Background

As part of Dementia Awareness Month 2014 Alzheimer’s Australia will release a dementia-friendly symbol in addition to the guidelines in this kit for how organisations can become recognised as being dementia-friendly. The symbol was developed and endorsed by people living with dementia as a national symbol for raising awareness about cognitive impairment. The objective is for the abstract symbol to become recognisable across Australian communities to denote a business or community that is dementia friendly.

Initially in 2014 our goal is to target use of the symbol in a small number of organisations and communities where we are already doing pilot work (e.g. Kiama, Port Macquarie, Perth). This will enable us to test and refine the approach to use of the symbol and how it is monitored before a wider roll out.

The use of the dementia-friendly symbol

The symbol will initially be used in organisations working towards becoming dementia friendly. These organisations will make the commitment to be more aware of the needs of people with dementia and aim to provide an improved service. Displaying the dementia-friendly symbol will signify that the organisation has submitted an approved dementia-friendly action plan. The action plan will address the essential principles outlined in the Guidelines for dementia-friendly organisations.

The guidelines are available as part of the Dementia-friendly Business Toolkit available at dementia.friendly.org.au. For people living with dementia, seeing the symbol displayed, will mean than an organisation has staff who are specially trained and have an understanding of dementia.

In the longer term, the symbol will be used in a variety of ways, always with the involvement of people with dementia.

For more information about the dementia friendly symbol:

Please contact Alzheimer’s Australia at dementiafriendly@alzheimers.org.au or Ph. 02 6278 8934