



PRESS RELEASE

LAUNCH OF JERSEY ALZHEIMERS ASSOCIATION 'PARISH PURSUIT' ROADSHOW & NEW DEMENTIA FRIENDS PROGRAMME

Jersey Alzheimer's Association (JAA) provides advice, information and support to anyone who is or has been affected by dementia in whatever way. We seek to raise awareness and improve understanding of dementia throughout the island and work to make Jersey a more dementia friendly island where all those affected by dementia are understood, welcomed and supported.

Dementia can affect all ages and whilst the majority of people in Jersey living with dementia are older there is a growing number of younger people and families who are equally affected. JAA offers a range of activities and services from various locations but are increasingly aware that there are still people who cannot access our support and who might rely on the support offered via their local parish.

With this in mind and to raise awareness of dementia generally, 2019 will see JAA step out of the office and take our services on the road. Over the next 12 months JAA will visit all 12 parishes to showcase our own services and activities and those offered by our community partners. We are delighted that colleagues from the **States of Jersey Police, the Occupational Therapy Department, Jersey Library and Jersey Heritage** will be joining us to raise awareness, reach out into the community and enhance the lives of those affected by dementia.

The team's first stop will be at St Clements Parish Hall on Tuesday 29th January between 10am and 2pm offering local people the opportunity to pop in for a coffee in our 'Pop Up Café', find out about local services and activities and talk to staff from the various teams. Members of the public will also have the opportunity to participate in JAA's new **Dementia Friends** awareness session.

The **Dementia Friends** programme aims to change the way people think, act and talk about dementia. Specially trained Dementia Champions will deliver face to face awareness sessions to small groups, schools and in the workplace aimed to help people learn about what it is like to live with dementia and asks them to turn that understanding into action by helping others around them. This may be as simple as telling others about **Dementia Friends** or visiting someone they know living with dementia, every action counts.

Continued ...

Jersey Alzheimer’s Association Chief Executive, Sean Pontin, said ‘Since its inception the global **Dementia Friends** network has seen over 2.8 million people attend dementia awareness sessions. JAA are thrilled to be leading the programme in Jersey which is now the 48th country to join the biggest ever initiative to change people’s perception of dementia.’

For further information please contact:

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PARISH PURSUIT

We're going on the road!

The Jersey Alzheimer's Association Roadshow:
St. Clement Parish Hall
 Tuesday 29th January
 10am - 2pm

The Jersey Alzheimer's Association Roadshow is coming to St. Clement!

Drop in for a cuppa and meet the JAA team. Find out about our services and activities and also how some of our partner organisations can help support islanders affected by dementia.

Join us for the following activities:

- Occupational Therapy Dept – Services & Technological Aids
- Arts Exploration Exhibition
- Jersey Heritage – Reminiscence Boxes & Jersey Memory Box App
- JAA Displays, Services & Activities
- States of Jersey Community Police – Aid to Locate, Scams & Crime Prevention
- Pop Up Dementia Cafe
- Jersey Library – Reading Well Books on Prescription for Dementia, Reminiscence Packs, Virtual Reality & Mindfulness
- Dementia Friends Training Session 11.30am - 12.30pm

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 10am - 2pm

For more information, contact us:

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