

Chelmsford Home Care Company join 'dementia friendly' campaign

A group of 14 team leaders at Forest Homecare became 'Dementia Friends' recently, as part of a campaign to tackle the stigma and lack of understanding around the condition.

The group attended a free one-hour Information Session at the local Forest Homecare office, on Hospital Approach, run by local Dementia Friends Champion Tracey Harris

Alzheimer's Society's Dementia Friends programme is the biggest ever initiative to change people's perceptions of dementia. It aims to transform the way the nation thinks, talks and acts about the condition. The charity wants there to be a four million Dementia Friends with the know-how to help people with dementia feel understood and included in their community.

There are currently 850,000 people living with the condition in England.

Dementia Friends Champions are volunteers who talk to people about being a Dementia Friend in their communities. Speaking about the Session, Tracey said:

'I was so pleased to see my colleagues showing their support for people with dementia, by coming along to the Session and becoming Dementia Friends. We need to create more communities and businesses that are dementia friendly so that people affected by dementia feel understood and included.'

Tracey signed up to be a Dementia Friends Champion earlier this year and attended a one-day training course on how to deliver the Sessions. She continued:

'I signed up to be a Dementia Friends Champion because now I understand a little more about Dementia I want to help to make life better for people living with dementia in their communities. I'm so proud to be part of a growing network of people helping to create dementia friendly communities across England.'

Lisa Packwood, Dementia Friends Regional Support Officer at Alzheimer's Society said:

'Whether you attend a face-to-face Session or watch the online video, Dementia Friends is about learning more about dementia and the small ways you can help. From telling friends about the Dementia Friends programme to visiting someone you know living with dementia, every action counts.'

Anyone interested in supporting the campaign should go to dementiafriends.org.uk.