

Becoming a Dementia- Friendly Business



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What we are going to cover today

- **Intro and background**
- **Benefits**
- **Challenges people affected by dementia face**
- **Examples of dementia friendly businesses**
- **People: Awareness, training and support**
- **Process: Sector specific actions**
- **Place: Audits, built environments and dementia friendly communities**
- **Questions**

Background

Pilot kick off

Implementation

Development

Finish and
review

Creation of
guide



Winter 2015

Spring 2016

Summer 2016

Winter 2016

Spring 2017



Why become a dementia friendly business?

Competitive advantage
Increased revenue
Improved customer service
Enhanced brand reputation
Future-proofing
Complying with the law

- Employee retention and reduced sick leave
- Customer and client retention
- Enhanced reputation as leaders in this area
- Dementia costs UK economy £26 bn p.a
- Dementia costs UK businesses £1.6 bn p.a
- 89% of employers believe dementia will become a bigger issue for their organisation/staff
- 64% people with dementia would like businesses to support their needs more
- Households living with dementia spend £10.2 bn per year
- 1 in 9 of workforce will care for someone who is older, disabled or seriously ill



**Now put yourself
in the shoes of
someone with
dementia**

**What challenges
might they face
when interacting
your company?**



Calling a contact
centre

Paying for a
transaction in a shop

Travelling out and
about

Challenges faced by people affected by dementia

People living with dementia

- Problems with mobility, navigating around the stores or premises
- Challenges caused by their memory problems
- Problems when paying
- Worries about other people's reactions

People affected by dementia

- Worrying that the person will walk away during an outing
- Having enough space in changing rooms
- Difficulties helping the person in and out of the car in narrow parking spaces
- Anxiety about what other people will think, potentially embarrassment on how people will respond to unusual behaviours

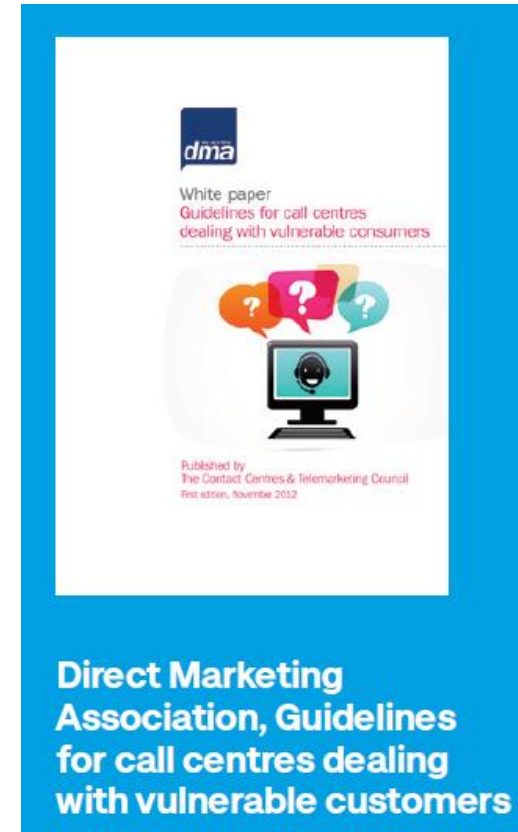
Call centres

“I dread dealing with companies on the phone. It’s so stressful. Where do I start? I plan it all out, pin and password at the ready.

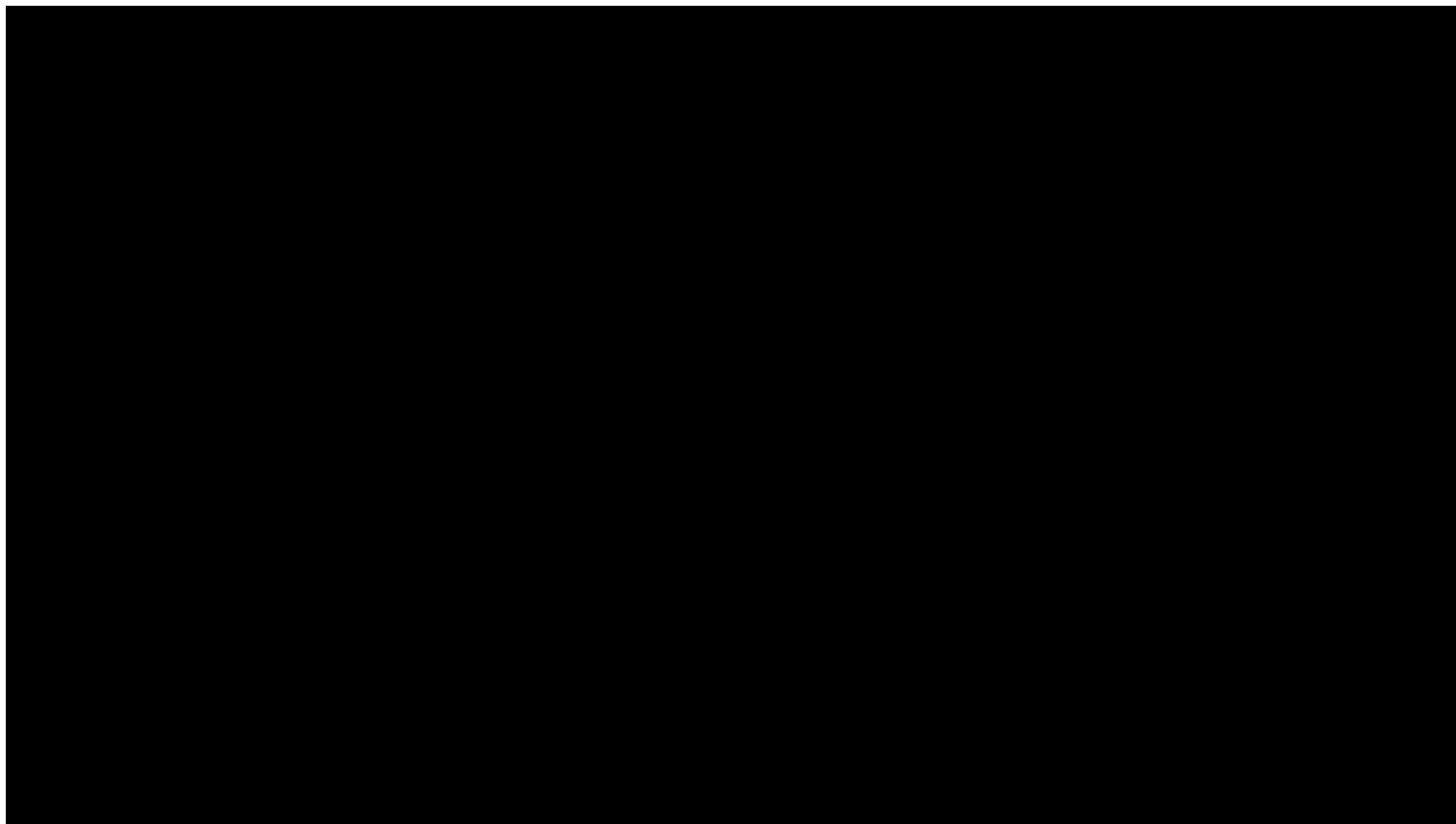
Eventually I get through to a robot with six options. Listen to all, forget the one I need, make a mistake and you’re back at the beginning. Waiting in the queue for a human. Music blaring at the other end, forget you have phoned, ask more security questions.

They talk too quickly and give you too much information. They don’t listen; they have to follow the company line and push for you to commit to something.”

Dementia Diaries



Ann's story



Dementia Friendly businesses in action

- British Gas estimate to have 100,000 customers living on their own with dementia therefore providing support is critical
- Support for our people has also been essential working with our wellbeing and carers networks
- We also help the communities in which we work in such as joining local Dementia Action Alliances
- British Gas now has over 20,000 Dementia Friends across their contact centres, field force and head office
- Customer journeys have been analysed to improve processes, such as the Power of Attorney process
- Beyond our business, we are leading the utility sector (including water and comms) to create best practice guidance



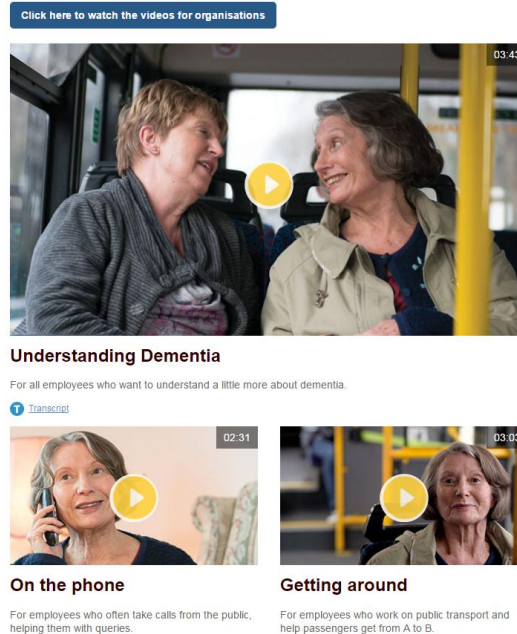
Dementia Friendly Business Guide



People	Processes	Place
Training and awareness	Customer and client support	Physical environment
Supporting staff affected by dementia	Information provision and signposting	Community Engagement

People:

- ☐ Dementia Friends
- ☐ Further training
- ☐ Legal obligation and flexible working
- ☐ Reasonable adjustments
- ☐ Support from trained occupation health
- ☐ Flexible working
- ☐ Carers policy or guidelines
- ☐ Carers leave



- **Online sector videos**
- **Video embedded in organisations e-Learning**
- **Cascade meeting in a box**

Dementia is a disability:

The Equality Act (2010)

Included under the definition of disability are:

- Paragraph A6: A disability can arise from a wide range of impairments which can be: progressive, such as motor neurone disease, muscular dystrophy, forms of dementia and lupus (SLE).

Legal obligations

- Equality Act (2010) through “discrimination by association”
- Flexible Working Regulations



Process:

- ❑ Review your products and services
- ❑ Review your customer support mechanisms
- ❑ Review your processes and procedures
- ❑ Assess your commns via contact centres, web, and written
- ❑ Signpost staff and customers to further support

Sandra's story

It seems he has taken out a policy recently so we have to contact his insurer. At least they have some information on their website, but you have to **know to search for Power of Attorney** as there is **nothing under the topic of Deputy**.

It tells you to **send in the original court** order to them, **but doesn't give a department or address**. It just refers you to the contact us page which takes you **back round in a circle to the first page**. I am **not comfortable sending original** court order paperwork to a general address. So **4 out of 10 for at least giving some information online**, but please put yourself in the customer's shoes and walk it through to the end.


Yet again **the only option** under their customer care drop down box **that is vaguely relevant is complaints** - yes I feel like I am becoming the complaints queen which isn't a good thing.



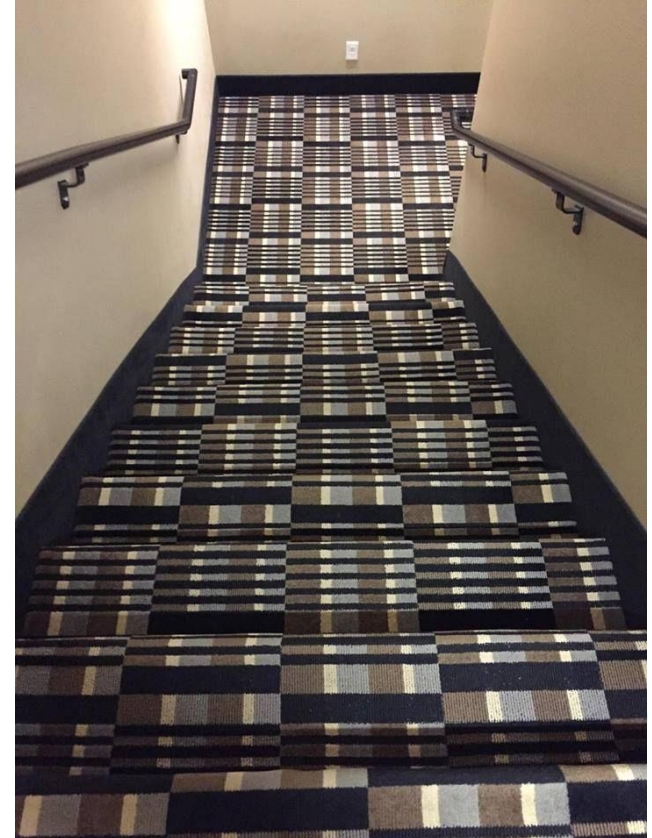
Place:

- ❑ Assess your signage
- ❑ Conduct an audit of entrances, parking, lighting, flooring, seating
- ❑ Assess your toilets
- ❑ Join your local Dementia Friendly Community or Dementia Action Alliance

Area	Difficulties people with dementia and carers face	Considerations
Signage	<ul style="list-style-type: none">■ Following a sequence of steps or instructions can be difficult for someone with dementia to remember. Therefore, signage needs to be consistent to allow them to effortlessly get to where they want to be without assistance.■ Signage needs to consider people who are sitting down, or cannot look up.	<ul style="list-style-type: none">■ Are your signs clear, in bold face with good contrast between text and background?■ Is there a contrast between the sign and the surface it is mounted on? This will allow the person to recognise it as a sign■ Are the signs fixed to the doors they refer to? – They should not be on adjacent surfaces if at all possible.■ Are signs at eye level and well-lit? Can they be seen from wheelchair height?■ Are signs highly stylized or use abstract images or icons as representations?■ Are signs placed at key decision points for someone who is trying to navigate your premises for the first time?■ Are there signs to and from the facilities, the toilets, café or restaurants, outside areas, customer service and payment points clear?



Dementia-friendly toilet signage
(Source: Solo Press Blog, Dementia Friendly Print blog, 2015)



Over to you

What do you think
your company could
do?

How could your
organisation future
proof its services and
support?

How could your
organisation further
support customers
affected by dementia?