

Dementia Friendly Community - Checklist





The Fraser Coast Dementia Alliance aims to increase the awareness of what it means to be a Dementia Friendly Community and the benefits this may have for a local business or community organisation.

Improving the accessibility to local businesses not only benefits those living with dementia, it benefits everyone, especially people with another disability, parents with prams, people with English as a second language, older residents.

Every person is a potential customer. People with higher needs can be loyal customers to establishments cater to their needs. This can translate to better relationships with existing customers, word of mouth promotion, and increased turnover of business.

Is your business/organisations already dementia friendly? Please use this tool created by the Fraser Coast Dementia Alliance to help with your assessment.

The Fraser Coast Dementia Alliance

Firstly - What is Dementia?

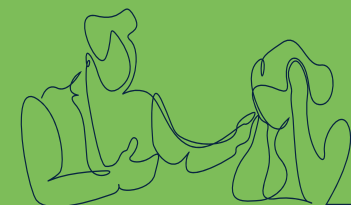
Dementia is an umbrella term describing a collection of symptoms that are caused by disorders of the brain. It's not one specific disease. Symptoms lead to a progressive decline in a person's cognitive functioning and may include loss of memory, intellect, rationality, social skills, physical functioning, changes in personality and sensory challenges. Despite these challenges, people living with dementia are still capable with support, to contribute to all aspects of community living. There are more than 100 types of dementia including Alzheimer's disease, Vascular dementia, Frontotemporal dementia and Lewy Body disease.



Why should your business/organisation consider being Dementia Friendly?

What are the benefits of being Dementia Friendly and accessible?

- Increased business opportunities
- Retain your current customer base
- Increased customer base
- Improved community rapport and reputation
- Helps you to meet your obligations under the Disability Discrimination Act



Dementia Friendly Community - Checklist

let's check to see if your business/organisation is dementia friendly!

Tick Yes or No to the following question to help determine if your are dementia friendly!	Yes	No
Do you or your staff know what Dementia is?		
Dementia isn't always visible and obvious; Are your staff aware of how to identify if someone may have dementia?		
Would you or your staff know how to respond best to someone who has dementia or is displaying behaviours outside of what most people would consider normal behaviour?		
Is your business well signed and easy to locate?		
Does internal signage provide clear, simple and essential information?		
Is your important signage at eye level?		
Is the location of your toilet clearly signed?		
Is your space clear from clutter with ample opportunity to move freely?		
Is your business area noisy?		
Is your business area brightly lit?		
(tally your yes and no answers) Total		



Ways to improve your business/organisation's level of dementia friendliness

- Encourage staff awareness of dementia including the best ways to communicate with someone who you may think is living with dementia.
- Get to know your regular customers.
- Consider your internal and external business layout.
- Allocate times in your business week where background noise is reduced, and lights are slightly turned down or dimmed, but not dark for example a 'Quiet Hour.' This may be even on a daily basis.
- Encourage your staff to become a dementia friend through Dementia Friendly Communities program www.dementiafriendly.org.au
- Gain formal recognition as a Dementia-Friendly Organisation from Dementia Australia www.dementiafriendly.org.au
- Additional online training eg: 'Understanding Dementia' University of Tasmania – FREE MOOC mooc.utas.edu.au

Where can I get help?

Fraser Coast Dementia Alliance on Facebook @FCDementiAllianceGroupCommunity
Ph. 07 4194 441

Dementia Australia
www.dementia.org.au
Ph. 1800 100 500

Dementia Training Australia (DTA) – Free On-Line courses and resources
<https://dta.com.au>

University of Tasmania, free Massive Open Online Courses (mooc.utas.edu.au)



Each individual is different, and the behaviours can vary between individuals and the different stages of the disease that they are at. Be careful not to label everyone you meet as having dementia just because of a fleeting meeting.

It can be exhausting and frustrating for people living with dementia to go out of their home and navigate the world around them due to busy sounds, overload of senses, traffic noise, moving escalators, poor signage, bright lights, loud music and the list goes on. Sometimes people living with dementia just might need time to settle in a quiet safe place to catch their breath and thoughts on what's happening around them.

In General

These below behaviours are a small example of what might be observed. It can be very hard for someone to identify what might cause the behaviour. So, follow the basic guidelines for good customer service practices:

- Be Courteous and treat everyone respectfully
- Be Patient, calm and reassuring
- Acknowledge the individual and what they are saying. LISTEN to them!
- Use positive body language

Possible Indicators of Dementia	Possible Responses
<p>Misunderstandings: Misunderstandings can occur for a variety of reasons including difficulties with processing information, memory, the speed in which the information is delivered or the amount of words used. Some behaviours and certain comments may result from these misunderstandings.</p>	<ul style="list-style-type: none"> • Remember firstly that their behaviours are not a personal attack even though it might feel like it is. • Re-direction can help by guiding the individual to focus on other items of interest • Acknowledgment is important so that the person feels that someone is listening to them.
<p>Changes in Hygiene Habits: If your customer is a regular your staff may notice that their appearance and hygiene has deteriorated.</p>	<ul style="list-style-type: none"> • Ask the person if they are ok or need some assistance. • If they're well-known in the community reach out to their loved ones if possible or gain support from the wider community.

Possible Indicators of Dementia	Possible Responses
<p>Confusion: The person may appear to be confused about dates, purpose of visit, or where they are. People living with dementia can have trouble processing information or finding the right words to express themselves particularly when there are external noises.</p>	<ul style="list-style-type: none"> • You need to be calm and acknowledge their points without trying to correct them. • Don't rush the person or speak on their behalf. Provide time for their needs to be expressed • Respect the person.
<p>Signs of Frustration: Sometimes an individual can feel frustrated with what is happening around them and feel like they have no control. This frustration can lead to people living with dementia doing and saying things differently. Our local environment can be overwhelming and create barriers for people living with dementia</p>	<ul style="list-style-type: none"> • Stay as calm as possible. • Acknowledge what they are expressing. • Re-direction may help focus their attention in a more positive way. • Advise management of the situation for support. • Regardless of who the person is, if you are feeling unsafe contact the Police.
<p>Disorientation and getting home safely: Some people may appear to be lost and unsure of why they have entered your business, or the person may just have moved away from their carer, loved one or home.</p>	<ul style="list-style-type: none"> • If they are not a regular customer then having a conversation with them may expose some identifying information such as name, address or phone number. • Check outside the premises to see if you can see someone looking for someone. • If you are extremely concerned for someone then call the police who may be able to assist in returning the person home.

Please note The Fraser Coast Dementia Alliance will endeavour to add some handy hints to this information to assist you and your business/organisation to become Dementia friendly!

**Embrace a Dementia
Friendly World**



**Fraser Coast
Dementia Alliance**