

Being dementia friendly in business

Information and tips for retail staff



What is Dementia?

- Dementia affects the **brain**
- There are over **100** different types of dementia
- More than **459,000** people in Australia are living with dementia
- People with dementia may have **confusion, difficulty with everyday tasks, and poor memory**
- There are **no obvious physical signs**
- **Symptoms** are usually **mild** at first and gradually get worse over time
- Dementia is **not** an inevitable part of ageing
- Dementia affects **different** people in different ways



A dementia friendly community has:

- An understanding of dementia
- Welcoming and safe spaces
- Supportive and inclusive businesses
- People who are patient, aware and helpful



Why should retail businesses and their staff become dementia friendly?

- Improve your customer experience and be responsive to customer needs
- Help people living with dementia to live well in the community and make a difference to their lives
- Increase staff satisfaction and confidence
- Enhances the reputation of your business and contributes to your community
- People with dementia are more likely to go shopping if they can get the support they need



Good communication is the key

- Put the person at ease – be friendly and smile
- Listen, be calm and patient
- Be understanding of how the person might be feeling
- Check back that you understand
- Reassure and encourage the person
- Ask for help if you need to

For more information & resources please visit
dementiafriendly.org.au or iepcp.org.au/key-project/dfc/



Forest Hill
Dementia
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Practical ways you can help

Problems people with dementia may face when shopping

⚠️ Difficulty **navigating** the shopping centre or individual shops, getting **lost**, finding items, not knowing where to get help

⚠️ Picking up the wrong item or **forgetting** what they came to buy

⚠️ Problems at the checkout such as counting **money** or coping with newer technology, feeling **rushed** or forgetting to pay

⚠️ **Worrying** about other people's reactions to the problems they may be experiencing

⚠️ Feel disoriented and distracted by the **environment** such as noisy, very bright, and busy spaces

⚠️ Difficulty following and **understanding** what you are saying

⚠️ Unable to tell you what they want in a way that you understand

⚠️ Might become disoriented, frustrated or agitated

How businesses and their staff can help

✓ Make sure it is easy to find entrances, exits, and toilets. **Ask if they need help** to find their way around

✓ **Ask if they need help** to find an item

✓ **Wait and allow enough time** and offer to help with counting money. Gently remind the person if they have forgotten to pay or ask for payment up front

✓ Be **patient, listen** to the customer, offer **clear** and simple answers or instructions

✓ Reduce noise and distractions as much as possible and be patient if the person seems disoriented

✓ **Speak clearly** and **look at the person**

✓ Make **eye contact** and **smile**

✓ **Listen** carefully and give plenty of encouragement; **Check back and ask questions**. Say it differently, write it down, draw a picture, point. Its OK to say you don't understand

✓ **Stay calm, be reassuring**, move to somewhere quiet and seek help

Your actions can make a difference



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