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Dear Local Business Provider/voluntary organisation/group representatives

Dementia Friendly Communities, Businesses and High Streets

As you will be aware the issues of dementia and the impact this has on health, social care and those closest to the sufferer (family and friends) are increasing.

In discussion with Andover Mind the Twyford Patient Participation Group of the Twyford Practice (TPPG) has arranged an awareness session for local business providers/voluntary organisations/ group representatives, around how to make our area a more dementia friendly community. The purpose being to help in identifying how you and your business/service can respond positively to those with dementia who may use your services - across the whole range of services from customer care, seeking assistance or helping to manage the confused customer, reducing embarrassment for both parties and negative publicity.

The initiative of Dementia Friendly Communities, Businesses and High Streets is supported by Hampshire County Council and is being rolled out within the city of Winchester and surrounding area. This 45 minute presentation is designed to help businesses decide if they wish to register as part of this scheme and to raise general awareness.

It is hoped that as a local business/group/organisation you will feel able to support this initiative and participate in it. The details are:

Date: Wednesday 25th June 2014

Time: 2.15pm - 4.30pm

Place Patrick Moore Room, Colden Common Community Centre

To reserve a place please email twyfordppg@gmail.com places are free of charge and refreshments will be available.

The PPG feel passionate about dementia and the impact it is having on society, it hopes that you will feel able to participate in this event if only to raise your own personal awareness of this illness and how it impacts on us all. An information sheet regarding this initiative is attached.

If you require any further information regarding this event please do not hesitate to contact me either via email on twyfordppg@gmail.com or by phone on 07831480453

We look forward to seeing you there,

Kind regards

Helen Witt and Committee of the PPGT

Dementia Friendly Communities, Businesses and High Streets

Learn a little about what it is like to live with dementia and understand how you can help by attending a Dementia Friends Awareness Session (an initiative by the Alzheimers society).

What is a dementia friendly community?

A dementia friendly community is one where people with dementia are enabled to live as independently as possible and to continue to be part of their community, but at the same time, are met with understanding and given support when they need it.

How did this initiative come about?

The Prime Ministers Dementia Challenge in 2012, which was to deliver major improvements in dementia care and research by 2015. In that challenge there was a commitment to the development of dementia friendly communities across the UK.

How has this particular event come about?

The Patient Participation Group of the Twyford Practice (PPGT) believe mental health issues to be as important as physical health issues and for the coming year are including mental health issues in its programme of events/awareness raising.

Who is running the event?

The PPGT working with Andover Mind, as providers of the Dementia Friendly Communities project in Hampshire have arranged this event for the local community and businesses.

What commitment do I or my business/group/organisation have to give?

There is no cost to you and no commitment to do anything further. Andover Mind invite businesses to join the Hampshire Dementia Action Alliance - not a commitment but very worthwhile.

What's in it for me my business/group/organisation?

The event will help you to learn a little about what it is like to live with dementia and understand how you can help - perhaps by attending a Dementia Friends awareness session.

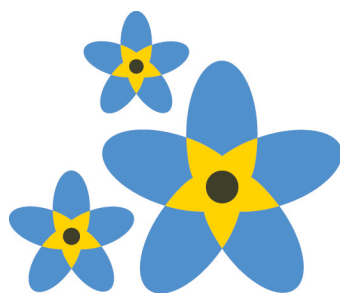
You and your business/group/organisations awareness of dementia will be raised and how to help friend, family or your customers with dementia.

Participation in such an event will help your workplace to become more dementia friendly and you will be able to signpost people with dementia to more information and support.

Need further information to help you see if the event is for you?

The website for Hampshire Dementia Action Alliance, shows other businesses within Hampshire that have joined and become members.

http://www.dementiaaction.org.uk/local_alliances/4147_hampshire_dementia_action_alliance



Working to become

**Dementia
Friendly**