



Tavistock Dementia Action Alliance: creating a dementia-friendly community



Celebration Newsletter: June 2017

Welcome to supporters of the work of Tavistock Dementia Action Alliance.

Why a celebration newsletter? We've now been formed 5 years! This edition of our newsletter predominates with local news – well it is an anniversary! Wood in wedding terms – woodn't it be good if we could achieve our aspirations given our locality - before our **tin** anniversary (10th!) First an update on national matters and then our local news.

National News

There are now 324 local dementia alliances in the UK – and these alliances have now over 5,853 members. Under the national scheme remember that Tavistock was the first to be registered and recognised!

Words matter

Dementia now has more public attention than ever before, but sadly misunderstanding about the disease persists today.



**The Dementia Engagement
and Empowerment Project**

The new 'Dementia Words Matter' campaign helps both the public and the media provide sensitive and appropriate support and coverage for people with dementia.

The campaign is a flagship of DEEP - tackling inappropriate language about dementia. It encourages people to see past the fear and stigma traditionally associated with dementia, and see the person and their whole lives. That way people are less likely to feel victimised and more likely to be active participants in society.

Phil Richards communications at the Centre for Ageing Better said: "If you tell someone something often enough, they eventually start to believe it. This can be a wonderful thing, used to reinforce positivity. **But** it can also be extremely damaging when you're repeating words that constantly undermine".

'Senile', 'suffering' and 'past it' – are words often used - but we need to challenge negative dementia stereotypes and ageism". Further information can be obtained from Deep.

Useful links and resources

It's not easy to think about a time when you won't be able to make your own decisions, but it can help to be prepared.



The purpose of a Lasting Power of Attorney is to meet the needs of

those who can see a time when they will not be able to look after their own personal/financial affairs.

The good news is that since April this year the fees for Lasting Powers of Attorney have reduced from £110 to £82. Perhaps a good time to seek legal advice?



Our own website: www.tavistockdementia.org,

provides over 100 information sheets – please visit it. Further up-to-date links to other resources can be found at: www.forevercurious.org.

Forever Curious are a group of librarians and educators who seek to curate the best resources in many fields. Their latest list of titles are self-explanatory: Ctrl + Click on any to follow the link.

*'Selling a Home with Modifications for Older Adults',
'A Fall Prevention Guide',
'Assistive Technology Buying',
'Home Organization for Newly Disabled Seniors',
'Legal Guide for Newly Disabled Seniors'.*

And if you want to know more about how your environment at home or in your garden or your business can be made more 'dementia-friendly' - by use of colours, patterns, materials, surfaces and lighting - please visit:

www.dementiaenablingenvironments.com

Local News

The most common queries we are receiving at our training or through our web-site are:

Q. What is dementia? Is it different from Alzheimer's?

A. Dementia is a brain disease – it's not a normal part of aging. Alzheimer's is one form of the disease.

Q. What are the symptoms of dementia?

A. There are no obvious physical signs and every person is different. Problems with memory, thinking concentration, and language sometimes become apparent. People with dementia may also become confused or struggle with how they perceive things.

Q. You often say you can 'live well' with dementia. Can you?

A. We want to bring about a change in the way people think about dementia. We simply want to stress that anyone with a dementia can continue to enjoy what they have always done for quite a long time. It's important for well-being.

Story so far

To date we have provided awareness training to almost 600 people in Tavistock representing a wide variety of organisations. Thirty-five organisations are now recognised as 'dementia-friendly' within the national scheme - with a few more in the pipeline.

We are talking again with Tavistock BID to encourage more local businesses to become involved. There is a newly published "Dementia-Friendly Business Guide" freely available from the Alliance.

Dementia Awareness Week

From the 15th to the 19th May we launched several new initiatives in

Tavistock. Many were aimed at reducing social isolation and loneliness of those with a dementia and their carers.

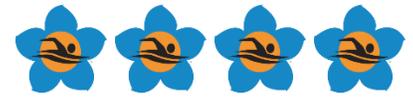
We started with support from Tesco – a "I'm not in a hurry" or Chat and Check-out" at the store. Available all week so that people could shop at their own pace.



Then courtesy of the Rotary Club we launched new awareness cards, lanyards and bracelets. They help to identify anyone who may need support and provides reassurance to carers.



And with the help of Mount Kelly Swim Centre we also launched dementia-friendly swimming at the new pool. The Swim Centre staff including life-guards have now ensured the Centre has gained dementia-friendly status.



Regular swimming sessions for those with a dementia and their carers are now planned.

Another organisation recognised as dementia-friendly' after staff and volunteer training during Awareness Week is the TASS Rest-a-While facility. A welcome return of this popular venue.



To celebrate our 5th anniversary we also hosted a Tea Dance and Cream Tea event at the Town Hall.



Finally thank you to (now former!) Mayor Mandy Ewings who generously donated over £1,200 to the Alliance from her Mayoral Charity fundraising efforts during the year.

