
Reducing Dementia Stigma

One of the largest obstacles to a full, dignified, enjoyable life for those living with dementia is stigma.

People might unknowingly contribute to the stigma associated with dementia in a variety of ways:

- Not addressing them in a group or only speaking to the person they are with.
- Speaking about them as though they weren't there in front of them.
- Using derogatory terms like "aggressive" or "agitated".
- Harmful and false assumptions.
- Inappropriate jokes.
- Speaking in a high-pitched voice, use of overly simplistic language, or utilizing inappropriately used terms of endearment (such as "dear," "sweaty," etc.).

Alzheimer's disease and other types of dementia are frequently thought of impacting a sense of their dignity. But is it the condition itself, or is it the way we treat people who have it?

Want to feel wanted, loved, and cherished

Can feel lonely and crave affection

Have likes and dislikes

Want to belong

