



Dementia friendly policy

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1 Background

There are 800,000 people living with dementia in the UK and this will increase to over 1 million by 2025. According to the Kent Dementia Action Alliance, there are over 27,000 diagnosed people living with dementia across Kent. There are many more undiagnosed people living at home with dementia. Dementia affects 1:14 or 7% of people over the age of 65.

Caring for those with dementia can be tiring and stressful, physically, emotionally and financially but with early diagnosis and help those with dementia can continue to live a good quality of life.

A dementia friend learns a little bit more about what it's like to live with dementia, starting with something as simple as viewing a short video <http://www.dementiafriends.org.uk/>.

2 Objectives

- 2.1 To make Kennington a supportive and friendly place for those who are living with dementia.
- 2.2 To connect with local businesses and community groups to raise awareness by sharing information and promoting best practice.
- 2.3 To make life better for people with dementia by changing the way people think, talk and act through encouraging people who live or work in Kennington to become Dementia Friends – target to contribute to doubling the number in Ashford (TN24 postcodes) by April 2024 and re-double by April 2025.
- 2.4 To encourage businesses to gain and use the Kent Dementia Friendly symbol in all their communications with the public – target 75% of local businesses by April 2025, 100% by April 2026.
- 2.5 To support the aims of the Alzheimer’s Society and the Dementia Action Alliance, and the National Dementia Declaration.
- 2.6 To encourage people with dementia and their family and carers to seek guidance and support.
- 2.7 To work with other alliances, councils and organisations to share experience and good practice and improve the environment for dementia sufferers and their carers and family.



3 Methods

- 3.1 Approach local organisations and businesses to learn how to make the business environment and staff dementia friendly and facilitate local training events.
- 3.2 Show how being dementia friendly is being customer friendly, with benefits for to business.
- 3.3 Run awareness campaigns showing the small things people can do that can make a difference e.g. from helping someone find the right bus to spreading the word about dementia.
- 3.4 Liaise with local secondary schools to educate students on the prevalence of dementia and its implications.
- 3.5 Contribute to the planning process by encouraging the use of dementia friendly principles in the design of buildings open to the public, and in the design and upkeep of all public footpaths.
- 3.6 Establish recognition that those suffering with dementia need to be in a position to say
 - I have personal choice and control over decisions about me
 - I know that services are designed around me and my needs
 - I have support that helps me live my life
 - I live in an enabling and supportive environment where I feel valued and understood
 - I have a sense of belonging and of being a valued part of family, community and civic life
 - I know that there is research going on which delivers a better life for me now and hope for the future.

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Review due: 31 May 2025

Revision History

Version	Date	Comments
v0.1	15 10 2023	First draft presented to FGP
v0.2	30.10.2023	Recommended to Council by FGP
v1.0	13.12.2023	3.5 amended and text adopted by Council
V2.00	08.05.2024	Adopted at Annual Council Meeting 08.05.24