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

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