

Dementia Action Alliance

David Houston – Chair of the Dementia Action Alliance

Annabel Southern – Blackpool Council

Is Blackpool
a *fair* place
to live, work
and learn?

DAA
Blackpool Dementia
Action Alliance

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Join Gina and become a Dementia Friend.

It's really easy to do. Simply
attend a face-to-face Information
Session or watch the video.

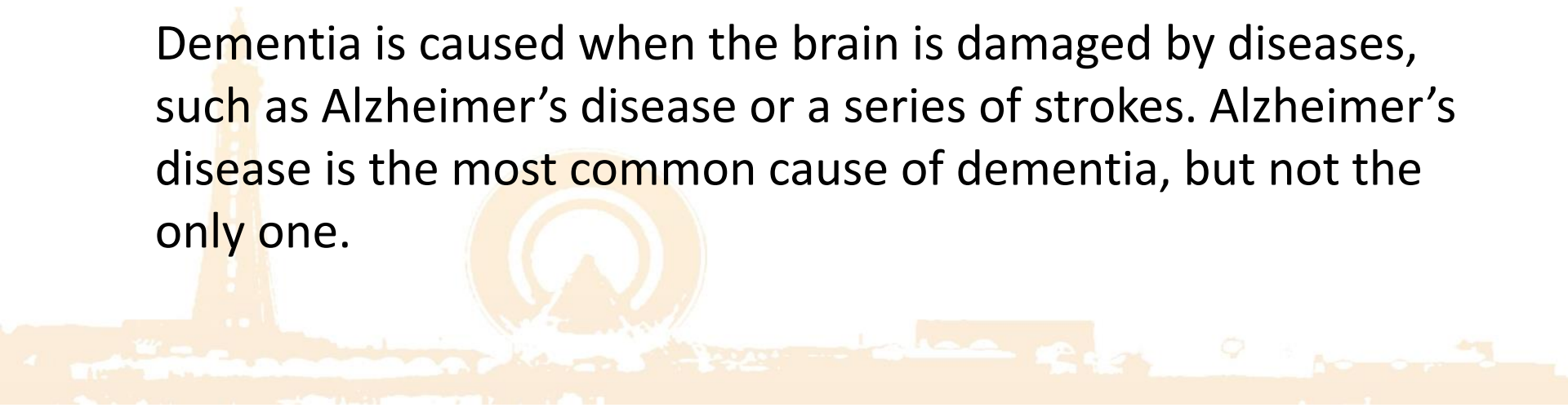


What is Dementia?

The word 'dementia' describes a set of symptoms that may include memory loss and difficulties with thinking, problem-solving or language. These changes are often small to start with, but for someone with dementia they have become severe enough to affect daily life. A person with dementia may also experience changes in their mood or behaviour.

What causes Dementia?

Dementia is caused when the brain is damaged by diseases, such as Alzheimer's disease or a series of strokes. Alzheimer's disease is the most common cause of dementia, but not the only one.



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Blackpool Dementia Action Alliance's objectives are:

- Increasing the number of Dementia Friends in the town
- Improving the information available to people with Dementia and their carers
- Improving how services and agencies involved in Dementia Care work together
- Create a Dementia Friendly Community across the Fylde Coast



The Dementia Friends Initiative involves learning how Dementia affects people's lives and the small ways we can all help.

Blackpool Transport



Becoming a dementia friendly business

Jane Cole

Managing Director



Merlin

THE BLACKPOOL TOWER^{EYE}

ALL INCLUSIVE TOWER TICKET

SKYWALK + 4D experience

THE BLACKPOOL TOWER CIRCUS

the Blackpool Tower Dungeon

FAMILY FUN

AMAZING ATTRACTIONS | INCREDIBLE PRICE



How can you get involved?

There are 2 main ways to get involved:

1. Access support to train Dementia Friends Champions in your organisation to hold information sessions for all staff.
2. Register with the Alzheimer's Society site and encourage staff to watch a video made by a person with Dementia explaining their condition.

If you would like to take make a difference and help us make Blackpool a Dementia Friendly Community:

please see me at the end or

contacted me at annabel.southern@blackpool.gov.uk