



Dementia Friendly Quick Reference Guide

How to help customers with dementia:

SMILE!

Make eye contact

Be kind and friendly

Speak clearly

Keep a kind tone of voice

Maintain a pleasant facial expression

Ask one question at a time

Give one direction at a time

Pause and think before responding

Re-phrase

Use gestures

Simplify what you say

Give them TIME, don't rush

Re-assure

Have patience

Encourage patience from others

Be respectful

Offer to help

Repeat information if needed

Learn more about dementia



**Alzheimer's &
Dementia Alliance**
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