Dementia Friendly Communities

Global developments
This publication captures some of the different ways people have implemented dementia friendly communities around the world. It complements a companion ADI publication on the key principles to guide the development of dementia friendly projects.

It is over ten years since Japan initiated the Ninchisho Supporters programme. We owe much to the people of Japan for a vision that has the power to change the way we think about dementia.

The vision is to transform the whole community including its people, environment and services so that we will be able to meet the goals and aspirations of people with dementia to take part in a range of opportunities such as ongoing participation in working, volunteering, hobbies and leisure activities and meaningful social interaction.

Dementia friendly communities also aim to give people with dementia a purpose in life. To be able to access the support they may need and, to the extent possible, take decisions about their own lives.

A lot has happened in the last two or three years in other countries in implementing dementia friendly communities. The principal message of this publication is that there is no right or wrong way to make communities dementia friendly, though projects will fail if they are not inclusive of people with dementia.

So, one important aspect of this publication is to bring to life the many ways in which people in different parts of the world are making their communities dementia friendly. Some, such as memory cafes, are now a well-established strategy for social engagement and information sharing.

But the deeper purpose is to be inclusive of people with dementia and to take practical steps to make the lives of people with dementia meaningful.

It is perhaps no accident that there is now greater interest in using the Convention on the Rights of Persons with Disabilities to enable people with dementia to participate as fully as possible in society. Perhaps the new thinking that is evolving from dementia friendly societies is inspiring deeper thoughts about how to protect the rights of people with dementia.

My thanks to Sarah Kerr for her 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.

Glenn Rees AM
Chair
Alzheimer’s Disease International
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Cover image
The Dementia Friendly Store initiative in Taiwan has resulted in shop staff ensuring people with dementia are safe while working closely with their families.
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
Efforts to develop dementia friendly communities in the Americas have been limited, to date, to the USA and Canada. Awareness-raising projects in Latin America can be frequently found as a response to a lack of diagnosis and recognition in countries where a national Alzheimer association operates, but multi-sector approaches are much less common.

Canada

Dementia friendly programmes were introduced to Canada in 2015 when the country’s Government and the Alzheimer Society of Canada introduced Dementia Friends, as established in the UK. The programme was made available online and provides information about dementia and the support that individuals can offer to people with dementia and their carers. Within six months of launching in June 2015, almost 15,000 individuals had become Dementia Friends.

Also in 2015, a pilot dementia friendly community project began in Kitchener in Southern Ontario. The project is a partnership between the Murray Alzheimer Research Education Programme (MAREP), the Alzheimer Society of Waterloo-Wellington and the City of Kitchener. A 12-month plan is in place to facilitate the development of the programme in partnership with people with dementia and carers. The project aims to equip local businesses and organisations with information about dementia to support them in providing good customer services. A blue umbrella symbol has been developed as a visual sign that a particular business is dementia friendly. A working group made up of people with dementia, carers and community partners guides the project.

USA

While the majority of dementia friendly initiatives in the USA have emerged in the past two years, ACT on Alzheimer’s was established in June 2011 as a state-wide initiative to make Minnesota

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.
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. 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.

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 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. During 2016, it is expected that fifteen pilot communities across the country will be operating using the Dementia Friendly America resources. Among these pilot locations are Tempe, Arizona; Santa Clara County, California; Denver, Colorado; Prince George’s County, Maryland; Knoxville, Tennessee; and the state of West Virginia.

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 have piloted a dementia friendly community programme in the city of Middleton. 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. A memory trail is also in development on public land with the involvement of all city management departments.

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 the area of 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 very 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 in September 2014 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. As part of the project, 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 been developed by the NSW Dementia Collaborative Research Centre to work with schools to raise awareness in younger Australians about dementia. The programme will be piloted at two of the Port Macquarie Primary Schools in 2016, before being rolled out in schools across Australia.

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 were then 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 participate/ remain involved with their groups.

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 allows users to map places or spaces they feel could be improved to support access for people with dementia and their carers. These ideas will then be used by a number of groups and organisations in their planning, including Kiama Council.

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. Evaluation of the work in Beechworth is being carried out by Alzheimer's Australia Victoria and will continue in 2016.

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.

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 community members and children was overwhelmingly positive. Six monthly community forums were also held in 2015 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. During the pilot, a group of people with younger onset dementia were provided with one day a week alongside a trained Work Buddy, carrying out constructive activities in a workplace setting. 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 as a result of participation in the programme.

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 formed which includes five members living with dementia. The choir has provided these members with the opportunity for continued participation and engagement within their community.

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. A local government toolkit is due for release early in 2016.

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 to create a socially inclusive, dementia friendly environment. Each Men’s Shed is independently run for the benefit of its members, it 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. These local get-togethers provide social connection and a normal experience, reducing the isolation frequently experienced by carers and people living with dementia. They have also been adapted to suit people of culturally and linguistically diverse backgrounds as well as those with younger onset dementia who may have young families. 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.
For more examples of projects from Australia see First Steps to a Dementia-Friendly Australia, published by Alzheimer’s Australia in 2014 and available at https://ightdementia.org.au/sites/default/files/First_Steps_web.pdf

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.

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.

Indonesia

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

In September 2015, the Alzheimer’s and Related Disorders Society of India launched their I am a Dementia Friend campaign with a 10-day state-wide vehicle rally.
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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.

Japan

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

Among the projects inspired by this change was the Nationwide Caravan to train Ninchisho Supporters programme, which was launched in 2005. It took an ambitious approach to raise awareness of dementia and train various groups and individuals, in their personal or professional capacities, to best support people with dementia and carers to live well in their community. The Ninchisho Supporters training is 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. Standard text and video materials are used nationwide for the seminars, with variations according to the attendee groups. 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. Those who attend the seminars become Ninchisho Supporters and receive an Orange Ring bracelet.

Almost 5.5 million people in Japan had attended the seminar as of September 2014 and, by 2015, almost all local governments in Japan were running a dementia friendly community programme. The Ninchisho Supporters programme had resulted in more initiatives, such as the Buddy Bank befriending network scheme and SOS Wanderers Network, where Ninchisho Supporters help in the search for people with dementia who go missing. By 2014, 60% of the country was covered by the network. The Ninchisho Supporter concept was a key focus of research for Alzheimer's Society (England, Wales and Northern Ireland) during the development of their Dementia Friends programme. The Japan and England initiatives have since been replicated in a number of countries, including Australia, Canada, India, Indonesia, Ireland, the Netherlands, Scotland and Sri Lanka.

In 2015, the government of Japan launched their new National Dementia Policy 2015 (the Orange Plan) with seven key activity areas, one of which is Elderly and Dementia Friendly Communities. Under this new policy, almost all local governments have committed to developing dementia friendly communities. The 2015 policy replaces the earlier 2012 Orange Plan.

The early stages of Japan's dementia friendly communities approach began at governmental and grass roots level in the early 1990s. However, the stage of development varies from one community to another. There are many progressive dementia friendly communities in Japan and Uji is one of them. Uji City’s dementia friendly community approach started in 1990 and over more than 20 years of work and study, Uji determined that the major obstacle against dementia friendly communities was “slow intervention”. Dr Mori and Dr Takechi, both advocates of the dementia friendly community...
approach, analysed many difficult cases and found that the earlier people were included in a care network, the better and longer they lived in the community. Based on these findings, Uji has developed projects to raise awareness, provide support and training programmes for carers and professionals, and implemented the Long Term Care Insurance and the National Dementia Supporter Campaign. Their Early Stage Dementia Intensive Support programme was launched in 2014 to detect local residents who may have dementia and provide them with support in the community. Uji residents living with dementia are also encouraged to become involved in community activities and the policy making process. Around 20 people living with dementia and their family carers formed a group through sports activities and memory cafes. The group, named Lemon Company, is playing an important role in raising awareness, speaking out at the municipality council meeting to build a dementia friendly community, as well as advocating for those who cannot express their opinion. Future plans for Uji include the formation of a Dementia Action Alliance named LemonAid, which embraces the entire community. It will introduce more citizens into the dementia network and will make links with employment or volunteer work for people living with dementia. A book, Words of People Living with Dementia, will be published and will guide dementia friendly efforts.

In 2011, the Center for Global Communications at the International University of Japan, Fujitsu Laboratories Ltd. and Dementia Friendship Club began formal discussion on ways to increase awareness of dementia and improve the lives of people living with dementia. As a result of their findings, in 2013, the Dementia Friendly Japan Initiative (DFJI) was launched. DFJI is led by people with dementia and carers in partnership with local government, private enterprises, academia and non-profit organisations. A national event took place in 2014, bringing together 200 people from various sectors to establish the nine key areas of activity required for furthering the campaign. To date, more than ten projects are in progress including Run Tomo, which has seen people with dementia and their families, as well as young and elderly people, each running or walking a short distance with a total distance of 2,500km and passing on a sash. Other projects include fashion and healing days specifically aimed at women with dementia, steps towards dementia friendly public transport and fragrance workshops in which emotions and memories can be recalled through sense of smell.

The Fujinomiya project, Bridging Communities; Sharing Our Memories, run by high school students, supports intergenerational interaction based on the history of the local area using photographs. Students are also involved in internships in which they record photographs and memories of a person with dementia by speaking to them and compiling a life history of the person.

The Heart Ring Movement in Tokyo aims to raise awareness, encourage compassion, thoughtfulness, kindness and cooperation between individuals, organisations, and the community, and to change the negative image of dementia to a positive one. The campaign is spearheaded by three directors of medical organisations in Japan. The movement is focused on telling society the “positive truth that people with dementia can spend satisfying days”.

In the former town of Sanada in Ueda City in central Japan, a multi-stage approach to creating inclusive communities led by people with dementia began in 1993. The project working group – comprised of local service providers, community groups, people with dementia and their families – developed a four-phase strategy: 1) to enhance dementia care within institutions, from total care for all to group living specifically for people with dementia; 2) to transfer dementia care into the community, from a day centre to a group home in the community; 3) to transfer further to the community, from the group home to a multi-functional care centre; and 4) Local resident participation with community building, centred on the group home and multi-functional care centre. The idea was to build upon the strengths of people with dementia and provide opportunities for them to fulfil their potential. Since 2006, a number of group homes were making it possible for people with dementia to carry out activities of everyday life, and multi-functional care centres had been formed which provided day care and a short stay facility as well as home visits. A local base had also been established where people with dementia host activities such as lunch clubs and dinner parties, inviting local friends and residents to attend. An awareness-raising programme for the community is provided in the form of seminars and training in how to communicate effectively with people with dementia.

Ibasho, a charitable organisation that aims to create socially integrated communities that value its elder residents, set up the Honeywell Ibasho House in Ofunato in 2013. The project was inspired by the spirit of intergenerational help and support witnessed during and after the devastation of the 2011 earthquake and tsunami. Ibasho House, which was designed and built with input from elder local people, is a place where the community gathers and embraces the wisdom and abilities of older people. People with dementia are also encouraged to participate in the activities to their full ability.
Only in recent years have people with dementia in Japan felt able to speak out about their experiences in public and the creation of the Japan Dementia Working Group marked a real change in culture. Tomofumi Tanno, who is 41 and a member of the Working Group, has set about making his community in Sendai more dementia friendly. As well as creating help cards to explain to members of the community that he may need their help, he also founded Orange Door as a meeting place for people with dementia. The aim of Orange Door is to provide ‘a listening ear, information and guidance – and above all, a sense of hope’.

Japanese pharmaceutical company Eisai is one example of an organisation that is supporting awareness of dementia and the inclusion of people living with dementia through a company-wide initiative. Eisai’s Human Health Care (HHC) scheme is an innovative approach to ensuring their staff are more understanding to those who require medical treatment. As part of their corporate responsibility, all staff in offices across the world are required to spend 1% of their working hours with people with dementia and their families in order to discover the reality, thoughts and concerns of those who benefit from their treatments and other available services. Eisai has also been providing dementia training for pharmacies in Japan since 2011 and recommend that all insurance-based pharmacies and distributors of their medications become Ninchisho Supporters in the national programme. In 2014, they began collaborating with other companies to develop a dementia friendly community in Toyama City.

New Zealand
In 2015, Alzheimers New Zealand adopted a new strategy and a new mission that is shared with its Members, local Alzheimer organisations that provide services in communities around the country, supporting people with dementia and those affected by dementia to live well in their communities. The Strategy and Mission reflect Alzheimers New Zealand’s shared commitment to achieving a dementia-friendly New Zealand. The Strategy includes a positive, clear definition of what a dementia-friendly New Zealand looks like, which now guides Alzheimers New Zealand’s work under its new Mission.

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, where people with dementia are valued, are able to contribute and participate as they wish, and where they feel safe. The campaign also features the stories of people affected by dementia.

The next step in achieving a dementia-friendly New Zealand, and implementing the 2015 Strategy, has been Alzheimers New Zealand’s work on developing a programme to formally recognise organisations and businesses as dementia-friendly.

The aim is to launch the Recognition Programme as part of World Alzheimer’s Month in September 2016. Achieving that launch will be the result of a development process that has drawn from the experience of other countries where national Alzheimer associations already have recognition programmes in place, and will be informed by a pilot involving three well-established national organisations, before it is finalised, launched and implemented nationally.

The Dementia-friendly Recognition Programme encourages creative and innovative practices in the process of a business or organisation becoming dementia-friendly, which involves making tangible changes to create a positive and inclusive environment for people with dementia. At the same time, the programme maintains emphasis on the standards set for recognition and assuring that organisations continue to meet them, including through establishing meaningful reporting measures that focus on dementia-friendly initiatives and outcomes.

The programme is an addition to the toolbox of activities for raising public awareness of dementia, promoting the dementia-friendly campaign, and assisting people living with dementia to know that an organisation has met the Alzheimers New Zealand dementia-friendly recognition programme standards.

One of the fascinating things about making changes to be dementia-friendly is that all of those changes will make things easier and better for many other people in communities across New Zealand as well, creating even greater gain for people, businesses and communities as a whole.

In continuing its work to implement the 2015 Strategy, Alzheimers New Zealand will commence work later in 2016 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 a number of earlier activities across the country involving Members of Alzheimers New Zealand, 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. In 2015, Alzheimers Auckland worked in collaboration with a major bank that is committed to becoming the first dementia-friendly bank in New Zealand.

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 New Zealand 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. And Alzheimers New Zealand is also working alongside 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 working now towards becoming age-friendly.

**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, will begin small dementia friendly community programmes in communities across the country in 2016. ADA has an existing Dementia-Friendly Mall project and will add a Dementia Friends programme and Dementia Alliance to their efforts in 2016.

In August 2015, Singapore’s Ministerial Committee on Ageing announced a S$3 billion *Action Plan for Successful Ageing*, which aims to build ‘a Nation for All Ages’. Implementation of the plan will see the introduction of around 60 initiatives covering various aspects of daily life, including health and wellness, volunteerism, housing, transport, public spaces, respect and social inclusion, and protection for vulnerable seniors. The plan is the result of long-running consultation with 4,000 citizens and grassroots leaders. The full plan is due for release in 2016.

**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.

**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 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.
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, 23 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 Ethic 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

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
The focus of sessions at the local library and an annual intergenerational work, including monthly reading choir programmes. Great emphasis is placed on people with dementia, various activities that are open to everyone. The principle of normalization is applied in the 'small-scale living project based on the community' House 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 everyone. The community taking 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 House 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.

Cyprus
Another winner of the European Foundations’ Initiative on Dementia (EFID) award is Ske Simplematos 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.

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 or Memory Café concept from the Netherlands, Bistrot Mémoire was first established in Rennes in 2004 and now exists in 41 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.

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.

**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 soon.

**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**

Dementia friendly efforts in Italy have, to date, largely 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 both locations.

**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 Bére 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.

The Netherlands is also the home of other innovative dementia friendly community programmes. Demen Talent, for example, 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 launched in 2012, are twofold 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.

In September 2015, Alzheimer Nederland presented their long-term plan to make the Netherlands dementia friendly. A partnership with the organisers of Dement Talent will see further roll out the programme, and 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.

In December 2015, Dutch supermarket chain Albert Heijn announced a new partnership with The Hague’s city council and care-provider Royaal 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. 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; Dementheek, 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

There is a growing interest in dementia friendly communities in Norway. In 2013, the Mayor of Moss, Tage Pettersen, visited North Lanarkshire in Scotland to find out more about how they are becoming dementia friendly. By early 2014, the initiative in Moss has 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.

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.

The Norwegian Health Association began developing Activity Friends in 2014 as a befriending service to support people with dementia to continue to participate in activities. Basic training and guidance is given to volunteers who seek to support people with dementia to continue to participate in mutual leisure interests.
Twelve regional coordinators were hired to implement the project and support and supervise the volunteers during the four-year project.

**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.

**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.

**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 recently 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

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 to drive forward improvements in health and care, creating dementia friendly communities, and developing the Alzheimer’s Society Dementia Friends initiative.

Dementia Friends, which shares many of the elements of Japan’s Ninchisho Supporters campaign, aims to change the way people think about dementia and offers advice on ways in which individuals, groups or businesses can help a person with dementia. Individuals become a Dementia Friend by attending a face-to-face Information Session or watching an online video, launched in 2014, and registering for an information pack. An additional programme for Dementia Champions was made available for those wishing to run Information Sessions themselves. As of December 2015, 1.4 million individuals had become Dementia Friends in England and Wales with a target to reach 4 million by 2020.

Initial targets of the Challenge were met and surpassed by the 2015 deadline, and have subsequently been extended into the new Prime Minister’s Challenge 2020.

A formal recognition scheme for dementia friendly communities was developed to guide and monitor initiatives on an ongoing basis, an endeavour that was tasked to Alzheimer’s Society.

A dementia friendly community is recognised by Alzheimer’s Society as being a community which empowers people with dementia. It’s a community where people with dementia feel confident, respected and included so they can contribute and participate in activities that are meaningful to them. A dementia friendly community is made up of individuals (representing either themselves or an organisation) coming together to achieve a common goal. It can be a place (street, village, town, city, region), an organisation (public, private, voluntary), a group or even a virtual 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 2015. There are now 137 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.

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. The group includes
members from major public, private and voluntary sector organisations.

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:

- Accessing and Sharing Information: acting on behalf of a person with dementia
- Creating a dementia-friendly workplace: A practical guide for employers
- Becoming a dementia-friendly arts venue: A practical guide
- Dementia-Friendly Technology Charter
- Dementia-Friendly Financial Services Charter
- How to help people with dementia: A guide for customer-facing staff

The initial 2012 Challenge made significant progress in improving dementia-friendliness and awareness across the UK. By the end of 2015, Alzheimer’s Society had created one million Dementia Friends, and contributed to the significant increase in the number of people with a dementia diagnosis, as well as improvements to health and social care. 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’.

York was one of the first places to start work on becoming recognised by Alzheimer’s Society as ‘Working towards becoming a Dementia Friendly Community’. Preparations for the York initiative began in 2012 with the launch of the Joseph Rowntree Foundation’s Dementia Without Walls report, which presented their findings into how the city of York could become dementia friendly, based on the thoughts of local people with dementia, their carers and families. They developed the Four Cornerstones Model for realising a Dementia Friendly Community, which includes place, people, resources and networks. The findings of the report were taken on by the York Dementia Action Alliance, a network of organisations, individuals and businesses within the city who are committed to transforming the lives of people affected by dementia and their carers. The Alliance consists of 50 organisations from a wide range of sectors, including local care and dementia charity branches, the City of York Council as well as local businesses, transport and local NHS. During 2014, an evaluation was carried out in York. The evaluation found that there was an increase in awareness of dementia, successful intergenerational work, more support for people with dementia from businesses and organisations, and strong involvement of people with dementia at all stages.

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 Liverpool. The Liverpool Dementia Action Alliance (LDAATSG) focused on developing dementia friendly transport. They recognised that for people living with dementia, their families and carers, having confidence to access and use public transport can make the difference between living well or being socially isolated. The group engaged with major transport providers in Liverpool, to change behaviours, policies, and practices to ensure transport organisations understand and adapt to embrace people living with dementia. They held a consultation exercise with community organisations, people with dementia and their families and carers, and established the barriers to using public transport. Following the consultation they asked transport providers to commit to tackling each of the issues raised. The group piloted training for Virgin Rail, and are developing training for bus providers, and investigating how buses can be used to raise awareness of dementia to the general public. The LDAATSG also hosted an engagement session for transport providers to meet with people living with dementia and their carers. Actions from the session included national recommendations to Government, transport staff to be trained, reviewed information and potentially a national charter for the transport sector. Liverpool City Council committed to looking to fund two ‘places of safety’, and Merseytravel are establishing ‘places of safety’ within each transport hub across Merseyside. Merseytravel also wrote to all transport providers in their supply chain asking them to engage with the LDAATSG and follow up on recommendations and actions.

In many areas setting up a local Dementia Action Alliance 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.

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 for primary and secondary schools.
awareness of dementia within BME communities using a number of methods that effectively reach these ‘communities within communities’, such as a series of dementia awareness roadshows. The Dementia Friendly Gurudwaras project was created by Sikh healthcare professionals. The project’s aims are to: raise awareness of dementia within the Sikh community through surveys and questionnaires; tackle stigma by hosting tailored workshops, lectures and courses in both Punjabi and English; modify the Gurudwara to make it more accessible; work with other groups to strengthen the project; and assess the impact of their work to guide future efforts.

Dementia Adventure was formed in 2013 to support people with dementia to spend more time outdoors on adventurous pursuits. Dementia Adventure offers regular 5-day holidays to locations across the UK for people with dementia, which include outdoor activities, such as a sailing, local walks and trekking. They also run training for those who wish to facilitate more outdoor activities for groups of people with dementia. Another initiative that encourages outdoor activity, such as fishing and woodland skills, for people with dementia is the Creative Spaces project run by the Sensory Trust in Cornwall since 2014.

Input from the County-established Northumberland Dementia Forums led to the development of a dementia awareness training package for local bus drivers, as part of their Certificate of Professional Competency. As many older adults with dementia utilise public transportation in rural and urban areas throughout the area, having a well-trained and sensitive point of contact in their bus drivers was seen as a key component to an active life with dementia.

A recently launched initiative is the Amateur Swimming Association’s (ASA) Dementia Friendly Swimming project, which began in January 2015. The project aims to build a network of dementia friendly swimming pools, produce guidance for pools in health care provision, and develop and deliver specific qualifications for pool staff who work with people with dementia. In the first year of the project, the ASA are working with Durham County Council and Manchester City Council with expansion into other areas planned for 2016.

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 of which 72 have been trained to date. 10,000 people have attended these workshops so far, including 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 www.alzheimers.org.uk/dementiafriendlycommunities. 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; retails; 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 CIC which supports 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 integration of and support for people with dementia. To date, projects have included: an awareness programme for local groups and businesses; piloting the use of GPS tracking devices for people with dementia who still wish to remain active within the community; collaboration with local businesses, schools and musicians on community events; and the running of the Helmsdale Health and Wellbeing Hub which brings together members of the community three days a week. 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. While still in its early stages, research is being undertaken to discover how the theatres can be more dementia friendly, what the current challenges are for people with dementia at the theatre, and what can be done to encourage more people with dementia to regularly attend theatre performances. The research is being undertaken by Alzheimer Scotland, Stirling University and the University of the West of Scotland. In October 2015, as part of the Scotland’s Luminare creative ageing festival, a series of events were held as part of the project including a tea dance and intergenerational theatre performance.

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.

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 Government announced in June 2015 that they would be committing £4.5 million towards their scheme to make Wales more dementia friendly.

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.

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.

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.
Prospects for other world regions

Africa

Additional challenges are faced in Africa where the stigma runs deep and people living with dementia are commonly perceived as witches. However, two dementia friendly projects in the region are giving hope for great change.

Inspired by the concept of dementia friendly communities, Dementia Namibia visited six towns with an outreach programme. The last of these towns was Henties Bay, a small coastal town with a large population of older people where Dementia Namibia staff were approached by a local shop owner with experience of dementia in her own family. Later the same year, dementia training was given to all 35 of the shop’s staff, which marked a great step forward for both the local community and the association. Dementia Namibia’s training was supported by materials available from the UK’s Dementia Friends campaign.

The Dementia Friends campaign was introduced to Nigeria by Kikelomo Laniyonu Edwards from Rossetti Care in 2015. With guidance and support from Alzheimer’s Society in the UK, Kiki recruited many people from communities across Nigeria to take on the role of Dementia Friends Champions. Once these individuals had been taken through the Dementia Friends resources, they were each set the task of creating 100 Dementia Friends by providing awareness raising workshops. As of mid-February 2016, Nigeria was home to 67,755 Dementia Friends.

The Caribbean, Latin America and the Middle East

To date, dementia friendly communities have yet to become established in countries within the Caribbean, Latin America and the Middle East, although numerous awareness-raising activities are carried out in these countries each year.

Attempts to change thinking around dementia for future generations have captured the imagination of many national Alzheimer associations and likeminded groups. In the Middle East, Iran Alzheimer Association launched a dementia awareness and education project for elementary 5th graders and families in 2011 following 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.

In Brazil, a handbook for young people was introduced by Associação Brasileira de Alzheimer (APAZ) in 2006 alongside a series of other tools to raise awareness of dementia. 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. The project has since being replicated in Trinidad and Tobago.

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

Australia

Beechworth – www.facebook.com/changingmindsbeechworth
Our Place (Kiama and Darwin) – http://ourplacemap.com

Austria

Dementia Friendly Community Pharmacy – www.uni-klu.ac.at/pallorg/downloads/Poster___AlzheimerEurope_2015_END.pdf

Belgium

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

Canada

Dementia Friends – www.dementiafriends.ca

Chinese Taipei (TADA)


Cyprus

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

Europe

European Foundations’ Initiative on Dementia – www.nef-europe.org/eid

France

Bistrot Memoire – http://bistrot-memoire.com

Germany

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

Ireland


Japan

Eisai Human Health Care – www.eisai.com/corporatetheme/healthcare
Honeywell Ibasho House – www.ibasho.org/web/projects/ibasho_cafe/japan

Netherlands

Alzheimer Nederland – www.alzheimer-nederland.nl/dementievriendelijk

UK

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
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

Dementia Friendly Communities for Deaf People – www.bda.org.uk/health-dementia-ni
Dementia Friendly Northern Ireland – http://dementia.stir.ac.uk/comunities/dementia-friendly-northern-ireland

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

DemTalent – www.dementalent.nl/er/home
Dementievriendelijke inspiraties – http://dementievriendelijk.nl

UK – Northern Ireland

Dementia Friendly Communities for Deaf People – www.bda.org.uk/health-dementia-ni
Dementia Friendly Northern Ireland – http://dementia.stir.ac.uk/comunities/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://dfei.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

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. Stronger Alzheimer associations are better able to meet the needs of people with dementia and their carers.