

## Walsall businesses urged to become Dementia-friendly



In the UK, there are around 850,000 people with dementia; it is estimated that around 400,000 people have dementia but do not know it. This figure could be set to rise with the increase of people living to an older age.Â

Across Walsall, dementia affects over 3,000 people, many of whom will be customers of the many shops and services across the Borough.

Today, dementia support worker from Pathways for Life, Pat Roberts, is calling upon local businesses to take advantage of their Dementia Friendly Community initiative. Pat said:

*â€˜We would love to work with more companies and services in Walsall to upskill and give awareness on how to become dementia friendly, and how to make it easier and less stressful for a person with dementia and their carer to use their services.â€™*

She added:

*â€˜Companies can gain Walsallâ€™s Dementia Friendly Kite Mark, and become a much valued member of our Walsall Dementia Friendly Community. We have previously partnered with over 70 organisations and businesses in the Borough including Asda, Lloydâ€™s Bank, The Light Cinema and the West Bromwich Building Society but can tailor our service to companies large or small.â€™*

As part of the Dementia Friendly Community service, businesses within the Borough are offered free development sessions which cover general dementia awareness; communication skills in dementia, how to best consider the environment and how to help increase confidence within the workplace.Â

Pathways 4 Life, a partnership between Accord and Age UK Walsall funded by Walsall Clinical Commissioning Group, deliver a range of information, advice and support services to include seven dementia cafes on a monthly basis across the Walsall borough and hold a weekly dementia cafÃ© at Walsall Manor Hospital, all offering people with dementia and their families, the opportunity to meet, share experiences and access a range of support services.Â

For more information on Dementia Friendly Community or Pathways 4 Life, contact Pat Roberts on [Pat.roberts@accordgroup.org.uk](mailto:Pat.roberts@accordgroup.org.uk) or 07788 385447

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