

H&WB

Dementia Update

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Reading
Borough Council
Working better with you

DAA

Reading Dementia
Action Alliance

Matt Taylor

**Age UK
Reading &
DAA
representative**



DAA

Reading Dementia
Action Alliance

The dementia action alliance is a group of individuals who dedicate their time to raise awareness of dementia and work towards creating a dementia friendly Reading.

To ensure that individuals living with dementia and their carers are supported and understood while living in our town

The DAA is not

- A dementia expert
- A charity or an organisation
- Holding or raising funds
- Owned by an any organisation

DAA

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Alliance Members

- **A2Dominion**
- **Ableworld**
- **Age UK Berkshire**
- **Age UK Reading**
- **Alzheimer's Society**
- **Blandy & Blandy LLP**
- **Clifton Ingram LLP Solicitors**
- **Enabled Healthcare**
- **Gateley Plc**
- **Health Education Thames Valley**
- **Home Instead Senior Care - Reading**
- **Progress Theatre**
- **Q1Care Ltd**
- **ReadiBus**
- **Reading Borough Council**
- **Reading Buses - Reading Transport Ltd**
- **Reading Libraries (Reading Borough Council)**
- **Reading Voluntary Action**
- **Royal Berkshire Fire and Rescue Service (RBFRS)**
- **South Central Ambulance Service NHS Foundation Trust**
- **St. Lukes Care Home**
- **The Oracle Shopping Centre**

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Southcote Dementia Friendly Community



What's your action?

- Tweet
- Facebook
- Watch the online video
- Sign your team, organisation or service up to the DAA



www.daa.gov.uk - 0800 99404

A Dementia Friend learns a little bit more about what it's like to live with dementia and then turns that understanding into action.

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Dementia Friends Champions

Reading has over 30 volunteer champions. They deliver standardised 1 hour information sessions

Together we have helped create 5892 new Dementia Friends in Reading

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So why participate?



- DAA and AUKR have the same aims.
- Provides a toolkit for actions in the community
- Allows us to be the face of change & promote AUKR too.

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Liz Siggery

**Home Instead
Senior Care &
DAA
representative**



THE QUEEN'S AWARDS
FOR ENTERPRISE:
INNOVATION
2016

Who Benefits

DAA

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- DAA and Home Instead have common goals
- Our Clients benefit from a wider understanding of Dementia
- As a private company we take our Corporate Social Responsibility to be a very local issue

Contact us

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Thank you for listening
Any questions?

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