



# Becoming a dementia-friendly organisation

We want our residents and families affected by dementia to live well. We will strive to ensure that our housing and support services enable this.

Housing 21 is working to raise awareness of what the sector can do to provide dementia-friendly housing and care.

We are committed to providing a Dementia Friends session to our residents, staff, suppliers and contractors.

We make sure that our systems are designed to be accessible for people living with dementia, and our in-house design team ensure that we stay abreast of good practice in dementia design principles, implementing these in our new-build and refurbished properties.

# Our work around dementia

## Influencing

We have held two conferences aimed at non-specialist housing providers to highlight the changes they can make in their service, to have a positive impact on people living with dementia.

We chair the Dementia and Housing Working Group, which is comprised of a broad range of organisations. Together we work towards influencing other sectors about the positive and necessary role housing plays in helping people live well with dementia.

We are core members of the Housing and Dementia Research Consortium.

## Engagement

We actively engage with a range of external stakeholders to ensure that we stay abreast of developments around dementia. It's important to us to learn from others as well as sharing our knowledge and experience to highlight the important role that housing plays for people living with dementia.

Approximately

# 11%

**Retirement Housing** residents are living with dementia

Approximately

# 24%

**Extra Care** residents are living with dementia

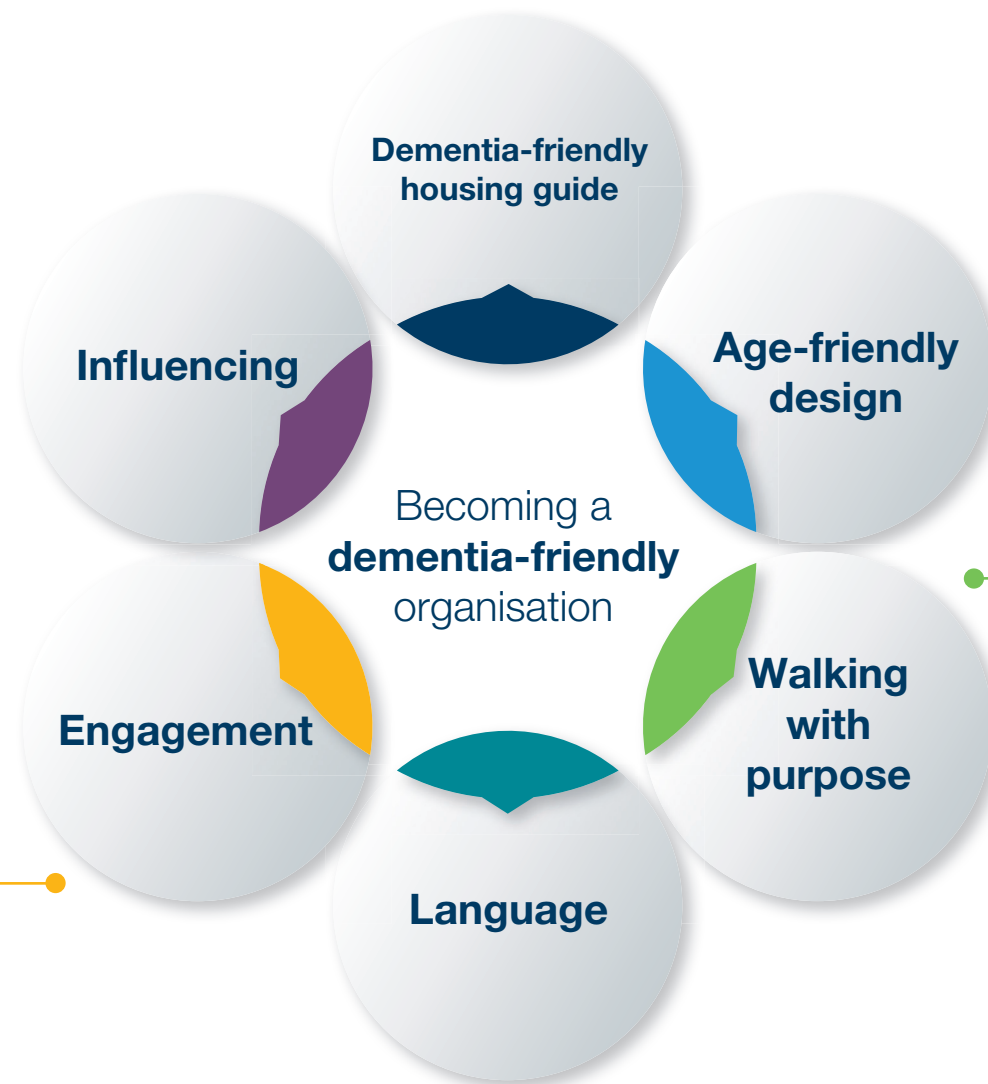
**7%** suspected but undiagnosed  
**4%** diagnosed

**7%** suspected but undiagnosed  
**17%** diagnosed

## Dementia-friendly housing guide

Housing 21 worked with the Alzheimer's Society and wider stakeholders to develop the guide which was launched in 2017. It informs housing organisations, corporate bodies and sector professionals on how housing, its design and supporting services can help improve and maintain the wellbeing of people living with dementia.

The guide can be downloaded from the Alzheimer's Society website.



## Language

We have pledged our support to the Dementia Engagement and Empowerment Project (DEEP) Dementia Words Matter campaign to help raise the importance of using the right language. This initiative was created together with people affected by dementia who expressed how the use of language impacts on how they feel and how they are viewed by society.



We have staff who are **Dementia Advocates** within Housing 21 to provide a source of **knowledge** and **support** for all staff working with residents affected by dementia.

## Age-friendly design

Age-friendly design-led principles support are integral when we are refurbishing our existing properties, or planning our new-build developments. This includes dementia-friendly design to support visually impaired residents and those living with other conditions.

Colour and contrast can be used to help our visually impaired residents, and those living with dementia, to identify different rooms and key features inside and outside of their homes. Some older people with visual impairment increasingly find blues, greens and purples harder to differentiate so limiting the use of these colours in design-led makeovers is helpful.

## Walking with purpose

Housing 21 commissioned The University of Worcester to undertake a study which looked at people living with dementia who walked with purpose. This study took place in Retirement Housing, Extra Care and the community.

Through a series of interviews with people living with dementia, staff and family members, the research identified a number of case studies. These case studies explore what can be seen as good practice, not so good practice and offered a number of recommendations.

## Dementia and Housing Conference

Our conference on 5 March 2021 will be co-produced with people affected by dementia and it will explore the vital role which housing plays in helping people live well with dementia..

To find out more about any of our initiatives, or to register your interest in our annual conference, please contact [communications@housing21.org.uk](mailto:communications@housing21.org.uk)

# Who we are

Housing 21 is a leading, not for profit provider of Retirement Housing and Extra Care for older people of modest means.



Search “working towards becoming a dementia-friendly organisation” on YouTube to watch our video and see how we’re working to help people live well with dementia.

## Housing 21

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