



Dementia Friends

Hello Everyone,

My name is Mel Baines and I'm the new Information Worker for Alzheimer's Society and I'll be working in your area for the next 12 months. As the Information Worker I'll be raising awareness and delivering Dementia Friends sessions throughout the five locality areas in South Staffordshire. There has been a lot of media attention on the subject of dementia. So what is Dementia Friends? Dementia Friends was launched in February 2013. It is a national initiative that is being run by Alzheimer's Society. It is funded by the government, and aims to improve people's understanding of dementia and its effects.

A Dementia Friend is someone who has a better understanding of dementia, will know how to act more sympathetically towards people with dementia in their communities and workplaces, and has pledged to turn that understanding into action to help people with dementia feel included in their communities.

Why do we need Dementia Friends?

An Alzheimer's Society survey found that less than half of people feel they have a good understanding of dementia. So the first step of Dementia Friends is to change this picture. We then want people to turn this understanding into action. As the brain gradually shuts down, people with dementia sometimes need a helping hand to go about their daily lives and feel included in their local community. This is what Dementia Friends wants to provide.

If one Dementia Friend helps one person with dementia then they make a difference to that person. Together, we can make sure that people living with dementia are understood and included in their communities.

The sessions that I will be running are suitable for all. They are free, last around 40 minutes and are interactive to aid understanding. If you would like your group or service to have a Dementia Friends session, then contact me on:

Mel Baines
Information Worker
T: 01543 573936
M: 07525 824248
E: melanie.baines@alzheimers.org.uk
www.alzheimers.org.uk

Alzheimer's Society
Staffordshire and Shropshire
Locality
Unit 4
Hollies Court
Cannock
Staffordshire
WS11 1DB

T 01543 573936
F 01543 574197
www.alzheimers.org.uk



The Alzheimer's Society local area office is based in Cannock, we offer many services throughout South Staffordshire including:

Dementia Adviser Service:

You can request a home visit from one of our Dementia Advisers who are highly experienced, sensitive and trained to an exceptional standard. These visits are informal and a chance for you to express your concerns regarding your memory also to gain knowledge about dementia and useful local services.

Dementia Support Worker:

You can be referred to one of our Dementia Support Workers after your appointment with the Dementia Adviser. They can offer on-going support to help you through the uncertain time after diagnosis offering practical advice and solutions, education and support with accessing services including advice on what benefits you may be entitled to.

Other services:

We offer other services including Peer Support Groups, Cognitive Stimulation Groups and Social Activity Groups.

DID YOU KNOW?

You can self-refer to our services by contacting us at the above address.

Information Worker:

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