

# How can I get **INVOLVED?**

Businesses and organizations have an opportunity to receive education about dementia, and learn strategies to provide good customer service to people living with dementia.

Those who receive training and adopt the strategies will be designated as a dementia-friendly location, and will display a blue umbrella decal.

People living with dementia may wear a self-identifier in the form of a blue umbrella pin.



**Look for the blue umbrella to find dementia-friendly locations**

**Alzheimer Society**  
WATERLOO WELLINGTON

**We are here to serve you**

### **Cambridge**

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Phone/TTY: 519-650-1628

### **Guelph**

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This program is presented in partnership with

**marep**  
Murray Alzheimer Research  
and Education Program



# Dementia-Friendly **COMMUNITIES**



**Look for the blue umbrella to find dementia-friendly locations**

# What is dementia?

Dementia is an umbrella term used to describe conditions that affect memory, communication, and the ability to perform day-to-day activities. Alzheimer's disease is one type of dementia.

As people living with dementia go about their daily activities, they may:

- Face challenges using a debit or credit card
- Experience difficulty focusing or become overwhelmed in a large crowd
- Have trouble communicating if they cannot remember certain words

Each person living with dementia will have different needs. Your understanding can make a difference.



# What is a dementia-friendly community?



**A dementia-friendly community:**

## UNDERSTANDS

dementia and the challenges that people living with dementia face in their community.

## INCLUDES

people living with dementia in all aspects of community life.

## ENCOURAGES

and promotes the independence of people living with dementia.

## ASSISTS

people living with dementia in the most appropriate and helpful ways.

## VALUES

and welcomes people living with dementia in their businesses and establishments.

# How can this program help me?

## People Living with Dementia & Care Partners

You will be able to easily identify businesses and organizations that have been trained to provide good and respectful customer service to you and your family.

## Businesses and Organizations

You will have the ability to provide a unique, high quality service to new and existing customers. By displaying the blue umbrella decal, you will encourage people living with dementia and their care partners to choose you.

## The Community

You and your family will live in a community that is dedicated to the safety and engagement of all of its members.

