

Community Dementia training for Shopkeepers

For many of us a visit to the local shop is a quick, simple and effortless process. It is important to make the experience the same for a person living with dementia. Here we list some hints and tips on how you can make the visit as comfortable as possible.



What is Dementia?

Dementia is a syndrome associated with an ongoing decline of brain functioning. Some of the symptoms include: Memory loss, deduction in mental sharpness and quickness, changes to language, speaking, mood and behaviour.



The environment

It's helpful to have a clear entrance into the building with signage. It is also helpful to have a layout with clear signs and ensuring background noise is kept to a minimum will help the customer feel at ease. Shop assistants should look out for signs of anxiety or worry and be able to offer support if they notice this.

Things you can do



- Give the person living with dementia your full focus. Talk clearly and allow them plenty of time to answer. Try not to jump in but allow them their time to speak.
- Be aware of behaviours such as coming in to buy items like bread or milk multiple times a day and ask them if they need help or to be directed to other products.
- Reducing noises where possible such as TVs or Radios.
- The person living with dementia may struggle handling money or using chip and pin machines, be patient and offer to help them if needed.
- It is important to keep good eye contact and look for signs when they might start to feel uneasy.

Community Areas of Sustainable Care And Dementia Excellence in Europe

CASCADE has developed a cross-border approach to providing better care for the elderly and people living with dementia. The project involves 10 partners from the UK, Belgium, France and the Netherlands and will see the construction of two new facilities for the elderly and for people living with dementia and will create a Centre of Excellence for people living with dementia across the partner regions.

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EUROPEAN UNION

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European Regional Development Fund