

Dementia will soon be the most common disease in The Netherlands. As every fifth person develops dementia, everyone of us will experience dementia at first hand. Within our families, our circles of friends, but also out on the street, in a shop or at the workplace. This can be demanding. However, if we all put in some effort, we can make a difference. Thus enabling people with dementia to enjoy life as long as possible.

In the campaign 'Together, Dementia Friendly' we use the acronym GOED (good in English), which stands for:

- G** Reassure  
*Geruststellen*
- O** Make eye-contact  
*Oogcontact maken*
- E** Help think  
*Even meedenken*
- D** Thank you  
*Dankjewel*

TOGETHER,  
DEMENTIA FRIENDLY





Create a movement by:

#### AWARENESS

By 2020 we know how to support people with dementia and their informal carers effectively. When 1 million Dutch people know about dementia, we can discuss it and we can call for attention to dementia. We are more aware of the abilities of people with dementia instead of their disabilities. In short: by 2020 dementia is no longer a taboo and we don't hesitate to ask for help..... and to give help!

#### KNOWLEDGE

The Dutch people will acquire more working knowledge on dementia. They will also learn the necessary skills to get along with people with dementia.

#### FOR WHOM

For people like you and me and for companies and municipalities.

#### TOUCH

A nation wide campaign will increase dementia awareness.

#### LEARN

How to recognise symptoms of dementia and guidelines on how to deal with dementia.

#### ACTIVATE

Online and offline services stimulate people to take action for a person with dementia and to share their stories.

#### The four cornerstones of the the programme:

##### 1. CAMPAIGN

A high-profiled campaign aiming on reaching out to and inspiring 1 million Dutch people, of which 310,000 will become actual dementia friends. The campaign is a result of a collaboration with care professionals, people with dementia and their informal carers.

##### 2. TRAINING

The programme offers the online training 'Deal with dementia in a Good (GOED) way' for the general public and specific trainings for target groups.

##### 3. WEBSITE

A online platform that inspires, facilitates training for individuals and companies and stimulates people to do something meaningful for people with dementia.

##### 4. SERVICEDESK

An online service to answer questions, to make connections and to facilitate collaboration between specific groups of people or companies.

#### TARGET 1 : 310,000

We have 1 fellow man for every person with dementia (310,000).

#### LEARN

A nation wide campaign will increase dementia awareness.

#### INITIATORS

Alzheimer Nederland, the pension fund service provider PGGM and the Ministry of Health, Welfare and Sport (VWS) initiated this campaign as part of the national Deltaplan for Dementia.

