

Dementia Friendly Somerset

Changing the Narrative



1

The Backdrop

- Somerset has an aging population
- Most older people want to stay in their own home
- Most older people want to remain in their community
- There are 455 people diagnosed with dementia in Somerset
- There will be more with early signs of dementia, not yet diagnosed
- Social engagement helps slow progression of the disease
- Many people do not know how to respond to people living with dementia so this tends to reduce their interaction and contact
- WHAT CAN WE DO TO CHANGE THE NARRATIVE

2

Starting the Transformation

- Somerset Council's Social Plan included – Helping to make Somerset Dementia Friendly as an objective.
- Dementia Workshops were held across Somerset in February 2025
- Opportunity to apply for an Aged Friendly Grant in early 2025
- Became a Dementia Friend Host to run Dementia Friends Info Sessions
- Granted \$42,200 June 2025 to progress project over 12 months
- Project included the development of a children's story based in Somerset to help young children appreciate older people and develop an understanding of dementia
- Children invited to draw their favourite older person. 160+ entries received
- Lara's drawing inspired character, local author and artist selected
- Dementia Friendly businesses invited to be part of the story
- Culminated in the book launch and a community celebration focused on Dementia

3

Getting Children to think positively about aging



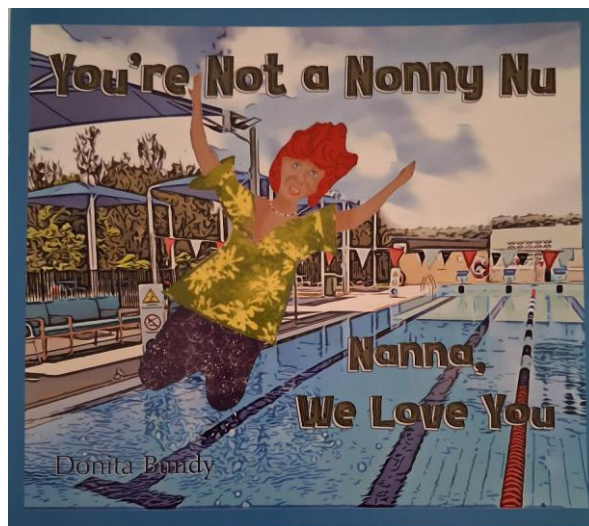
4

Creating the Story – From inspiration to author to artist and involving Dementia Friendly Businesses



5

You're Not a Nonny Nu Nanna, We Love You



6

The Celebration and Book Launch



7

Where to from here

- More Dementia Workshops
- More “Become a Dementia Friend” Information Sessions
- Training businesses to become dementia friendly
- Encouraging community groups to become dementia friendly



8