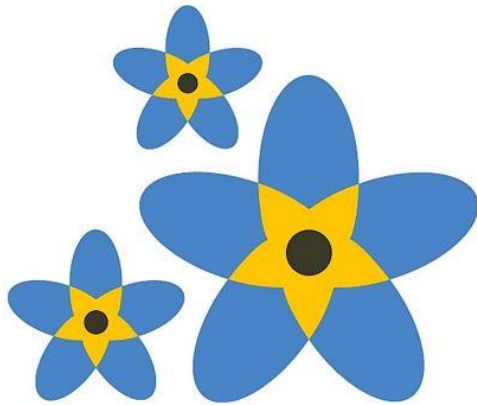


PRESTATYN



Working to become

**Dementia
Friendly**

2016-2017

Name of Organisation:	
Address:	
Telephone Number:	
Main Contact:	

Prestatyn Dementia Friendly Steering group are happy to announce that they have met the criteria set out by the Alzheimer's Society and have achieved 'Working Towards becoming Dementia Friendly' status. This status allows the steering group to work with organisations, community groups, services and residents in Prestatyn to make changes to ensure that Prestatyn becomes a Dementia Friendly community.

Organisations can make a big difference for people with dementia and their carers by making a commitment to become more dementia friendly in four areas.

Commitment 1: Improve staff awareness and understanding.

Commitment 2: Review the physical environment of the store/ premises.

Commitment 3: Support staff who develop dementia or care for a person with dementia.

Commitment 4: Support the local community.

In this document we have provided a number of options of pledges in which you are able to agree to, this list is not an exhaustive list so please feel free to make additional pledges. These suggestions have been made with small, medium and large organisations in mind so please choose according to the size of your organisation. For more information and guidance please see *Becoming a dementia-friendly retailer: A practical guide* https://www.alzheimers.org.uk/site/scripts/documents_info.php?documentID=3334 or *Becoming a dementia friendly arts venue: A practical guide* - <https://www.alzheimers.org.uk/arts>.

Each organisation must pledge a minimum of 1 action from each Commitment section to receive recognition.

Please ensure you taken the time to read and understand the Terms and Conditions which are located at the back of this document.

Commitment 1: Improve staff awareness and understanding

One of the biggest obstacles facing people with dementia and carers is a lack of awareness of the condition. Encouraging staff to gain even a basic understanding of dementia can make a huge difference to people's shopping experience.

For more information please see: How to help people with dementia – A guide to customer-facing staff <https://www.alzheimers.org.uk/customerfacing>

✓	Action	Date Achieved
	Identify a colleague to be the dementia champion for your business. These 'champions' may already exist within the framework of your organisation in roles such as community relationship manager, ethics and diversity representatives or community champions.	
	Provide all frontline staff with a basic understanding of dementia (Dementia Friends session). This could be part of a wider training programme around supporting disabled and vulnerable customers, as it may not be obvious whether someone has dementia and/ or another health condition.	
	Have a senior colleague (a member of the board or senior management team) to be the dementia champion for the business and to influence change at board level.	
	Encourage all staff (whether customer facing or not) to attend a Dementia Friend Session.	
	Run a recruitment drive to encourage colleagues to become Dementia Champions.	
	Ensure that people from all levels of the organisation are engaged within the awareness raising process. For example, for medium sized organisations, at least one mid-to senior level colleague in each region could receive dementia awareness training, and at least two members of HR (e.g one leading staff member and one working in diversity) receive training every year.	
	Provide security staff and customer facing colleagues with enhanced as well as refresher training when renewing contracts or taking on new staff.	
	<i>Other:</i>	

Commitment 2: Review the physical environment of the store/ premises.

The organisations environment can have a big impact on someone with dementia. Small changes to layout or signage, for example, can go a long way to reducing stress and confusion.

✓	Action	Date Achieved
	Ensure clear signage to and from facilities, including toilets, customer service desks and payment points. For example, a sign in the toilet directing people back to the store can help people to easily find their way.	
	Provide a quiet space in the store where people can take time out if they need to.	
	Ensure entrances are well lit and maintain a good level of light throughout the premises, avoiding extreme use of artificial lighting where possible.	
	People with dementia experience changes with their perception. Therefore we will consider this with the size and position of mirrors in store.	
	Arrange to have some well-signposted seating available near to exits and checkouts.	
	The environment immediately outside of the premises will also need to be considered. We will create larger car parking spaces or offer 'family spaces' rather than 'mother and baby' spaces. This can make a real difference, particularly if someone is not eligible for a blue badge but is experiencing cognitive difficulties.	
	We will remove the black mat from the front of the premises and replace with a dementia friendly colour.	
	We will ensure that the till area, reception, customer service area is not cluttered. We will have clear coin signage by a/ each till should it be needed (Where necessary).	
	<i>Other:</i>	

Commitment 3: Support staff that develop dementia or care for a person with dementia.

Dementia does not just affect people who are over 65 – people of working age can also develop the condition. For this reason, it is helpful for businesses to consider how to support an employee who receives a diagnosis of dementia, or who is caring for a family member with the illness.

Dementia also has an impact on the person's family and friends, who often take on caring responsibilities whilst still in employment. It is estimated that as many as one in nine of a company's workforce will be caring for someone who is older, disabled or seriously ill. These carers are often overlooked, but it is important that their needs are also acknowledged by an employer.

For more information please visit: Creating a dementia-friendly workplace – A practical guide for employers. https://www.alzheimers.org.uk/site/scripts/documents_info.php?documentID=2963

✓	Action	Date Achieved
	Have a designated person appointed as the dementia lead for the organisation – a recognised face that can offer reassurance, a listening ear, and signpost to information, advice and support for both personal and customer issues.	
	Revisit policies on Special Leave as well as Family Friendly Arrangements and create a new specific carer's charter or guide.	
	Promote the use of positive language and challenging the use of the phrase 'dementia sufferer'.	
	Regularly include information about dementia in newsletters, on your staff intranet, in communal staff areas, on noticeboards and in reading areas.	
	Consider dementia issues when making future plans or revising your organisation's HR policies and procedures. For example, you could introduce dementia awareness to the diversity and inclusion, and customer service elements of induction for new staff.	
	<i>Other:</i>	

Commitment 4: Support the local community.

Businesses and organisations can play an important role in making the local community more dementia friendly, for example by supporting awareness raising activities or joining forces with other organisations to implement local dementia initiatives.

For more information please see: Building dementia friendly communities: A Priority for everyone - https://www.alzheimers.org.uk/site/scripts/download_info.php?downloadID=1236

✓	Action	Date Achieved
	Encourage and support employees to volunteer in local dementia initiatives. Find out more at alzheimers.org.uk/volunteer .	
	Use your premises as a community space. Some venues maybe a suitable space to host activities such as those run by the Alzheimer's Society, for example a Dementia Friends Session, a dementia café or 'tea and talk' events. By inviting people with dementia and their carers into your organisation, it will show your commitment to becoming more dementia friendly.	
	Have regular dementia friendly hours at your organisation. For example cinemas and theatres can hold dementia friendly showings, shops and supermarkets can have dementia friendly shopping times, leisure centres could have dementia friendly swim times.	
	Fund Raise or sponsor the _____ Dementia Friendly Steering Group so that events/ activities and awareness raising initiatives can be funded to support people affected with Dementia in _____.	
	We will host and information point or information stands in our business/ organisation so information regarding dementia is readily available. For further information please contact Melanie Sillett on 07889603786 or melanie.sillett@alzheimers.org.uk .	
	Other:	

Terms and Conditions

Once all pledges have been achieved and evidence has been provided to the _____ Steering Group you will be awarded a certificate of achievement a long with access to the 'Working towards becoming Dementia Friendly logo'. The steering group will also provide you with window stickers for you to display your achievement in your organisations window which will help people living with dementia identify which organisations in their community will have a better understanding of Dementia.

By signing this form you are confirming that the pledges highlighted above have been actioned and evidence has been provided to the steering group. You are aware that a spot check can take place at any time by a member of the Prestatyn Dementia Friendly steering group to ensure that the above actions are being maintained.

If the agreed actions have not been maintained or the 'Working towards becoming Dementia Friendly' logo has been misused, Prestatyn Dementia Friendly steering group will support you to get back on track. In the unlikely event that these issues are not resolved the Prestatyn Steering Group reserve the right to take action and remove status from your organisation/ business.

NB Terms and conditions of using the 'working towards becoming dementia friendly' logo will be given along with a pdf version of the logo and window sticker.

Prestatyn will continuously be working towards becoming a Dementia Friendly Community therefore your business/ organisation will have the option to keep renewing your status each year where we ask for further pledges to be made. In line with the Alzheimer's Society Creating Dementia Friendly Communities guidelines we will review your status on an annual basis.

Name of Manager: _____

Signature of Manager: _____

Date: _____

Office Use Only

Evidenced checked by: Name: _____

Signature: _____

Date: _____

Chair's Signature: _____

Date: _____

Spot Checked: Name: _____

Signature: _____

Date: _____

Renewal date: _____