



DEMENTIA FRIENDLY BUSINESS TIPS

Communicating and interacting with a customer who may have dementia¹:

- Approach them from the front
- Slow down, allow time for them to process & respond
- Use shorter simple sentences, ask one question at a time
- Don't raise your voice
- Don't use jargon
- Speak clearly and calmly, be patient & understanding; listen
- Treat them with dignity and respect
- Avoid arguing with or embarrassing them
- Be aware of your body language: smile and make eye contact at eye level, if possible
- Seek to understand their reality or feelings
- Apologize and redirect to another environment or subject if necessary

How can businesses help?

- Be aware of symptoms & behaviors commonly associated with dementia & Alzheimer's Disease
- Understand the importance of maintaining the customer's dignity and respect
- Be understanding and knowledgeable about the challenges someone with dementia may be experiencing

¹ Dementia Friendly America, Sector Guides, Businesses: www.dfamerica.org/sector-guides

Know the 10 Early Signs and Symptoms of Dementia or Alzheimer's Disease

- Memory loss that disrupts daily life
- Challenges in planning or solving problems
- Difficulty completing familiar tasks at home, work or leisure
- Confusion with time or place
- Trouble understanding visual images & spatial relationships
- Problems with words in speaking or writing
- Misplacing things and losing the ability to retrace steps
- Decreased or poor judgment
- Withdrawal from work or social activities
- Changes in mood and personality

Mission

The AGECE's mission is to provide high quality programs that support healthy aging in Arkansas.

Connect with us

Arkansas Geriatric Education Collaborative (AGECE)

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