Networking and/or being involved in a collective community group that campaigns for dementia-friendly change ● Dementia-friendly outcomes identified in organisation's annual plans/goals 	✓ ✓ ✓ ✓	✓ ✓ ✓ ✓ ✓

Standard	Criteria/evidence sources	Working towards Dementia-friendly	Dementia-friendly Award
Workforce We have the right structures in place to maintain a sustainable dementia-friendly organisation.	<ul style="list-style-type: none"> • A dementia education plan is developed and implemented • All staff have received awareness education on: <ul style="list-style-type: none"> o Recognising dementia o Communication o Positive interactions 	✓	✓ ✓
Physical environments We have a continuous improvement plan to make our physical environment(s) accessible to people with dementia.	Internal <ul style="list-style-type: none"> • Flooring is well maintained, plain, smooth, level, non-slip, and non-reflective • No areas of deep shadow or glaring light • Simple layout with short, direct routes • Distinctive way-finding cues/landmarks positioned to ease navigation if visual access is not clear e.g potted plants, paintings, ornaments • Furniture and furnishings are contrasted against walls for ease of visibility • No highly-patterned fabrics or abstract furniture designs • Quiet, rest places are readily available 		✓ ✓ ✓ ✓ ✓ ✓

Standard	Criteria/evidence sources	Working towards Dementia-friendly	Dementia-friendly Award
<i>Physical environments cont</i>	<ul style="list-style-type: none"> • Clutter and background noise are kept to a minimum • Products/service counters are easy to see • Staff are easily identifiable <p>External environment:</p> <ul style="list-style-type: none"> • Entrances are clearly visible and obvious • Steps have a handrail and a painted visual contrast on the edge • Temporary signs (sandwich type boards) do not obstruct entrance ways 		     

Standard	Criteria/evidence sources	Working towards Dementia-friendly	Dementia-friendly Award
Workplace We respect and support employees affected by dementia (either persons living with dementia or caring for someone living with dementia).	<ul style="list-style-type: none"> • HR personnel are aware of their role in minimising stigma and supporting employees affected by dementia, resulting in safe and supportive HR practices 	✓	✓
	<ul style="list-style-type: none"> • Employer actively promotes awareness of flexible working arrangement rights and obligations 	✓	✓
	<ul style="list-style-type: none"> • Staff have awareness of their role in supporting colleagues affected by dementia 		✓
	<ul style="list-style-type: none"> • Staff can demonstrate where to get guidance if concerned for a co-worker 		✓
	<ul style="list-style-type: none"> • There is evidence of reasonable adjustments made to any affected employee's: <ul style="list-style-type: none"> o working environment o working roles/patterns o training o supervision and support provided o respectful transition from employment if required 		✓
			✓
			✓
			✓
			✓
			✓

Standard	Criteria/evidence sources	Working towards Dementia-friendly	Dementia-friendly Award
<p>Collateral and websites</p> <p>Websites or written business material is accessible for people with dementia.</p>	<p>Written material:</p> <ul style="list-style-type: none"> ● Plain English is used; complex sentences are avoided with one subject/topic per paragraph ● Information is presented logically and concisely ● Jargon is avoided ● Text does not overlay pictures or photographs ● Minimum size 14 uncluttered font is used ● Italics are avoided ● Sentences finish on the same page they start on ● Quotations and examples are used where possible ● Diagrams and pictures are placed alongside text if they are relevant and provide clarity to the information being discussed ● White space is well used with no superfluous cartoons or diagrams to clutter the page 		<p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p>

Standard	Criteria/evidence sources	Working towards Dementia-friendly	Dementia-friendly Award
	<p>Websites:</p> <ul style="list-style-type: none"> ● Clear and direct language is used ● Language that is too technical or scientific is avoided ● Abbreviations are not used ● Specific and clear terms for headings and links are used ● Large text size is used ● Plain background is used ● Fancy fonts and designs are avoided ● Short pieces of text are used ● Navigation is intuitive, it is clear how to get back to the beginning of the website 		<p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p>
<p>Review</p> <p>Planned reviews of dementia-friendly progress.</p>	<ul style="list-style-type: none"> ● A plan is completed using the template provided ● Regular check-ins are scheduled in the plan. 	✓	<p>✓</p> <p>✓</p>

Join us to make NZ dementia-friendly!

Get in touch with us about the programme

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www.alzheimers.org.nz



This document has been produced in a dementia-friendly style. It uses fonts and spacings that makes it as easy as possible for people with dementia to read.

