

# Why Become a Dementia Friendly Supporter?

- Attract and retain customers living with dementia and their caregivers
- Empower staff with valuable knowledge
- Strengthen your brand as inclusive and community-minded
- Display a decal that shows your commitment

Let's work together to build communities where everyone feels supported.



## Ready to Take the First Step?

Become part of a growing network of dementia friendly businesses in your region.

Contact us today to schedule your training or learn more:

[www.alzda.ca/dfc](http://www.alzda.ca/dfc)

1-800-565-4614 ext. 215

[andy.gibb@alzda.ca](mailto:andy.gibb@alzda.ca)

Join the Movement:

## Become a Dementia Friendly Business

Support your staff, customers, and community by creating a space where people living with dementia feel welcomed and understood.



*Société Alzheimer Society*

BRANT, HALDIMAND NORFOLK,  
HAMILTON HALTON

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# What Is a Dementia Friendly Community?

A Dementia Friendly Community is a supportive, inclusive space where people living with dementia are respected, understood, and empowered.

With more individuals living at home after a dementia diagnosis, communities must step up to help. By building awareness and removing barriers, we make it possible for everyone to stay active and engaged in community life.



## Why It Matters for Your Business:

- Builds trust with customers and clients
- Empowers your staff with practical communication skills
- Demonstrates leadership and compassion in your community

# How We Support You

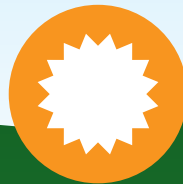
We work with businesses, councils, and organizations to:

- Raise awareness
- Reduce stigma
- Offer free education tailored to your team



## Dementia Friendly Education

- A one-hour (or two half-hour) session at your workplace.
- Staff gain practical tools to support and communicate with people living with dementia.



## Dementia Friendly Supporter Program

- Starts with a commitment agreement
- We schedule training for your team
- Once 75% of relevant staff complete it, your business receives a Dementia Friendly decal
- Annual check-in from our team to ensure continued support

*All training is free of charge.*



# FAQs

## How long is the training?

One hour, with time for questions. Can be split into two half-hour sessions.

## What if we have other branches?

We'll connect and coordinate with the local Alzheimer Society branches near your other locations.

## What does the training cover?

- Understanding dementia
- Communication tips
- Creating a dementia friendly environment
- Safety strategies

## To get started:

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