**Dementia Friendly Shows & Screenings**

Many of us enjoy a trip to the cinema, theatre or a concert and having a dementia diagnosis should not be a barrier. Supportive and accessible performances mean people with dementia and their supporters can feel comfortable, at ease, understood and empowered.

There are many benefits of staging dementia friendly performances and having dementia friendly screenings. This includes developing the skills of staff, showing your audience members affected by dementia that they are valued, demonstrates an organisations commitment to being more inclusive (when you get it right for people living with dementia, you get it right for everybody) and helps people affected by dementia to stay connected and active in their community. It is not just a social responsible step but can bring economic benefits to your venue too.

If you are a venue or organisation and wants your shows & screenings to be inclusive, you could consider:

* **Reviewing your environment**  
  Reviewing your environment will help you to consider what changes you could make that would make it more inclusive for people with dementia. You can access the Sheffield Dementia Action Alliance dementia-friendly environment checklist on our website.
* **Staff awareness & Training**   
  The more awareness and understanding of dementia staff and volunteers have the better experience they can give. The welcome, friendliness and understanding of staff have a big impact.
* **Pre-show/screening welcome**This could be a fantastic way to create a welcoming, relaxed and inclusive atmosphere. It could be an opportunity to highlight key staff, let people know it is OK if they need to leave their seats and move around, highlight where the toilets are and share any other key information.
* **Dementia friendly signage**  
  Contrasting and clear signage within the building will help direct people to the toilet, entrance/exit, café or to where they will be watching their performance.
* **A quiet space or area**
* **Creating a relaxed environment**To avoid people feeling rushed or reduce any anxiety, you might open the house/screening earlier to give people more time to find their seats. Equally at the end you might give people more time to leave their seats.
* **Lighting**

It might be an option to keep the lights up slightly in case people need to move from their seats. This could reduce tripping hazards.

* Share **Dementia Advice Sheffield** contact details with colleagues and staff.   
  If you or your team have an query or want advice or information around supporting a person with dementia at your show/screenings then please contact Dementia Advice Sheffield on 0114 250 2857.
* **Promoting Dementia Friendly shows/screenings**Share upcoming shows with SDAA to put in the **Dementia News**. If creating leaflets and posters use contrasting colours, key information only and keep it clear. A member of your team could attending SDAA Regular Members Workshops and inform other SDAA members of upcoming events.

The theatre, cinema and concerts can bring a great sense of enjoyment and wellbeing. Support to access and visit these venues can keep people engaged in something they are interested in, the arts and culture, and in their wider community. Let us know what you have coming up so we can tell others about it! You can email sdaa@ageuksheffield.org.uk or to include it in our future Dementia News, please add your submission here (https://www.ageuk.org.uk/sheffield/our-services/dementia-services/dementia-news/dementia-news-submission-form/).

If you would like further information or advice on dementia friendly shows and screenings then do get in touch.

\*If you are not a member of Sheffield Dementia Action Alliance you can sign up here (<https://www.ageuk.org.uk/sheffield/our-services/sdaa/membership/become-a-member/sdaa-application-form/>.)

**Further resources:**

https://arts4dementia.org.uk/wp-content/uploads/2017/10/DFS\_Guide\_for\_cinemas\_12BBB.pdf

https://www.alzheimers.org.uk/get-involved/dementia-friendly-communities/organisations/cinema-screenings

https://baringfoundation.org.uk/wp-content/uploads/2016/05/Dementia-Friendly-Performances-Guide.pdf