



# Making Cowbridge Dementia Friendly



Dementia Friendly Cowbridge  
Y Bont-Faen Dementia Gyfeillgar

Cowbridge  
Rotary







# What does becoming dementia friendly mean?

Organisations can make a big difference for people with dementia and their carers by making a commitment to become more dementia-friendly in three key areas: People, Process and Place. Becoming a dementia-friendly organisation is not only socially responsible but can also bring economic benefits.

- For **People**:

Organisation's staff and volunteers can become Dementia Friends and raise awareness of dementia. Being aware of dementia and understanding how employees and volunteers can support both customers and their colleagues will enable a more customer focused environment within the organisation.

- For **Process**:

Organisations can support their employees and volunteers to continue to work for as long as possible. Receiving a diagnosis or becoming a carer can be a particularly challenging time. Organisations that support staff and volunteers through this time will improve retention, reduce recruitment costs, and increase productivity and revenue.

- For **Place**:

Organisations can work to ensure that their places are accessible and easy to navigate. Making a few small changes, such as improving signage, will improve accessibility, not just for people affected by dementia but for all people accessing the premises.

## Being dementia-friendly means:

- Recognising the impact of dementia and how it changes customer needs
- Considering how your organisation can better support customers, volunteers and employees affected by dementia
- Having a basic plan to support this work

### It doesn't mean that organisations are expected to:

- Become dementia-friendly from day one or
- Identify customers who have dementia



# What is dementia?

The word 'dementia' describes a set of symptoms that may include memory loss, difficulties communicating and changes to mood and behaviour.

A person develops dementia every 3 minutes

Nearly 1 in 9 employees in the UK have a caring responsibility

2/3 people with dementia still live in their community

900,000 people are living with dementia in the UK

Some symptoms include:

- Memory loss: problems recalling things that happened recently, difficulty concentrating, planning or organising.
- Problems with language and communication: difficulties following a conversation or finding the right word for something.





- Misunderstanding what is being seen: problems judging distances or perceiving the edges of objects, and misinterpreting patterns or reflections. Being confused about time or place: losing track of the time or date, or becoming confused about where they are.
- Mood changes or difficulty controlling emotions: becoming unusually anxious, irritable, sad or frightened, losing interest in things and personality changes.

## Why become dementia friendly?

Becoming more dementia-friendly improves your organisation whilst providing key skills and understanding for your employees.

Enhanced reputation: demonstrate social responsibility and enhance your role in your local community.

Become a place where prospective employees and volunteers affected by dementia want to work.

Complying with the law: The Equality Act (2010) requires employers to avoid discrimination and make reasonable adjustments to ensure people with dementia or carers are not disadvantaged in the workplace.



# MEMORY JAR

A meeting place for those with mild to moderate Alzheimer's or other forms of dementia and their carers

A chance to talk, to share memories, to meet new friends, to enjoy a range of activities in a caring and supportive atmosphere - and have FUN!

*Cyfle i siarad rannu atgofion, i gwrrd â ffrindiau newydd, i fwynhau amrywiaeth o weithgareddau mewn awyrgylch gofalgar a chefnogol dewch i fwynhau*

**ON THE FIRST AND THIRD TUESDAY OF EACH MONTH**

**2.00 – 4.00PM IN THE MAENDY ROOM OF COWBRIDGE UNITED FREE CHURCH**  
(access from The Broad Shoard)

Cowbridge United Free Church

## Golden Oldies Cinema

In the Maendy Room at Cowbridge United Free Church (Broadshoard entrance) **2 PM START** - \*\*\*FINISH TIME FLEXIBLE\*\*\*

**MARCH 28<sup>TH</sup>** SINGING IN THE RAIN 3.30 FINISH  
**APRIL 11<sup>TH</sup>** LALA LAND - MUSICAL 3.40 FINISH  
**APRIL 25<sup>TH</sup>** ANNIE GET YOUR GUN 3.30 FINISH  
**MAY 9<sup>TH</sup>** THE GREATEST SHOWMAN 3.45 FINISH  
**MAY 23<sup>RD</sup>** HIGH SOCIETY 3.30 FINISH  
**JUNE 13<sup>TH</sup>** 3 COINS IN THE FOUNTAIN 3.30 FINISH

would like an afternoon out in friendly company with a good vintage film, everyone is welcome- please join us!

**ADDED LIGHTING. MODIFIED SOUND. SPACE FOR MOVEMENT.**

**MISSION Ice cream during the interval**

Information- Tel: 07969 605307/07835447289



# People

Being aware of dementia and understanding how employees and volunteers can support both customers and their colleagues will enable a more customer focused environment.

## Encourage everyone to become a Dementia Friend

- Arrange a Dementia Friends Session for your staff and volunteers, where they can learn more about dementia and the small ways they can help.
- Have a plan in place to roll this out across your organisation.
- Dementia Friends awareness sessions can be viewed online at [dementiafriends.org.uk](https://dementiafriends.org.uk) and go to “How to get involved”

A more in-depth view can be obtained by signing up to an online Zoom Dementia Friends session on the same page as you access the video.

## Offer staff additional dementia training.

- Do your staff need more in-depth or specific dementia training?
- Alzheimer’s Society offers a range of dementia training such as ‘Creating Dementia Friendly Environments’ and ‘Supporting Customers with Dementia’.
- You can view a full list of their training courses at <https://www.alzheimers.org.uk/dementia-professionals/external-training>

## Invite someone to share their experience of dementia

- You could invite someone, or a group of people, affected by dementia to come and speak to your staff or volunteers to share their lived experience of dementia.

**It is hoped to arrange shared experiences between Cowbridge businesses and so develop a community of Dementia Friendly businesses.**

# Process

Receiving a diagnosis of dementia or becoming a carer can be a particularly challenging time. Supporting your staff, volunteers or customers through this time by changing your processes could improve retention, reduce costs and increase employee satisfaction and loyalty. Signpost your staff and volunteers to where they can get further dementia support - Dementia Connect, Alzheimer's Society's dementia support service, is free, easy to access, and puts people affected by dementia in touch with the right support. Please visit:

[alzheimers.org.uk/get-support/dementia-connect](https://alzheimers.org.uk/get-support/dementia-connect)

Tell customers where they can get dementia support. Many organisations offer leaflets and information to their customers in addition to the information they share with their staff. Organisations can view and print off or order from a full list of factsheets and information about dementia here: [alzheimers.org.uk/get-support/publications-factsheets/full-list](https://alzheimers.org.uk/get-support/publications-factsheets/full-list)

Download and action a recommendation from the relevant Alzheimer's Society Sector guide. Various sector specific guides such as for arts and leisure, finance and retail are available for organisations to download to help guide your dementia-friendly actions. They are available to download free here:

[alzheimers.org.uk/form/dementia-friendly-resources](https://alzheimers.org.uk/form/dementia-friendly-resources)

Review your staff policies to create a dementia-friendly workplace You could look at support for staff who are living with dementia or carers, such emergency and special leave policies. There are lots of ideas in this guide: [alzheimers.org.uk/sites/default/files/migrate/downloads/creating\\_a\\_dementia-friendly\\_workplace.pdf](https://alzheimers.org.uk/sites/default/files/migrate/downloads/creating_a_dementia-friendly_workplace.pdf)

Consider people affected by dementia when you redevelop new, or review existing services and/or products. Measure the experience of people with dementia when improving or creating new services or products, whether big or small. Find out more here:

[alzheimers.org.uk/dementia-professionals/dementia-experience-toolkit](https://alzheimers.org.uk/dementia-professionals/dementia-experience-toolkit)





## Place

Making a few small changes, such as ensuring clear signage within your premises, can significantly improve accessibility for many people — including those affected by dementia. Complete a dementia-friendly environment audit and make changes. Undergo a self-guided accessibility audit to understand what small changes can be made to make your environments more accessible. Alzheimer's Society have produced a checklist to help you make your space as dementia-friendly and inclusive as possible. [alzheimers.org.uk/get-involved/dementia-friendly-communities/organisations/dementia-friendly-environment-checklist](https://alzheimers.org.uk/get-involved/dementia-friendly-communities/organisations/dementia-friendly-environment-checklist)

Following the accessibility audit have a plan in place to make changes. Join your local Dementia Friendly Cowbridge. Your business could support the local Dementia Friendly Cowbridge group by promoting their activity, volunteering a member of your staff to help them take action or offering a gift in kind. Offer your space for dementia-friendly activities. Encourage other local businesses and organisations to become dementia friendly.

Share what you are doing on social media or at events such as business breakfasts.





# Ready for action?

If you are ready to start the journey towards being a Dementia Friendly Business, here's what to do next:

- Get in contact with either Cowbridge Rotary or the Dementia friendly Cowbridge group and tell them the three actions you will take. You can use the 'Action Plan' they shared with you.
- Start work on your actions. Once you have started to make changes, let your local dementia contact know.
- Request your 'Dementia Friendly' recognition sticker. Your local Dementia Friendly Community group will provide this.
- Celebrate and share your success. Display your recognition stickers somewhere that staff, volunteers and customers can see them. You can also receive a larger certificate that you can display.
- Continue to work on your action plan. Becoming dementia friendly doesn't happen over night. It's an ongoing process so please keep in touch with your local Dementia Friendly Community group who can continue to support you.

**On behalf of Dementia Friendly Cowbridge and the Rotary Club we would like to say a huge thank you for taking action to make your organisation more dementia friendly.**



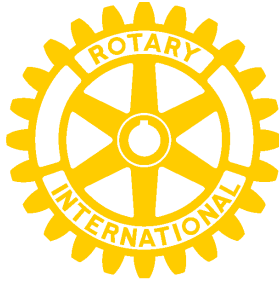
# Dementia friendly activities in Cowbridge



Cowbridge, a market town in the Vale of Glamorgan, Wales, has been actively working towards becoming a Dementia Friendly community.

- The Memory Jar Café, a monthly gathering with activities for people with dementia and their caregivers was set up by Madeline & Colin Phillips. The café has now expanded to meet twice a month.
- On alternate weeks the Golden Oldies Cinema is held in the United Free Church. Movies for the whole community are shown in a dementia friendly environment.
- There is an annual Dementia Friendly Cowbridge Open Day in the Town Hall. Open to all, it enhances the awareness of dementia and showcases the services available.
- A Tovertafel, an interactive projection system that reacts to hand and arm movements, was installed in Southways Care Home.
- Many Cowbridge businesses have become Dementia Friendly and display mats at their doorway.
- Christmas and summer parties are held for those with dementia and their friends.

# Cowbridge Rotary



# Support for Dementia

Supporting those with dementia is a key element in the activities of Cowbridge Rotary Club. It is a longstanding supporter of the Alzheimer's Society and Alzheimer's Research through significant donations. Recognizing the need for more local support, a sub-group, was formed to collaborate closely with Dementia Friendly Cowbridge.

Rotary assists with the running of the Memory Jar Café, Golden Oldies Cinema, Dementia Friendly Cowbridge Open Day and the summer and Christmas parties.

Rotary has led the programme to encourage local businesses to become dementia friendly. As part of this they spearheaded the introduction of dementia friendly mats, which were provided to businesses and organizations in Cowbridge to increase awareness and understanding of dementia.

A Rotary member produced a YouTube video called "Remember to Remember" in collaboration the group, With Music in Mind and Cowbridge Comprehensive School Pupils.

Rotary charity funds were used to help purchase a Tovertafel (Magic Table), benefiting a local care home for dementia patients.

Two Laugh and Hug dolls, developed by Cardiff University, were also acquired to provide comfort and companionship.

Cowbridge Rotary has an on-going commitment to support for dementia.



## Local support & information for people living with dementia

We are a group from Cowbridge focused on the challenges facing those living with Dementia in the Cowbridge area; Those with the condition, their families, carers, those trying to prevent the disease and searching for a cure.

### Our aims

We want to make Cowbridge a more Dementia Friendly Community

There are many charities focused on providing information and support and in raising funds to aid research. Our Dementia Friendly Cowbridge objectives for our community are;

- To understand better the needs of those living with Dementia.
- To empower them and recognise their contribution.
- To facilitate access to advice and expertise that is out there somewhere,
- To help eliminate the stigma that is often attached to the disease,
- To raise funds for the major charities to aid research
- To help provide safe social inclusive activities
- To raise awareness of the issues faced by those living with Dementia
- To assist businesses and services with their response to customers with Dementia
- To assist with navigating Cowbridge physical environment
- To assist with appropriate transport
- To increase awareness of life style choices that may help reduce the incidence of the disease.

This is an ongoing journey.

We have received tremendous support from many in the community including Cowbridge Rotary Club and The United Free Church.



# 10 Absolutes in Dementia Care

1. Never **ARGUE**, instead **AGREE**.
2. Never **REASON**, instead **DIVERT**.
3. Never **SHAME**, instead **DISTRACT**.
4. Never **LECTURE**, instead **REASSURE**.
5. Never say “**REMEMBER**”, instead **REMINISCE**.
6. Never say “**I TOLD YOU**”, instead **REPEAT**.
7. Never say “**YOU CAN’T**”, instead say “**DO WHAT YOU CAN**”.
8. Never **COMMAND** or **DEMAND**, instead **ASK** or **MODEL**.
9. Never **CONDESCEND**, instead **ENCOURAGE** and **PRAISE**.
10. Never **FORCE**, instead **REINFORCE**.

# Contacts

## **Dementia Friendly Cowbridge:**

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## **Cowbridge Rotary:**

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## **Website:**

[www.dementiafriendlyvale.com](http://www.dementiafriendlyvale.com)



Enjoying the Golden Oldies Summer Tea Party with some carers and helpers.