



Community Information and Awareness Raising

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Raising Awareness

Raising awareness is key to ensuring that the local community is both informed and actively engaged i.e. a dementia friendly and dementia supportive community.

Open forms of general awareness raising and stigma type messaging evolved over time to more targeted messages of 'this is how you can help' and 'this is what you can do'

Community Engagement



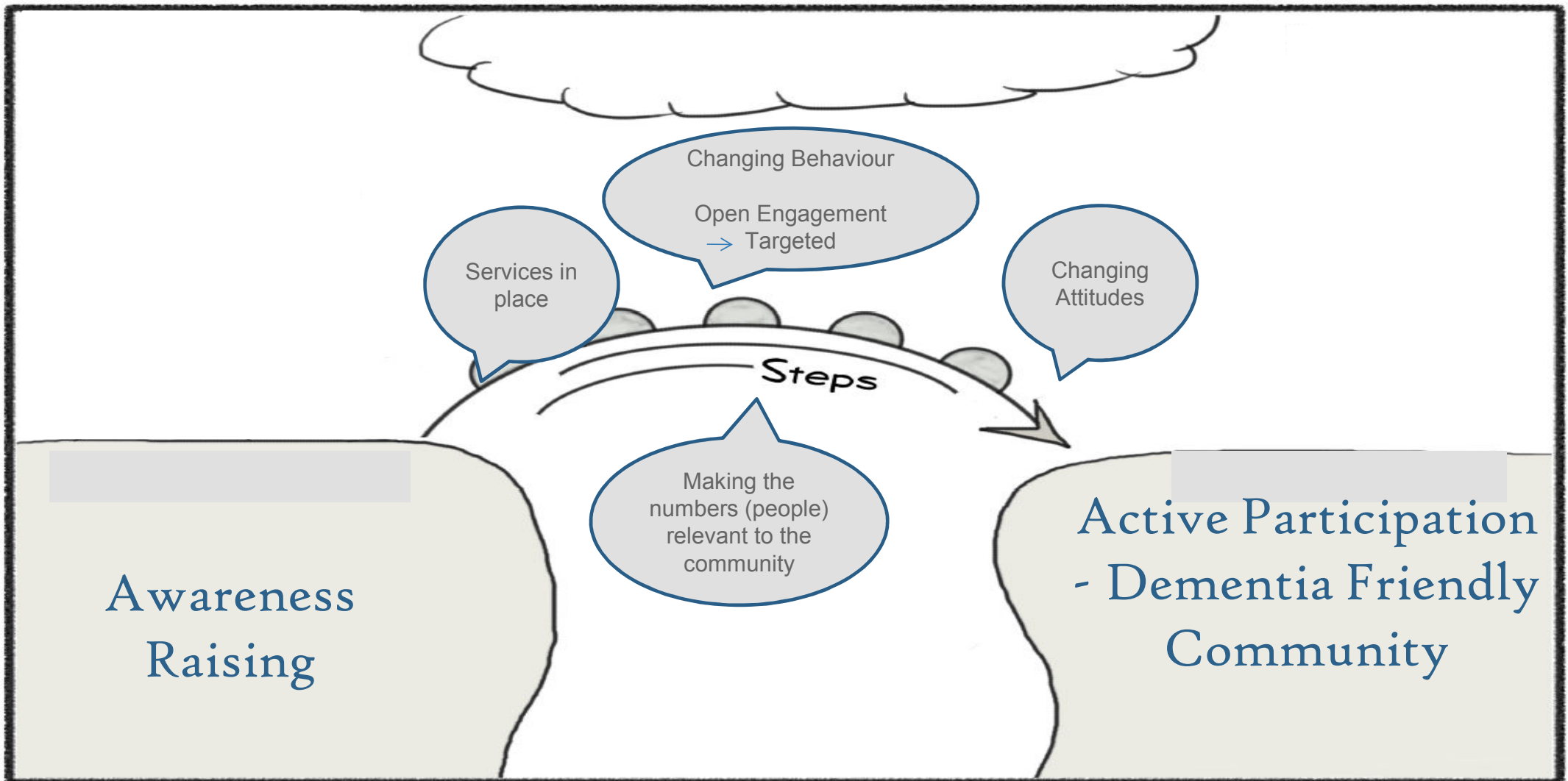
Audiences Reached

- School children to third level students
- General public
- Local shops and businesses
- Community and voluntary groups incl. sporting, cultural and leisure
- County councils, Garda, local services such as libraries, pharmacies
- Health service professionals

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Learning

bridging the gap



bridging the gap

Awareness Raising

Services in place

Changing Behaviour

Open Engagement
→ Targeted

Changing Attitudes

Active
Participation
- Dementia
Friendly
Community

Steps

Dementia

Frail
No hope/no joy
Losing abilities
Confused



John

Keen walker
Computer literate
Loves to sing
Nature lover
Loves to help
Gets anxious when he's not sure
what's next
Has dementia



Do One Dementia Friendly Act

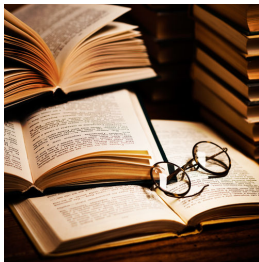
To keep a very old friend still walking, she was keen on it.

When out and about, be more aware that a person behaving oddly may have Dementia and respond appropriately to them

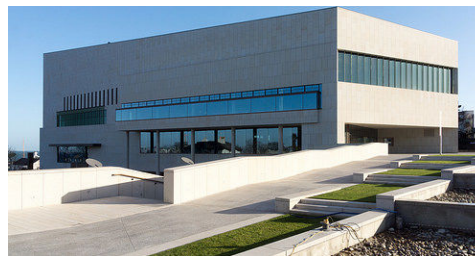
Ask the Living well team to talk at work

Pull out some old photos from my Dads childhood

Moving from Open Engagement to Targeted Engagement



Musical Memories



Azure art tours for people with dementia to dlr LexIcon

The Wood in Our Senses

We see
the way into the wood-
beautiful colours
warm sunburnt trees
that grew so tall.
Of different types and ages,
slender
with no end.

Birds seeking their hiding place,
or anything from a rabbit to a reindeer,
a ladder against the wall
so people can grab the apple
we are hungry for
serenity and quiet and fruit
or a very large house or a mansion
or a lake or a picnic.

We hear
the birds
the rustle of the leaves
the scuttle of the squirrel
the clamouring of disturbed birds.

We feel
damp, moist soft carpet-like ground,
slow to dry.
And we smell
wood, dank decay,
ferns and earthy foliage,
A leafy smell

We have a sense of entering
a place
inviting and sedate
dark and dangerous,
with shadows

Don't feel safe in it anymore.
How do I get out of here?

We are slow to move yet
curious
apprehensive
energised, peaceful

Are we trespassers?

Will our taste for adventure
take us through
the strange gateway to
cool shaded areas or
a good pub
or a fairy castle
Anywhere at all...

Go on forever
along the distant path -
it goes somewhere
but you are not there
until you go there.

We don't look to the sky.

The Living Well with Dementia Creative Writing Group

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*Long-Term
Outcomes*

- An informed engaged public who recognise the role they can play in supporting people with dementia
- A significant number become actively involved in a way that recognises the whole person
- An activated and Dementia Supportive Community is realised

