

## **Dementia Friendly Sheffield**

Sheffield Dementia Action Alliance is leading work to establish Sheffield as a Dementia Friendly city. Since we have been hosted by Age UK Sheffield the profile of the Alliance and the work, we are involved in has moved on significantly. The Alliance has delivered training to all People Keeping Well partnerships; increased membership of the Alliance; established focus groups/task and finish groups with SDAA members on the following topics: Dementia Friendly Sheffield, Transport and Dementia, Alternatives to Care Homes for People Living with Dementia, LGBTQ+ and Dementia, Dementia Friendly Parks and Gardens. We also host the Dementia News newsletter, keeping the city informed about community support for people who have dementia, their families and carers.

There is still an unacceptable stigma surrounding dementia which can often lead to poor experiences for people living with dementia. To overcome this, we continue to improve awareness and understanding of dementia across all sectors of society. We are working with partners to explore the potential to promote and support increased participation in dementia friendly initiatives.

Sheffield was one of the first cities in the country committed to becoming a Dementia Friendly Community and Sheffield Dementia Action Alliance has been instrumental in taking this forward. A dementia friendly community is where cities, towns, villages and local businesses and organisations support people to live well with dementia, helping them remain independent for longer.