

# Dementia awareness for businesses

Dementia Friendly Guernsey wants to encourage as many people as possible to attend a local dementia awareness session.

Businesses and individuals can sign up to the 1 hour session to support people living with dementia.

To find out more visit the website.

## UPCOMING FREE AWARENESS SESSIONS

Fri 3<sup>rd</sup> November  
10.30 - 11.30am

Tues 14<sup>th</sup> November  
6:30 - 8:00pm

Tues 21<sup>st</sup> November  
6:30 - 8:00pm

Thurs 30<sup>th</sup> November  
6:30 - 8:00pm

Sessions are held at Les Cotils Reading Room. To reserve your space or to arrange a tailored session for your business please get in touch.

Find out more...  
T: 01481 245121  
E: [info@dementiafriendly.org.gg](mailto:info@dementiafriendly.org.gg)

[www.dementiafriendly.org.gg](http://www.dementiafriendly.org.gg)



“People with dementia cannot be rushed. They need time and they need patience, which is why awareness is so vital.”

Penny's husband Eddie has been diagnosed with early onset dementia.



Dementia  
Friendly  
Guernsey

# Not just the right thing to do



Becoming a dementia friendly organisation or business is not just a socially responsible step – it can also benefit the bottom line. Whether you are a large retailer, a leisure centre or an advocate, there is a clear economic case for supporting people with dementia to use your services or facilities.

This does not mean having to prioritise dementia over other conditions or disabilities. When a business gets it right for people with dementia, it gets it right for everyone. There are significant risks in not taking action, particularly around staff retention and neglecting the needs of clients or customers, which can result in lost revenue.

## Business benefits of becoming a dementia friendly business

- **Competitive advantage**  
Research shows that 83% of people with memory problems have switched their shopping habits to places that are more accessible. Becoming dementia friendly will enable businesses to retain existing customers and attract new ones.
- **Increased revenue**  
There are over 1,200 people with dementia in Guernsey. As a leader in dementia friendly practices, businesses will retain and build on existing custom, both from people living with the condition and from their carers, family and friends.
- **Improved customer service**  
Increased knowledge and awareness of dementia will make staff more comfortable when dealing with all customers. They will have a greater understanding of potential scenarios and as a result will be able to provide better customer service and reduce the number of complaints or similar issues.
- **Enhanced brand reputation**  
Becoming dementia friendly will help businesses demonstrate that they are socially responsible and that they value their customers.
- **Future-proofing**  
It is estimated that by 2021 there will be over 1,400 people with dementia in Guernsey with working carers increasing to support this. By making changes now businesses will be anticipating a growing need from customers and staff.

And just imagine the benefit for the whole island if we can be the first community to be truly dementia friendly, from tourism to improving the lives of those living with dementia, their families and their carers.

A diagnosis of dementia does not mean that it is not possible to live well. Many people with dementia continue to drive, socialise and hold down satisfying jobs. Even as dementia progresses, people can lead active, healthy lives, carry on with their hobbies and enjoy loving friendships and relationships.

Someone with dementia may forget an appointment or tell you the same joke twice, but their condition does not stop them from doing the things that matter most.

## Easier than you may think - Top tips

- **Raise awareness of dementia**  
Encourage your employees to become dementia friends by attending a free 60 minute awareness session, or for one of your staff to become a Champion after a day's training to lead the development of your own dementia friends strategy.
- **Start conversations about dementia with your employees and customers**  
As increasing numbers of people under 65 develop dementia every year, this could include members of your staff. We have practical tips to support people with dementia in the workplace too.
- **Make your organisation accessible**  
Ensure any signage is clear and people can find what they want easily. Think about whether your services could be adapted for people in their own homes.
- **Connect with other businesses in the community**  
Register with [www.dementiafriendly.org.gg](http://www.dementiafriendly.org.gg) and join our growing network of like minded organisations and businesses share good practice.

According to the Alzheimers Society, households affected by dementia have £16,800 per year of disposable income, with an estimated 1400 individuals living with dementia by 2020, that's a market of £24m and likely to grow. Giving great financial incentive, as well as knowing that it is the right thing to do for your business, staff, customers and the wider community.

Find out more...

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