**Dementia Friendly Cardiff and** **Dementia Friendly Vale**

**Official Recognition 2022**

This pledge acknowledges that --------------------------------- has committed to work in partnership with Cardiff Council, the Vale Council and Alzheimer’s Society Cymru to improve the lives of people affected by dementia in Cardiff and the Vale of Glamorgan.

Businesses and organisations can make a big difference for people with dementia and their carers by committing to become more dementia friendly in 3 key areas: People, Processes and Place.

We will…

For **People**: Become Dementia Friends\* and raise awareness of dementia.

Being aware of dementia and understanding how you can support customers, clients and colleagues will enable a more supportive environment.

For **Processes**: Support our staff to continue to work for as long as possible.

Receiving a diagnosis of dementia or becoming a carer can be a particularly challenging time. By adapting your processes, staff retention will improve, recruitment costs will reduce, and productivity and revenue will increase.

For **Places**: Work to ensure that our premises are accessible and easy to navigate around.

By making a few small changes, such as to your signage, your premises will become more accessible, not just for people affected by dementia but for each person accessing your premises.

You have joined a growing number of businesses and organisations across Cardiff working to build a Dementia Friendly City, and in the Vale to build a Dementia Friendly region - that empower people affected by dementia to have high aspirations and feel confident, knowing they can continue to contribute and participate in activities that are meaningful to them.

Name: -----------------------------------------------------------------------------------------------------------------

Signature: ------------------------------------------------------------------------------------------------------------

Address: --------------------------------------------------------------------------------------------------------------

Email: ------------------------------------------------------------------------------------------------------------------

Phone: ----------------------------------------------------------------------------------------------------------------

*For office purposes only:*

Witnessed by: -------------------------------------------------------------------------------------------------------

Awarded date: ------------------------------------------------------------------------------------------------------

Review date: ---------------------------------------------------------------------------------------------------------

**Additional Information**

You will receive a certificate and window stickers to publicly promote that you are ‘Working to become Dementia Friendly’. You will also receive all the relevant guidance documents on dementia and advice on how to arrange Dementia Friends sessions for your staff. You will be able to contact Marie Curie and Alzheimer’s Society for support and advice on working to become dementia friendly.

During your annual membership, a Dementia Friendly representative will make contact to hear about the great work that your businesses or organisation are involved in. At the end of your annual membership a Dementia Friendly representative will make contact once more to sign a new annual pledge if you chose to remain involved in the initiative and provide you with an updated sticker.

*Becoming more dementia friendly means:*

* Recognising the impact of dementia and how it changes the needs of your customers or clients
* Considering how your business or organisation can support customers, clients and staff affected by dementia more effectively
* Having a basic plan in place to support this work

*It doesn't mean that businesses or organisations are expected to:*

* Become dementia friendly from day one
* Identify customers or clients who have dementia
* Ask customers or clients difficult or intrusive questions

**Dementia Friends\* sessions**

At a Dementia Friends session, you will learn about dementia and the small but significant ways you can help. An Alzheimer’s Society’s Dementia Friends session is a 45-minute session that is delivered by a volunteer Dementia Friends Champion. The session is designed to change people’s perceptions of dementia and aims to transform the way the nation thinks, acts, and talks about the condition. The session can be delivered face-to-face or via an online process. As Dementia Friends you and your staff will receive a digital badge, to identify to people that you understand the condition and will treat those affected by dementia with dignity and respect.

**Dementia Friends Champion Induction**

A Dementia Friends Champion is a volunteer who encourages others to make a positive difference to people living with dementia by delivering Dementia Friends sessions. You may choose to enrol a member/s of staff to receive the free induction, with the aim of delivering Dementia Friends sessions to your wider staff base, as well as to members of the public. Dementia Friends Champions will have access to support and be part of over 10,500 volunteer Dementia Friends Champions. Please visit [www.dementiafriends.org.uk](http://www.dementiafriends.org.uk) for more information

**Raising profile**

To raise the profile of dementia and the work of the dementia friendly community in Cardiff and Vale of Glamorgan, we ask that you kindly display your ‘Working to become Dementia Friendly’ window sticker and pledge certificate and share the Dementia Friends digital badge in your social media feeds when you can. We understand that displaying information is not always possible, although if you are able to display these resources and raise awareness of dementia in this way it would be very much appreciated.

**Accessibility and environment**

People affected by dementia face various environmental challenges related to factors such as visual/audio perception and spatial awareness, which can make some environments very difficult to navigate. Small changes to features such as audio levels, floor mats, signage and menus can make a tremendous impact on the lives of those living with dementia. These changes can be very specific, so if you would like further information on how you can adapt the environment to become more dementia-friendly on your premises, please refer to the Environments Checklist resource*.*

**Additional actions**

These are any specific commitments/changes that you are able to make within your business or organisation in order to be supportive and inclusive of people living with dementia. For example, you may wish to volunteer, campaign, or fundraise for Alzheimer’s Society and help challenge perceptions, fund research, and improve care and support for people affected by dementia.

For more information on the small but significant changes you can make, or for questions you have about working to become dementia friendly, please email [DementiaFriendlyOrganisations@mariecurie.org.uk](mailto:DementiaFriendlyOrganisations@mariecurie.org.uk). You can also visit [Alzheimer’s Society’s](https://www.alzheimers.org.uk/get-involved/dementia-friendly-communities/make-your-organisation-more-dementia-friendly) website.