

### About Dementia Friendly Prestwick

Dementia Friendly Prestwick aims to support people with dementia, and their families/carers, in Prestwick to be included and remain part of their community for as long as possible. We will achieve this through raising awareness of dementia locally, in order to reduce stigma and provide education and advice to local residents and businesses.

Dementia Friendly Communities started in Japan. They are now being introduced in the UK and in other countries, predominantly in Europe and USA. Prestwick will be the first dementia friendly town in Ayrshire and one of the few in Scotland and worldwide.

A group of volunteers in Prestwick have set up this initiative in partnership with Alzheimer Scotland, Local Health and Social Care Partnership and NHS Ayrshire and Arran. A Steering Group, Chaired by Ian Welsh OBE and an Implementation Group have been formed. Members have received Dementia Friends Training.

We launched this initiative in Prestwick on Saturday 4 June 2016. (See overleaf for the highlights.) Film clip captured by UWS journalism students is available on our Facebook page (Dementia Friendly Prestwick) and via

[https://www.youtube.com/watch?v=o\\_kyEXoiHuQ](https://www.youtube.com/watch?v=o_kyEXoiHuQ)



Thank you to Prestwick Locality Planning Group for funding our banner.

Photographs courtesy of Iain Forrest Photography

### Progress so far

We have engaged with the local community through social media, local press including 'Going Out' magazine and the Ayrshire Post. We have received over 100 responses to our online and paper survey to gauge interest and ideas. This information will shape our ideas going forward together with consultation with people with dementia and families/carers.

The following businesses in Prestwick have signed up to participate in phase 1 of this initiative: Toll Pharmacy, Boots, Buzzworks, Stewart Travel, Urquart's Opticians, Murrays Cafe, Bramleys Cafe, West Coast Fisheries, Library, Post Office and GP Practices and others have pledged their support and interest going forward. Alzheimer Scotland will be supporting staff within these businesses to develop an understanding of dementia by delivering a short awareness session and will demonstrate how small changes to the environment can support people with dementia to live well in Prestwick. Toll Pharmacy have undertaken dementia awareness training and held their first drop-in session with Alzheimer Scotland on 31 May 2016 during Dementia Awareness Week. Further sessions to follow.

We won a bid from the local Health and Social Care Partnership to support our launch. We have been awarded a bid from Dobbies Garden Centre to develop a dementia friendly community garden which will supplement other sensory gardens at Biggart including the area developed by the Rotary Club. Work will start on the garden soon.

Dementia Friendly Prestwick was discussed in Parliament as part of carers week (week of 6 June). View here:

<http://goo.gl/UEcqLt>

**"If we get it right for people with dementia, we get it right for everyone."**

# Dementia Friendly Prestwick Launch 4 June 2016

We officially launched the start of building a dementia friendly community on Saturday 4 June at a ceremony at Biggart Hospital followed by a public gathering at Boydfield Gardens. As you will see from the photographs, we had great support from the local community including people with dementia and their families, local MPs, Councillors and the Provost. We were entertained by Kingcase Primary School, Musical Minds (Kilmarnock) and Ayrshire Fiddle Orchestra and Dawn Parker supported us with her fantastic face painting. We received lots of delicious cakes and sweets from Prestwick Academy Home Economics Department and from local businesses including Parkstone Hotel, Costley's, Electric Bakery and Murrays. Sophie McLelland designed our brilliant launch poster as part of a competition with Prestwick Academy Art Department and the winning poster chosen by Betty Boyd. UWS journalism students filmed the day and Iain Forrest captured the day in photography. Daniel Knox (Adworks) supported our marketing materials and communication materials. Thank you to all the shops for decorating their windows purple and for signing up to be part of this initiative. Thank you to everyone for all the kind donations and support on the day and to our Steering Group for all the hard work behind the scenes.

