



**News Release – February 2017**

## **New campaign hopes to see Hammersmith & Fulham become dementia friendly**

People across the London Borough of Hammersmith and Fulham now have the opportunity to find out more about dementia, thanks to a series of free workshops.

The local award winning provider of personal care in the home, Bluebird Care Hammersmith and Fulham, has set itself the challenge of hosting Dementia Awareness Workshops in twenty-five different locations across the borough over the next 12 months.

Managing Director of Bluebird Hammersmith and Fulham, Soheila Amin, said:

**“One in four people will be affected by dementia in their lifetimes, which is why it’s important to work with individuals and their families to try and make life much easier for those who have it.**

**A recent report made recommendations to the government about the need to continue to raise awareness of dementia, and the work that can be done to make our communities more dementia friendly.**

**With the specialist services we provide at Bluebird Care we are determined to do just that with these new Dementia Awareness Sessions.”**

Set up by the Alzheimer’s Society, Dementia Awareness Sessions have been running across the country for a number of years and focus on improving inclusion and quality of life for people living with dementia. By holding information workshops in towns, villages and cities across the UK, the society’s ambition is to work with people affected by dementia and key partners to develop dementia-friendly communities.

By doing so people will be aware of and understand more about dementia, people with dementia and their carers will be encouraged to seek help and support; and people with dementia will feel included in their community.

Soheila added: **“The Bluebird Care team want to meet as many people as possible and make them aware of dementia, its affects and how we as a community can support those who are suffering from it.”**