



SPREAD DEMENTIA KINDNESS!

- **Learn about dementia** — becoming better informed leads to greater understanding and support.
- **Use words sensitively** — words can build people up or bring them down. Words such as “victim,” “demented,” and “sufferer” are not kind or encouraging.
- **Be a friend** — if you know someone with dementia, maintain the friendship and be supportive. Don’t be afraid about saying something wrong.
- **Help educate** — if you see or hear stigmatizing behavior, helpfully offer a **DEMENTIA KINDNESS PROJECT** bookmark.
- **Spread the kindness** — Share bookmarks with your family, friends and neighbors so they can become better informed about dementia.

Stigma affects not just people living with dementia but also their families.

LEARN MORE AT
www.daanow.org/dementiakindness

Dementia Action Alliance

DEMENTIA KINDNESS PROJECT

Most of us cannot fully appreciate what it's like for a person to live with dementia. We know that living with dementia presents many challenges. Confronting societal misperceptions and stigma about dementia should not be among the challenges they face. Feeling stigmatized fuels feelings of hopelessness, depression and social isolation.

Being treated kindly and supportively enhances their well-being — and yours. Perhaps two of the greatest gifts you can offer to individuals living with dementia are learning about the condition and being kind.

SPREAD THE KINDNESS!

“One very important element for me to live well with dementia is being able to feel valued and useful.”

~ Joy Watson, 2016



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