

**Do you want to join us in working towards making
your business more dementia friendly?**



To achieve recognition as a Watford business working to become dementia friendly, please contact Kerrie Marks or Nicola Webster on 01923 278416 and book your free Dementia Friends information session now.



**Watford is working towards becoming a Dementia Friendly Community.
You can find out more at dementiafriendlywatford.com**



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Watford is working towards becoming a Dementia Friendly Community

In a Dementia Friendly Community, people will be aware of and understand dementia, so that people with dementia can continue to live in the way they want to and in the community they choose. This will ensure that people with dementia feel understood, valued and able to contribute to their community.

Why are Dementia Friendly Communities important?

Too many people affected by dementia feel society fails to understand the condition they live with, its impact or how to interact with them and withdraw from their community as the condition progresses.

In fact, over a third of people with dementia told the Alzheimer's Society that they have felt lonely recently. More than a quarter of carers said they felt 'cut off from society' too. People affected by dementia still have an incredible amount to offer to their community and can play an active and valuable role after diagnosis.

Who can help make their community dementia friendly?

We all have a part to play in creating Dementia Friendly Communities. People affected by dementia have the most important role in any Dementia Friendly Community. By sharing their experiences, they ensure that communities keep the needs of people affected by dementia at the heart of everything they do.

What do businesses need to do to become more dementia friendly?

- Staff to become Dementia Friends (attend an information session)
- Your business will learn some key messages about dementia and will commit to turning understanding into action.
- Once completed, your business will be awarded a dementia friendly recognition window sticker to display



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