

# Building Dementia Friendly Communities

*Soci t  Alzheimer Society*  
NEW BRUNSWICK / NOUVEAU-BRUNSWICK

## Reducing Dementia Stigma

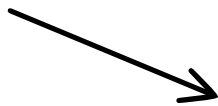
Stigma is one of the biggest barriers for people living with dementia to live fully with dignity and respect.

There are many ways people can contribute to dementia stigma without realizing:

- Not addressing them in a group or only speaking to the person they are with
- Talking about them in front of them as if they weren't there
- Using negative language such as aggressive or agitated
- Harmful and misleading assumptions
- Belittlement and jokes
- Talking down to them by using oversimplified language, terms of endearment ('dear,' 'sweaty,' etc.) if not appropriate, or speaking in a high-pitched voice

People often say that Alzheimer's disease and other forms of dementia rob individuals of their dignity. But is it the condition itself—or is it how we treat those living with it?

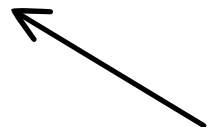
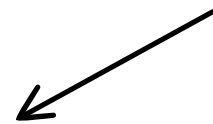
Want to feel wanted,  
loved, and cherished



Want to belong



Can feel lonely and  
crave affection



Have likes and dislikes

To learn more, call 1-800-664-8411 or email [info@alzheimernb.ca](mailto:info@alzheimernb.ca)

DEMENTIA  
FRIENDLY  
COMMUNITIES  
NEW BRUNSWICK