

# *Become a Dementia Friendly Business/Organization*



Dementia is a general term used to describe a set of symptoms resulting from diseases such as Alzheimer's, Stroke, Parkinson's, Lewy Body, Frontotemporal Dementia, and more. It can affect memory, thinking, reasoning, language, personality, and behavior.

Over 5 million Americans have dementia and the number of people living with dementia is expected to double in the next 30 years.

By becoming a dementia friendly business/organization, you can get involved in making a difference in your community.

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## **Benefits of becoming dementia friendly:**

- Recognition as a Community Partner
- Increased customer satisfaction
- Opportunities for publicity
- Increased employee satisfaction

## **Criteria for becoming dementia friendly:**

- 50% or more of trained staff
- Trained management
- Incorporate ongoing training
- Consider future environmental updates

## **What's included?**

- 30-45 minute training by dementia friendly volunteers
- Online and printed materials
- New dementia friendly culture
- Free tools and resources



“I have chosen to shop at your store because you are dementia friendly.” –  
Person with dementia

“I want to join your church because this shows the compassion you have for all people.” – New church members

“I like coming here because you accept him for who he is and understand how to communicate with him.” – Caregiver