

Tuesday 6th May 2014

Dementia Friends campaign launches at The Dudley Group

The Dudley Group is offering all staff the chance to become a Dementia Friend to help improve the care experience of patients with dementia.

The Trust is joining the Alzheimer's Society 'Dementia Friends' initiative which aims to make every day life better for people with dementia – by changing the way we think, talk and act.

Being a Dementia Friend gives staff the opportunity to learn more about what it's like to live with dementia and then turns that understanding into an action.

The Alzheimer's Society's ambition is to recruit one million Dementia Friends by 2015 and The Dudley Group is encouraging as many staff members as possible to become a friend to those with dementia.

"We want The Dudley Group to be a dementia friendly trust by recruiting as many dementia friend volunteers as we can," said Mandy Aworinde, Clinical Nurse Specialist for Older People.

"Making the Trust more dementia friendly will help change the perception we have about the condition and help patients with dementia feel understood and included."

Dementia Friends is launching in the Trust on Tuesday 20th May during Mental Health Awareness Week.

For more information visit the Dementia Friends website.

*****ENDS*****

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