

A guide for retailers

Why should you care?

There are currently 55,000 people living with dementia in Ireland. 30 people develop the disease every day and over 500,000 families have been affected. The majority of people with dementia (63%) live in the community and use the services you provide, but may require extra support or assistance to do so. Do not underestimate the difference you can make by having an understanding of dementia and taking steps to be inclusive. People with dementia say that it is the personal interactions which make the biggest difference to their experience.

What are some of the symptoms of dementia?

Everyday challenges differ for people with dementia. Some common difficulties may include:



1. Remembering what they set out to do and the task they want to complete



2. Communicating their needs or wishes

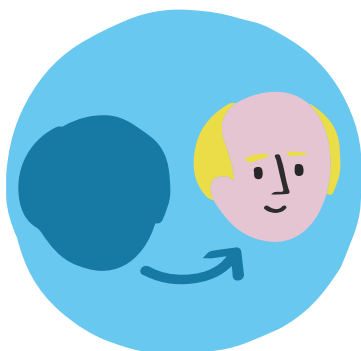


3. Handling money



4. Navigating complex, confusing or noisy environments

There are simple things you can do to support a person:



See the person, not the dementia

Dementia does not define the person. Behind the dementia is an individual who may need a little support and understanding.



Speak clearly

Use short simple sentences allowing the person time to understand and respond. Listen carefully to what the person is saying, giving reassurance that you are there to support.



Body language

Smile warmly, make eye contact, use a friendly tone and respect their personal space.



Handling money

For a person with dementia counting money, recognising coins and notes, and knowing the value of money may be difficult. Give them extra time to complete the transaction and always provide a receipt.



Support decisions

While choice is good, for a person with dementia too much choice can be confusing. If necessary, describe the options available to them and support the person to complete their selection. Ensure that all staff are dementia aware and can provide extra assistance if needed.



The environment

A noisy environment and items being moved around in stores can cause a person with dementia unnecessary confusion. If you notice someone looking lost or distressed, offer to give them assistance.

Dementia Inclusive Communities

To find out more about the things you can do in your community, training and other resources visit the HSE's

www.understandtogether.ie/get-involved/

dementia

understand together

Everyone has a role to play in making our communities inclusive. Often it is the small things and acts of kindness that make the biggest difference in a person's life.