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The table below is particularly aimed to help customer facing staff to manage people with Dementia and their carers through their shop, store or organisation.

Symptom	What you should do
Poor Money Handling Checkouts/Tills/Payment	Be patient and understanding. Without being intrusive, offer to help them count their money out. Don't hurry them, raise eyebrows or "tut". Can they sign for payment, rather than remember their PIN number?
Staring or "Daydreaming"	Observe and gently offer help if appropriate
Looking confused or not focussed.	Gentle reassurance and offer of help.
Spatial awareness. Bumping into things. Lack of confidence.	Observe. Offer guidance and a friendly arm.
Speech – stammering or stuttering	Be patient. Sometimes taking the person to what you think they are talking about can be a great help.
Speech Repetitiveness	Patience and a helping hand. Let them say the same thing again, it will help their self -esteem if you don't cut them off mid- sentence.
Over-ordering products. Compulsive buying.	Check that they really want this number of the same product.

**The main things to do are:-**

- Approach them in a friendly manner
- Establish and maintain eye contact
- Talk slowly and clearly
- Give time for a response (You may have to repeat what you say several times)
- Don't hurry them
- Be patient
- Be gentle and kind
- Treat the person with Dementia as a member of your own family

## Dementia Friendly Environments (Internal)

Small changes to your business environment can make a big difference and not cost the earth. For example:-

Function	Action
Signage	<ul style="list-style-type: none"><li>• Signs should be clear, in bold face with good contrast between text and background</li><li>• There should be a contrast between the sign and the surface it is mounted on.</li><li>• Signs should be fixed to the doors they refer to – not the adjacent surfaces.</li><li>• Signs should be at eye level and well lit.</li><li>• The use of higher stylized or abstract images or icons as representations on signage should be avoided. Keep it simple.</li><li>• Think about placing signs at key decision points for someone who is trying to navigate your premises for the first time.</li><li>• Signs for toilets and Exits are particularly important.</li><li>• Ensure that glass doors are clearly marked.</li></ul>
Lighting	<ul style="list-style-type: none"><li>• Entrances should be well lit and make as much use of natural light as possible.</li><li>• Pools of bright light and deep shadows should be avoided</li></ul>
Flooring	<ul style="list-style-type: none"><li>• Avoid highly reflective and slippery floor surfaces.</li><li>• Changes in floor surfaces should be flush.</li></ul>
Seating	<ul style="list-style-type: none"><li>• In larger premises – a seating area especially in areas where people are waiting can be a big help.</li><li>• People with dementia prefer seating that looks like seating – so for example a wooden bench rather than an abstract metal Z – shaped bench</li></ul>
Navigation	Research shows that people with dementia use “landmarks” to navigate their way round. The more attractive and interesting the landmark (e.g. a painting or plant) the easier it is to use as a landmark
Welcomers	Or people whose job it is to help people

**Based on research conducted by Stirling University, Scotland.**