

Helping customers living with Dementia

‘Dementia’ is a group of symptoms that may include memory loss, language, perception, orientation, mood and mobility

How you can help

- *If a customer seems to be unsure, confused or distressed provide reassurance that you can help*
- *Speak calmly, slowly and respectfully*
- *Use positive body language and non verbal communication, like pointing or pictures*
- *If possible, provide a safe and quiet space for the customer to sit*
- *If the customer doesn’t know where they are, or how to get home, ask if they have a phone number or someone you can call to help them*
- *Don’t treat people with dementia as if they are not there or as if they are a child*

If extra help is required, Cox Lewis Hearing or Skipton Building Society can provide a safe space for customers to wait

Did you know?

Dementia is a disability, and under the Equality Act 2010 reasonable adjustments should be made to ensure fair and equal treatment of people living with dementia. To learn more about how you can help you can refer to the following:

[dementia_friendly_retail_guide.pdf](#)



LITTLE CHALFONT
COMMUNITY ASSOCIATION

Supporting a dementia aware community