

DEMENTIA FRIENDLY PHARMACIES

- In March 2012, The Dementia Challenge was launched by PM David Cameron to tackle the growing issue of dementia. Creating dementia friendly communities is one of the main areas for action as is educating people so there is more understanding of dementia and how they could help make things better (the latter can be done largely by the Dementia Friends initiative, which is government funded and run by the Alzheimer's Society. The overarching aim is to improve the quality of life for people with dementia and their carers.

- **Let's take a look at some facts:**

- It is estimated that 850,000 people live with a dementia in the UK with this figure predicted to continue to increase with the ageing population (1 in 3 people over 65 will develop a dementia at some point in their lives).
- There are currently over 3,000 people in Plymouth living with a dementia which is predicted to rise to 3667 by 2020.
- 1 in 3 people with a dementia live on their own within the community
- 75% of people in the UK don't think that society is geared up to deal with people with dementia.
- 67% of people with dementia do not always feel part of the community.

Why it makes sense for your pharmacy to find out how to become dementia friendly

- Your pharmacy is at the heart of your local community so it is well placed to support the Dementia Friendly initiative.
- If you consider the facts above, it means that right now, and in years to come, people that access your pharmacy already either have dementia, will go on to develop it or will know someone else who has it. These people are looking for organisations that will show them support and understanding.
- People with dementia and their carers are regular users of community pharmacy services and if your pharmacy becomes dementia friendly, you will be ensuring that you are meeting their needs in the best way possible.
- By improving services for your customers, you will be improving access to and use of your pharmacy by encouraging repeat business and through recommendations.

Come to the dementia friends awareness session and find out how easy it is just by doing some small things, your pharmacy can change some of the statistics and be part of helping people living with dementia in your local community to live as good a life as possible. **Don't underestimate how important your understanding and support might be to someone who might be feeling vulnerable.**