



Dementia

It's not just about losing your memory

Julie Cartwright

What is Dementia?

Dementia is a set of symptoms caused when the brain is damaged by disease such as Alzheimer's Disease

Any function of the brain can be affected by dementia

- Memory
- Thinking
- Language
- Problem-solving
- Perception

Dementia Characteristics

- Different parts of the brain can be affected
- Chronic – permanent changes to the brain – there's no way to fix it!
- Progressive – symptoms will gradually get worse
- Terminal – there's no cure for dementia



Prevalence of Dementia



Environmental Barriers

Barriers to navigating environments

There are many different barriers that pose difficult challenges to someone living with dementia trying to navigate an outdoor environment

- Short term memory
- Sensory challenges
- Difficulties in concentration
- Communication



Impact of Public Realm Works

Public Realm Works

- Noisy, busy environment of public realm works can be very difficult and disorientating environment.
- Black patches/ramps can look like deep black holes
- Cabling and wires can look like wriggly snakes
- Repetitive identical items can be disorientating for someone with dementia
- Unclear signage or no signage



The big idea.....

Create a dementia friendly workforce



Dementia Friends Initiative

Biggest ever initiative to change people's perception of dementia

- It aims to transform the way the nation thinks, acts and talks about the condition.
- Raising awareness and turning awareness into action.
- Creating dementia friendly communities



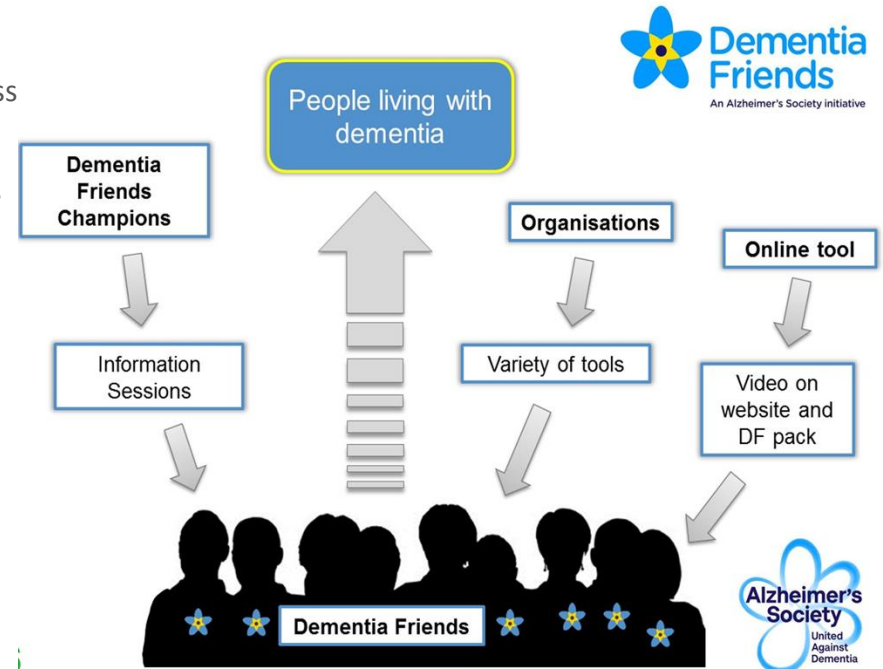
How does Dementia Friends Work?

It's a cascade model

- Dementia Friends team run regular free champion training across England and Wales
- Trained champions deliver workshops creating dementia friends
- Dementia friends take social action to help create dementia friendly communities

Workshops

- 45 -60 minutes in length
- Can easily fit into a lunch hour
- Interactive and engaging



Impact of Creating a Dementia Friendly Workforce

Dementia Friends across our workforce are making a real difference. These are just some of the social actions created:

- Be more vigilant for people wanting help when passing by works
- Make sure tarmac patches/ramps are spray painted
- Always check that tubes and cabling are not stored close to pedestrian footways
- Help my scheme to become dementia friendly
- Clearer signage around our sites
- Help spread the word
- Be more patient and understanding if a member of the public asks for help
- Wear my dementia badge and sticker to help raise awareness



Trailblazing construction and transport industries

Trailblazers within construction and transport

- Use stickers on hard hats to help raise awareness and encourage members of the public to ask for help

Highly Commended by Considerate Constructors Scheme (CCS)

Innovation points awarded on 3 separate projects

- Awarded 3 CCS awards 2019 (Bronze, 2 Silver)

Winner at Eurovia Innovation Awards 2018

- Winner Special Recognition Category
- Runner up in Management Category



Thank you for listening

Any questions ?

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