

Becoming Dementia Friendly

Your involvement can make an enormous difference in your community

What is a Dementia Friendly Community?

It is a community that shows a high level of public awareness and understanding of dementia, in which it is possible for people with dementia to live a good life, enabled to live as independently as possible and continue to be a part of their community. Most importantly, it is a community where they are met with understanding and given support when necessary.

Why is it important for a business to be Dementia Friendly?

Increasingly, people with dementia are living much longer in the community and that means more and more of your customers may be affected by dementia. In addition, employees could have dementia, or they could be caring for someone who has the disease. Obtaining Dementia Friendly training makes it easier for people with dementia to use your service and also empowers and supports your staff. This can be beneficial for attracting and maintaining customers and increasing employee satisfaction.

Criteria to be a Dementia Friendly business:

- 50% or more of your staff trained
- Management trained
- Incorporated into ongoing training

What is Dementia Friendly training?

It is a FREE 20-30 minute educational presentation at your business or in the community. You will be provided dementia related materials and ideas on ways your business environment could be more dementia friendly. As well as dementia communication guides and a new dementia friendly culture.

If you are interested or for more information:

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The Purple Angel



MILWAUKEE COUNTY
Department on Aging

