



Alive Dementia Awareness Training:

Empowering Your Workforce for a More Inclusive Future

As businesses evolve and strive for greater inclusivity, one crucial aspect often overlooked is the growing number of employees, clients, and customers affected by dementia. Currently, more than 55 million people worldwide live with dementia, and this number is set to rise exponentially in the coming years. Just this year alone, 209,600 will develop dementia in the UK - that's one every three minutes. One in two of us will be affected by dementia in our lifetime, either by caring for someone with the condition, developing it ourselves, or both. With dementia affecting individuals across various stages of life, it's essential for organisations to invest in dementia awareness training.

Why Your Organisation Needs Dementia Training

Dementia awareness training equips your team with the knowledge and skills needed to interact empathetically and effectively with individuals experiencing dementia. From a business perspective, having a dementia-savvy workforce can significantly reduce misunderstandings, enhance communication, and foster an inclusive environment that values and respects individuals affected by dementia.

By offering dementia training to your staff, you're not only improving internal awareness but also positioning your company as a forward-thinking and compassionate employer. It also provides support to your staff if they are in a caring role.

The Impact on Your Staff and Work Environment

1. **Improved Communication Skills:** Understanding dementia means understanding the challenges people face when trying to communicate. Your employees will gain valuable skills to manage conversations with clarity and empathy, reducing frustration for both the person with dementia and the staff member.
2. **Enhanced Customer Understanding:** Many businesses serve customers who may be living with dementia. Whether it's in retail, hospitality, or healthcare and so ensuring your team knows how to offer patience, support, and understanding can transform personal interactions and build brand loyalty.
3. **Boosted Morale and Well-being:** Employees who receive dementia awareness training feel more confident and equipped in dealing with challenges they might otherwise find difficult. This empowerment leads to higher job satisfaction, reduced stress, and improved team morale.

4. **Reduced Risk of Discrimination:** Without proper understanding, people living with dementia may face unintentional discrimination or exclusion. Training your staff helps prevent this and ensures that everyone is treated with dignity and respect, regardless of their health status.

The Importance of Understanding Dementia

Dementia affects more than just memory loss—it impacts a person’s cognitive abilities, emotions, and behaviour. Understanding the signs and symptoms of dementia is key to creating a supportive environment. With early intervention and appropriate training, organisations can ensure that employees and customers alike receive the support they need. Moreover, as the prevalence of dementia rises, having a workforce that is prepared to handle this reality isn’t just an ethical responsibility—it’s a business necessity. Employees who understand dementia are better equipped to offer assistance, ensure safety, and promote inclusivity.

Compassionate and Strategic

Investing in dementia awareness training is not just about being compassionate; it’s a strategic decision that benefits both your employees and your organisation as a whole. From fostering a more inclusive workplace to enhancing communication and customer relationships, the benefits are clear. By understanding who has a caring role, you will be able to support your workforce more effectively.

Let your organisation be a leader in championing dementia awareness and empower your staff with the tools they need to create a supportive, inclusive, and understanding environment. Together, we can make a difference in the lives of those affected by dementia while also building a more resilient and progressive workforce.

Proposal

Alive is a local charity, enhancing and improving the lives of older people. We have provided dementia awareness training for over 15 years. Our work ensures we know how to support people living with dementia and those affected by it. We have worked with a variety of organisations to provide inclusive dementia support and understand the importance of this being embedded within a company’s culture. We can offer **one off training sessions**, or **regular shorter sessions to suit your needs and will** travel to regional offices as required.

Stephen Dickinson, partner at Womble Bond Dickinson said **“We didn’t fully know what dementia was prior to Alive’s training. The sessions have had a real impact on our staff who now understand that it is so much more than just memory problems. Through conversations it has become clear some staff have caring roles and dementia is really affecting them and their families. It’s enabled us all to have a deeper knowledge of what dementia is and isn’t and how we can support our staff better.”**

Take the first step today and make dementia awareness training a part of your organisation’s commitment to inclusivity and employee well-being.