



## Dementia Friendly Business

A dementia friendly business is a business whose staff has been trained in how best to serve its customers who have dementia and one that has looked at its environment and made the changes needed to help improve the experience for individuals who struggle with memory challenges.

A Dementia Friendly Community (DFC) is one that recognizes the challenges faced by those with dementia and supports them so that they may remain independent and engaged in community life.

To become a dementia friendly business or organization; the business or organization must commit to the following criteria:

- Complete DFC training for management and 50% of their front-line employees
- Designate a team leader to be liaison between their organization and the DFC task force
- Be open to discussions regarding environment changes (e.g. lighting, signage, layout, etc.)
- Be willing to share DFC training materials with all new hires and all employees that did not attend training
- Undergo an on-site visit/follow-up training on an annual basis to recertify its dementia friendly status

Once a business or organization has been designated dementia friendly, they will receive a dementia friendly window cling to display.

For more information on becoming a dementia friendly business contact Joy Schmidt, Community Education Specialist, at 608.232.3404.

---

**Main Office**  
517 North Segoe Road, Suite 301  
Madison, WI 53705  
608.232.3400  
608.232.3407 fax  
888.308.6251 toll-free

**Grant/Richland Regional Office**  
8820 Hwy 35/61 S  
Lancaster, WI 53813  
608.723.4288  
608.723.6122 fax  
888.308.6251 toll-free

**Columbia/Sauk Regional Office**  
2825 Hunters Trail  
Portage, WI 53901  
608.742.9055  
608.745.3940 fax  
888.308.6251 toll-free

 Proud Member of  
**Community  
Health Charities®**  
WORKING FOR A HEALTHY WISCONSIN  
support@alzwissc.org  
www.alzwissc.org