



## **Dementia Awareness Week Scotland** campaign toolkit

Hello and thank you for joining us for Dementia Awareness Week 2017 (DAW2017) in Scotland!

Dementia Awareness Week Scotland is our annual opportunity to generate maximum exposure around dementia and change how Scotland talks about and acts on dementia.

We would like your support to help spread the messages about the campaign. This toolkit contains information which should help you support the campaign.

## Campaign information

DAW2017 runs from Monday 29 May – Sunday 4 June in Scotland, and the theme is “**Friendship and Dementia**”.

Receiving a diagnosis of dementia can be a devastating and frightening time both for the person with dementia and for their families and friends.

Sadly, many people with dementia tell us that friends and even family drift away after their diagnosis. People can find it difficult to know how to react when they hear the news that a friend has dementia.

This year, we want to help people feel less awkward, embarrassed or uncertain when they find out that their friend has dementia, or encounter someone with dementia in their day-to-day life.

### **Aim:**

The aim of the campaign is to raise awareness of dementia, empower people to feel more confident and comfortable when they meet someone with dementia, and raise funds to support Alzheimer Scotland’s work.

### **Key calls to action:**

- Take some time to understand more about dementia. Awareness of dementia is at an all-time high, but what do you really know about how it impacts people’s lives?
- Discover what you can do to include people with dementia, their families and carers; people cope better when they are included socially.
- Hold a Tea & Blether fundraiser. Team up with your friends, family or colleagues to raise funds for Alzheimer Scotland.

### **Key messages:**

#### **Talk about dementia:**

- Sharing experiences of dementia can help us all to feel a bit more knowledgeable, confident and comfortable about dementia.
- Having a conversation about dementia can encourage friends, family and colleagues to access help and support.
- If you ever need to talk, the Alzheimer Scotland Dementia Helpline is a free, confidential and 24 hour service.

#### **Find out more about dementia**

- Check out Alzheimer Scotland’s “Friendship & Dementia” information at [www.alzscot.org/DAW2017](http://www.alzscot.org/DAW2017)
- Sign up to a Dementia Friends Scotland session to learn more about dementia [www.dementiafriendsscotland.org](http://www.dementiafriendsscotland.org)
- The Alzheimer Scotland Dementia Helpline can answer your questions about dementia – 0808 808 3000.

### **Key stats:**

- 90,000 people in Scotland have been diagnosed with dementia
- 76% of people in Scotland know somebody who is living with dementia
- Over 3,000 people in Scotland under the age of 65 have some form of dementia.





## Materials & resources

You can order packs of materials to support your Dementia Awareness Week activity online at [www.alzscot.org/supportDAW](http://www.alzscot.org/supportDAW)

### Resources packs include:

- Dementia Awareness Week poster
- Friendship & Dementia leaflet
- Helpline cards
- Dementia Friends leaflets
- Alzheimer Scotland membership leaflets
- Tea & Blether pack

Please order your pack by **Friday 21 April**. Your materials should be delivered during **w/c 24 April**.

You may have dementia experts available within your own workplace to help facilitate stalls and provide support and information. However, if you do not have someone available in your team then it may be possible for us to arrange a short visit from an Alzheimer Scotland member of staff to answer questions and offer advice.

Please email Julia Morrison ([jmorrison@alzscot.org](mailto:jmorrison@alzscot.org)) to find out what local support may be available. Dementia Awareness Week is a busy time for us, with staff attending many events so please get in touch before Friday 21 April to discuss how we can work together.

We also have an online toolkit which includes digital and printable resources, including Facebook, Twitter & Instagram timeline images and banners. Visit [www.alzscot.org/DAW2017](http://www.alzscot.org/DAW2017).

During Dementia Awareness Week we will be releasing powerful results from our survey into issues around friendship, inclusion and dementia. We will also release a selection of real life stories to illustrate the power of friendship to support people with dementia. These resources will be available at [www.alzscot.org/DAW2017](http://www.alzscot.org/DAW2017) from the campaign launch date on **Monday 29 May**.

## Social media

The hashtag for Dementia Awareness week is #DAW2017. Please join in the conversation and tell people what you have planned.

If you're stuck for something to write you can always head to the Alzheimer Scotland Facebook (LINK [facebook.com/AlzheimerScotland](https://www.facebook.com/AlzheimerScotland)) and Twitter (LINK [twitter.com/alzscot](https://twitter.com/alzscot)) profiles and share our content, or here are some suggestions for you to share directly from your accounts:

### Suggested tweets

#### In advance:

We'll be supporting Dementia Awareness Week in Scotland from 29 May – 4 June. Find out how you can too at [www.alzscot.org/DAW2017](http://www.alzscot.org/DAW2017) #DAW2017

Next week is Dementia Awareness Week Scotland. We're taking part to make sure nobody faces dementia alone [www.alzscot.org/DAW2017](http://www.alzscot.org/DAW2017) #DAW2017

After a diagnosis of dementia, friendship becomes more important than ever. Find out more this #DAW2017 [www.alzscot.org/DAW2017](http://www.alzscot.org/DAW2017)

#### During the week:

It's Dementia Awareness Week in Scotland! Visit [www.alzscot.org/DAW2017](http://www.alzscot.org/DAW2017) to find out more and follow #DAW2017 all week

Let's help people understand more about dementia during Dementia Awareness Week! Join in at [www.alzscot.org/DAW2017](http://www.alzscot.org/DAW2017) #DAW2017

After a diagnosis of #dementia, friendship becomes more important than ever. Find out more this #DAW2017 [www.alzscot.org/DAW2017](http://www.alzscot.org/DAW2017)

This week is Dementia Awareness Week. We're proud to support customers & staff living with dementia all year round #DAW2017

We're supporting Dementia Awareness Week #DAW2017. Let's help people stay connected after a #dementia diagnosis [www.alzscot.org/DAW2017](http://www.alzscot.org/DAW2017)

This Dementia Awareness Week find out how to continue being a good friend to someone with dementia [www.alzscot.org/DAW2017](http://www.alzscot.org/DAW2017) #DAW2017

We're [tell your followers what you're doing] to mark Dementia Awareness Week #DAW2017

Want to join in with Dementia Awareness Week? Check out what's happening near you [www.alzscot.org/DAWevents](http://www.alzscot.org/DAWevents)

### Suggested Facebook posts

#### In advance:

We'll be supporting Dementia Awareness Week in Scotland from 29 May – 4 June. It's an action-packed week with information events and fundraising taking place all over Scotland. Find out how you can join in at [www.alzscot.org/DAW2017](http://www.alzscot.org/DAW2017)

#### During the week:

It's Dementia Awareness Week in Scotland!

It can be difficult to know what to do when a family member, friend or colleague is diagnosed with dementia. This week people all over Scotland are sharing stories and experiences to help us all understand a bit more about what to expect when someone has dementia and what you can do to support them. Find out more at [www.alzscot.org/DAW2017](http://www.alzscot.org/DAW2017)