

*“The sky’s the limit and we can all take action. We all have a role to play to ensure that people affected by dementia in London – no matter who they are or where they live – are able to live well with the condition and enjoy all our vibrant city has to offer.” – Mayor of London, Sadiq Kahn*

# Dementia Friendly London

SUPPORTED BY  
**MAYOR OF LONDON**



# What is Dementia Friendly London?

In 2018 the Mayor of London pledged to make London a dementia-friendly city by 2022 following direct feedback from people living with dementia across the capital



# What is Dementia Friendly London?

## People with dementia told us..

“We have the right to be recognised as who we are, to make choices about our lives including taking risks, and to contribute to society. Our diagnosis should not define us, nor should we be ashamed of it.”

“We have the right to be respected, and recognised as partners in care, provided with education, support, services, and training which enables us to plan and make decisions about the future.”

“We have the right to know about and decide if we want to be involved in research that looks at cause, cure and care for dementia and be supported to take part.”

“We have the right to an early and accurate diagnosis, and to receive evidence based, appropriate, compassionate and properly funded care and treatment, from trained people who understand us and how dementia affects us. This must meet our needs, wherever we live.”

“We have the right to continue with day to day and family life, without discrimination or unfair cost, to be accepted and included in our communities and not live in isolation or loneliness.”

# What is Dementia Friendly London?

*“A Dementia Friendly London is an inclusive and compassionate city where all Londoners affected by dementia are empowered and supported to live well”*

Dementia Friendly London means people living with dementia will:

- **Travel to where they want to go safely**
- **Live** somewhere they feel supported, understood and included in community life
- Receive the help they need to **access quality health, care and support** services when and where they require it
- Be able to **participate** in all that London has to offer in arts, culture and leisure
- **Feel confident** to visit local high streets and town centres

# Dementia in London by numbers

- **72,000** (est) people in London living with dementia
- **4200** (est) under age 65 with dementia
- **62.3%** is the average dementia diagnosis rate in London (March 2015)
- **£2.4 billion** is the estimated total societal cost of dementia in London (2012/13 prices), with an average cost of **£32,850** per person per year.
- **£430 million** is spent annually on healthcare costs
- **£925 million** is spent annually on social care costs (publicly and privately funded).
- **£1060 million** is contributed by the work of unpaid carers of people with dementia
- **£10 million** is spent on other costs, including police costs of missing person enquiries, advocacy services and research

# Dementia in London by numbers

Only **47%** of people living with dementia feel a part of their community.

# The Ambition

What do we want London  
to do?

- **Care** about the people in their communities living with dementia
- **Consider** the needs of people and think of practical ways to overcome challenges
- **Communicate** that this city welcomes people living with dementia through listening to their needs and actively encouraging them to be a part of it.

# The Ambition

## How are we going to do it?

We want a society where the public thinks and feels differently about dementia. Dementia Friendly London is about transforming the way communities think and act towards people affected by dementia.

Alzheimer's Society is working with the GLA and other partners to achieve the following by 2021:

- Making 2,000 dementia friendly organisations
- Creating 500,000 Dementia Friends
- Every London borough working towards becoming a Dementia Friendly Community
- Meaningful involvement of people affected by dementia across London



## Why become a Dementia Friendly?

- People with dementia and carers will come to trust your service
- Improves reputation and the quality of service
- Having awareness of dementia can help drivers on a personal level who may be caring for a relative living with dementia
- Allows people to get out independently, helping to increase people's quality of life and reduce isolation
- Reduces any stress and anxiety about travelling to regular activities

How do we become  
Dementia Friendly?

- **People** – supporting drivers and other operational staff to develop an awareness and understanding of dementia through ‘Dementia Friends’ and other in depth training
- **Place** – for example, think about where you pick up and drop customers, background noise in taxis (radio etc.)
- **Process** – Reminders? Cash management and accounts? Drivers knocking on doors? Names and I.D?

## Dementia Friends



- Dementia Friends is an international awareness and understanding programme about dementia
- Practical understanding of the barriers people living with dementia may face
- Face to face sessions take 45-60 minutes
- Online sessions
- Champion training and sessions are delivered for free!