

## Peterborough Dementia Action Alliance

I wanted to introduce Dementia Action Alliances to a key person in your GP practice. [Dementia Action Alliances](#) (DAAs) exist to promote the wellbeing of all people affected by dementia by enabling them to live well in communities which are dementia friendly.

Below is a link to a short (3min 35secs) video showing how small changes make a significant difference.

### [Small changes help make a dementia friendly community](#)

Your business or organisation can sign up to the dementia friendly recognition process by joining the Dementia Action Alliance and, when the local community is recognised, display this year's sticker, similar to the one below.



Your involvement in this group could benefit your organisation in many ways:

- It's good for your business or service as it enhances your reputation in the community. Finding out about how your business/organisation can become more dementia friendly has a positive effect on the reach of your service.
- Awareness raising activities available to support your staff. Your staff will feel better prepared to deal with dementia at work and in their personal lives.
- Involvement in a network of businesses and organisations that support each other to develop good practice.
- People with dementia and their families will feel reassured. They tell us they prefer going to local organisations where people know and understand their needs and say that increased awareness in the community enables them to ask for help when they need it.
- The Equalities Act 2010 says organisations and businesses should make reasonable adjustments to support people with disabilities, including dementia.

By joining a DAA, you will have a page on the DAA website to publicise your membership and the actions you have taken, such as raising awareness (and others if you chose).

Members can also attend, if they wish, quarterly meetings held locally, to share updates and best practice.

There is no cost to join the Alliance; however, members of Local Alliances can support the Alliance by hosting meetings, facilities or helping with publicity materials, if they choose to.

[This](#) link will give you an idea of the reach and content of this growing social movement.

There are several ways you could enhance your offer to people living with dementia and their carers, however, the most obvious and simplest are;

- Agreeing to join the local [DAA](#)
- Joining over 1.8 million [Dementia Friends](#) by arranging for all staff or members to receive a 45-60 minute Information Session (arranged and delivered by Dementia Friends Champions who will deliver it for free). Alternatively embed their videos for organisations into your e-learning.
- Putting forward staff or a member to go on a Dementia Friends Champions Induction Day. (Many organisations offer this personal development opportunity to a dedicated colleague to attend a free day's training so they can become a Dementia Friends Champion and cascade information to their colleagues)

If organisations want to adopt other measures there is a wealth of guidance available through the DAA, at;

[http://www.dementiaaction.org.uk/join\\_the\\_alliance/completing\\_your\\_action\\_plan](http://www.dementiaaction.org.uk/join_the_alliance/completing_your_action_plan)

Members can also search over 18,000 actions posted on the DAA website by over 5,000 other members.

The work of your organisation would, in my view, be critical to the success of any DAA. Working together as an alliance will enable local people with dementia and their carers to have a better quality of life.

I would be happy to provide you with more information, and would also be happy to come and answer questions that you or your colleagues may have if that would be helpful.

Please don't hesitate to contact me if you have any initial queries.

Geoff Moore

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