

Dementia without Walls

Thinking differently:
challenging attitudes, understanding and behaviours

Inspiring local communities:
to be more aware and understanding of dementia

Strengthening voice:
supporting the collective engagement of people with dementia

JRF and JRHT

Inspiring social change



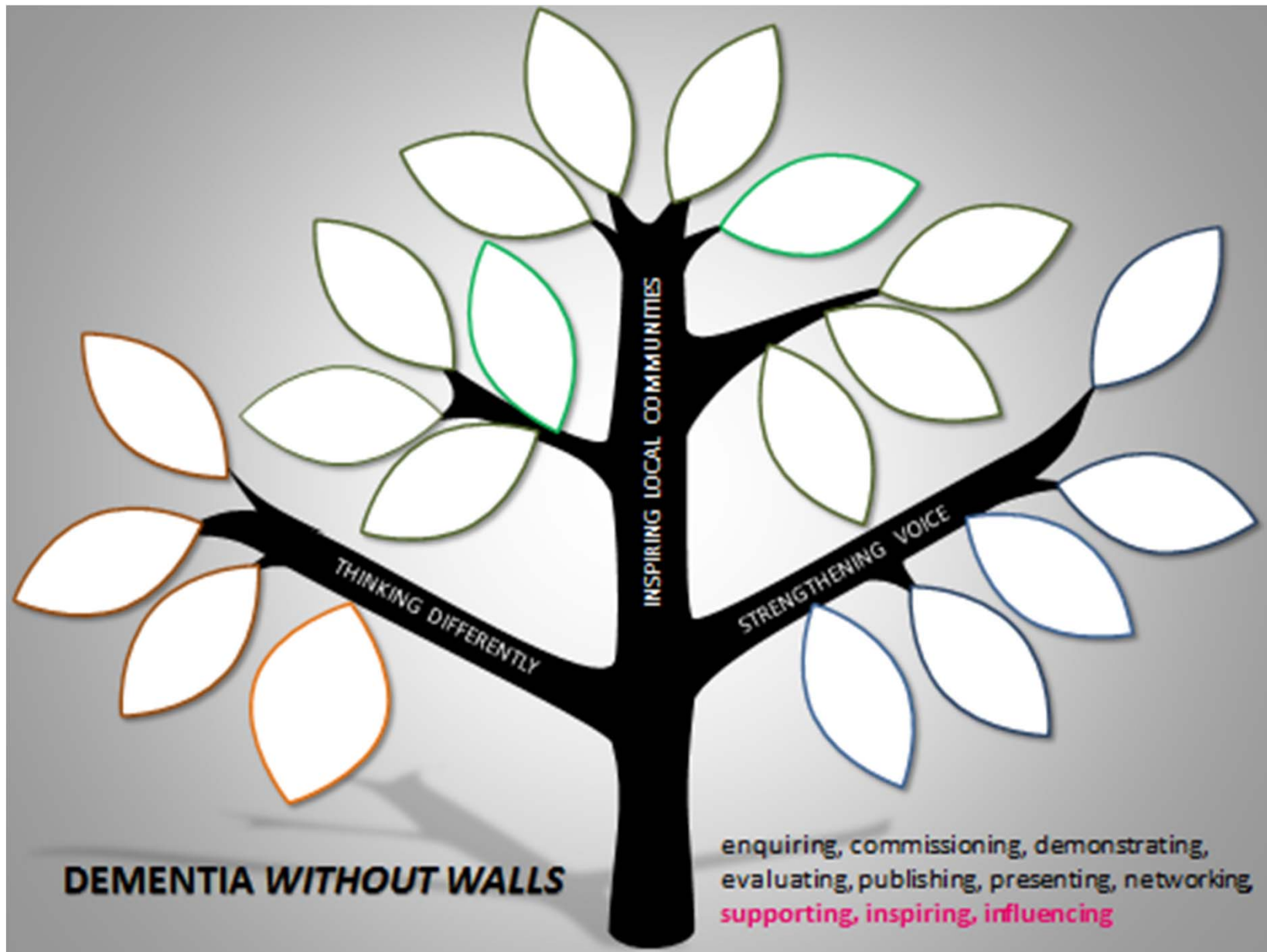
Joseph Rowntree (1836–1925): successful Quaker, businessman and philanthropist

Wanted his money to be used to tackle the root causes of social problems

Built garden village of New Earswick, York

1904 Joseph Rowntree Foundation (JRF) established

1968 Joseph Rowntree Housing Trust (JRHT) established



Thinking differently about dementia

challenging attitudes, understanding and behaviours

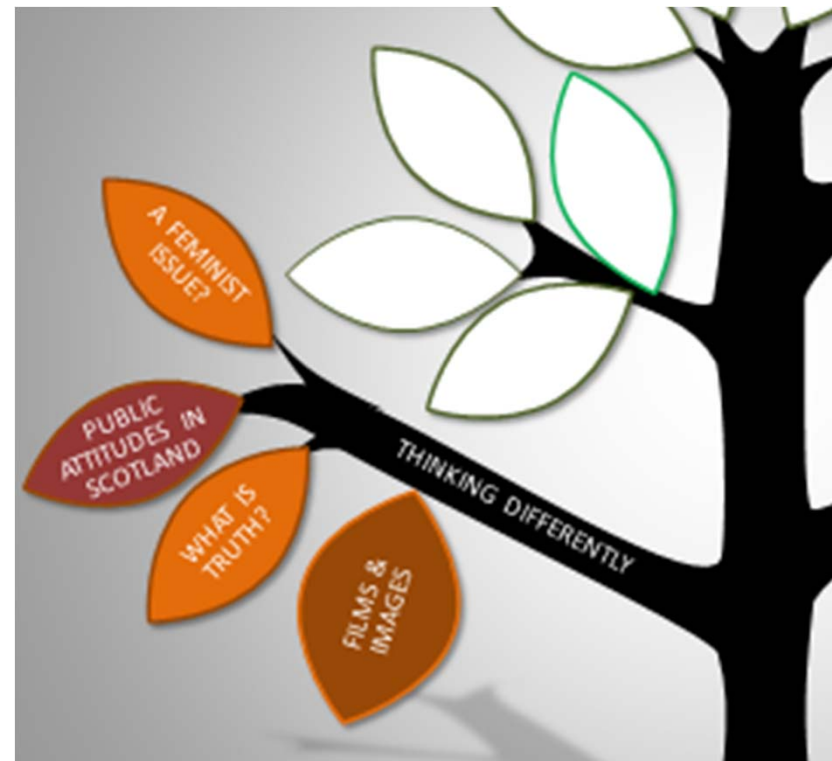
A feminist issue?

What is truth?

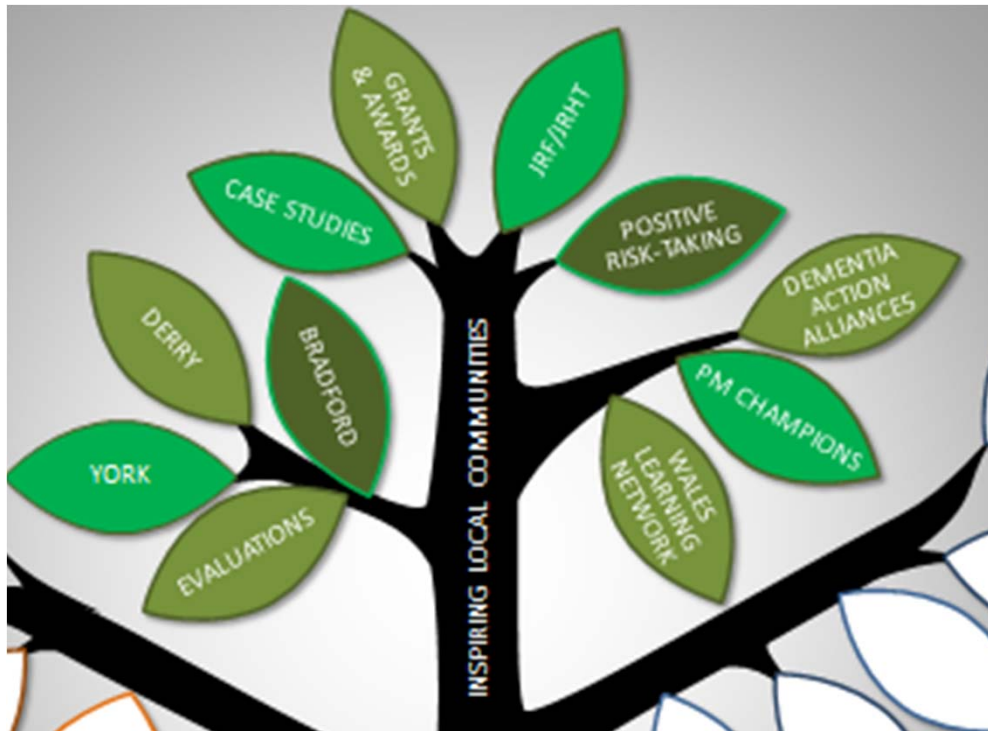
Public attitudes

Films and images

Resource hub



**Inspiring local communities:
to be more aware and understanding of dementia**



Projects in Bradford, York
and Derry (+ evaluations)

Case studies

Grants and awards

JRF/JRHT

Positive risk-taking

Networks:

- ❖ Wales
- ❖ DAAs
- ❖ PM Champions
- ❖ EFID

Strengthening voice:
supporting the collective engagement of people with dementia

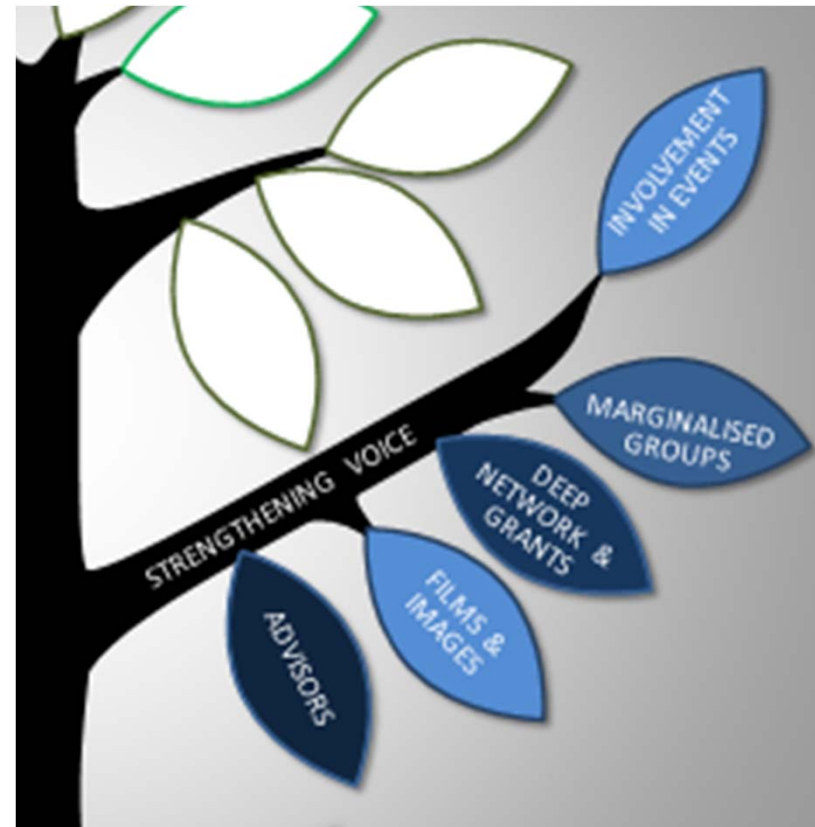
DEEP network and grants

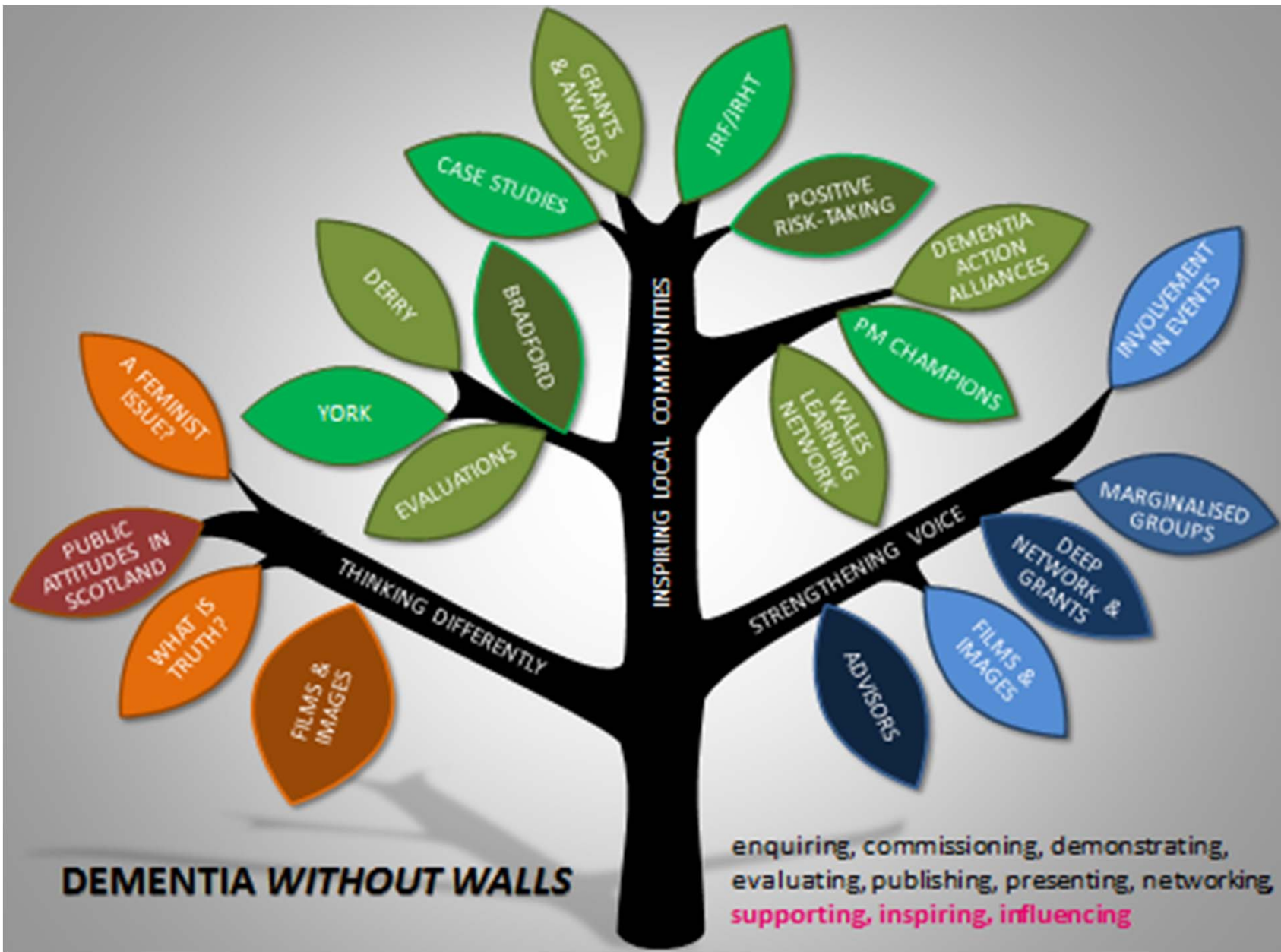
Involvement in events

The deaf community

Films and images

Advisors







**People with dementia
at the heart and the start**



What are we learning?

- ❖ **Involving** people with dementia themselves is crucial
- ❖ Networks of people with dementia are growing in number and confidence, and starting to have a **real influence**.
- ❖ We all need to **understand better** what it means to live with dementia. It's about the whole community – we can all contribute and we can all gain
- ❖ It's not just about new things – every community and every person already has many **assets** and so much to offer
- ❖ There is a real appetite for information: we are pushing at an open door. Conversations generate **lots of opportunities** and bright ideas
- ❖ Networks aid **communication and learning**

“It’s about nibbling away at things. Don’t start too big and expect too much. Give it time and plenty of patience”

“Being dementia-friendly is about seeing what people can do. People with dementia still have potential. We’ve got to move away from focusing on loss.”

“It’s about raising awareness for everybody, including the public. Working with other people locally and nationally, is the key to becoming dementia-friendly”

“You just need to care about people as they are in that moment”

“Outside my circle of family and friends, the biggest obstacle is people’s attitude.”

Further information on Dementia without Walls:

Programme web page:

<http://www.jrf.org.uk/work/workarea/dementia-without-walls>

Key resources and reports:

<http://www.jrf.org.uk/work/workarea/dementia-resources>

<http://www.jrf.org.uk/publications/dementia-friendly-yorkshire>

<http://www.jrf.org.uk/publications/creating-dementia-friendly-york>

<http://www.jrf.org.uk/publications/stronger-collective-voice>

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