



The Age Simulation Suit

Although not everyone living with a dementia diagnosis, or every family carer are elderly. We do know that there are a large number of elderly people living either with a diagnosis or caring for a family member.

In order to better help local groups and businesses better understand some of the complexities which can be faced as people age and how best they can assist, we have now purchased an age simulation suit which we can bring out to people to experience.

To ensure that we are all working towards common standards that are based on what we know is important to people affected by dementia, we have engaged with an assortment of local residents and organisations to developed a minimum standard for Kent.

Our aim is to encourage local businesses and organisations to apply to use this recognition symbol.

Those applying to use the symbol will be asked to commit to a number of actions , and would be asked to provide updates and business information to go onto our website www.dementiafriendlykent.org.uk

For more information
or to apply to use the symbol

please contact:

your local Dementia Friendly community

or

www.dementiafriendlykent.org.uk/WTBDF

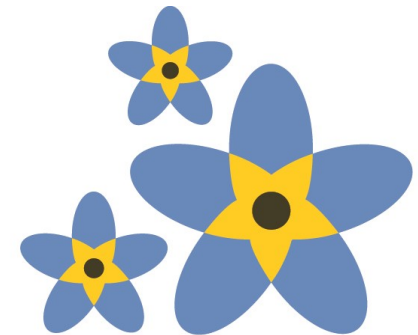
or Contact

dementiafriendlykent@kent.gov.uk

Call 03000 415483

Dementia Friendly communities
Social Care, Health and Wellbeing
Kent County Council, 3rd Floor, Invicta
House, Maidstone ME14 1XX

Kent Communities, Businesses & Organisations



Working to become
**Dementia
Friendly**

DAA

Kent Dementia
Action Alliance



The Dementia Challenge

launched in March 2012 by Prime Minister David Cameron to tackle one of the most important issues we face as the population ages.

In Kent, we are putting the real life experiences of people who are living with dementia at the heart of this Challenge. Although focusing on Dementia it is fair to say:

A dementia friendly community is in effect friendly for all!

At a National level many businesses are signing up to the Challenge, such as Lloyds bank, Marks and Spencer, Argos and Homebase. Working hand in hand with local businesses and trades is an essential part of this project.



People with dementia, just like those with other health conditions, want to carry on living their life within their communities for as long as they can. This means doing the things they did prior to their diagnosis such as working, shopping, DIY and hobbies: the list can be endless.

Keeping active and occupied can increase a person's self-esteem, confidence and motivation all leading to an increased sense of wellbeing.

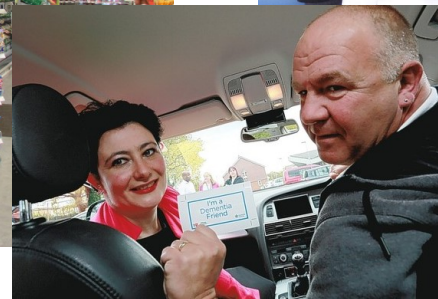
It is not just the elderly that can have dementia; there are a number of groups across the county who have younger people, in young onset groups, many of which are in their 40's and 50s.

By 2020 it's expected that over 27000 people in Kent will be living with dementia

It's important to look at how we can enable our customers, employees, friends and family to continue to live their life well, be as independent as possible and to continue their habits and routines of a lifetime for as long as is possible.



Above: Coop Sandwich



Above: Abbey funeral service, Tonbridge

Left: Sevenoaks Taxi Drivers



Shopping, banking & leisure pursuits all hold a number of challenges for a person with dementia, especially as the dementia progresses. With a little awareness, patience, good customer care and service, friendly staff can make a these experiences less of a challenge.

Small steps and Small Changes all add up to improve the lives of people living with dementia, every step in the right direction is one worth taking.

Nationally the Alzheimer's society have introduced a recognition symbol allowing groups and businesses to be officially recognised as

'working towards become dementia friendly'

In Kent we believe that we need the whole community involved and as such we are managing the use of the recognition symbol for local groups, organisations and businesses.