



**Alzheimer
Scotland**
Action on Dementia

**DEMENTIA
AWARENESS
WEEK** 2 - 8
June

Toolkit

Dementia Awareness Week 2025

Dementia Awareness Week 2025

Each year, Dementia Awareness Week (DAW) is held with the aim of raising awareness of dementia and helping improve the lives of people with dementia, their families and carers.

This toolkit has all text, images, graphics and assets you need to help raise awareness this dementia awareness week.

If you have any questions about the resources provided in this toolkit, need more materials or have any questions about how to use them, please do not hesitate to contact us

comms@alzscot.org



Theme

Every step

Friendship is a powerful force in the life of a person with dementia. Staying connected, listening, and showing kindness can bring comfort, joy and a sense of belonging. Friends help keep memories alive, reduce loneliness and support people with dementia and their carers. Small acts of friendship – whether a visit, a phone call or a shared moment – can make a world of difference.

We can **all** make sure nobody faces dementia alone.

And Alzheimer Scotland is here for you every step of the way too.



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Get involved

Become a dementia friend

Dementia Friends Scotland, led by Alzheimer Scotland, is a national initiative focused on increasing understanding of dementia and reducing the stigma associated with it. Becoming a Dementia Friend is open to everyone and involves learning about dementia and the simple actions that can make a significant difference in the lives of those affected.

How to become a Dementia Friend

There are two ways to become a Dementia Friend:

- Register online in three easy steps
- Arrange a session at your workplace, school or community group

For more information visit –

www.alzscot.org/dementiafriends



By becoming a Dementia Friend, you're helping to build a more dementia-inclusive community. Once you've taken part, snap a photo with your certificate and share it on social media – don't forget to tag us **@AlzScot**



Get involved

Host a Tea and Blether

Right now, **over 90,000 people in Scotland are living with dementia**, and that number is rising. Every conversation, every cuppa, and **every pound you raise can help ensure no one faces dementia alone**.

By coming together over a simple brew, you can help fund life-changing advice, vital support and groundbreaking research.

Whether it's a coffee morning, an afternoon tea, or a delicious bake sale, your Tea & Blether is a chance to connect, show support, and make a real difference for people living with dementia and their carers.

It's easy! Pick a date, choose a place in your community, at home, or at work, and invite your favourite people for a chat, a brew, and a slice of something tasty.

Register for free to set up your fundraising page and explore our downloadable fundraising resources to see how you can boost your impact. Visit **www.alzscot.org/tea-blether**



Tea & Blether

Now you're talking



Pop the kettle on
and let's start a
conversation that
matters.





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