

# Quick Tips on How to be a “Dementia Friendly” Business

## Guidance for All Neighborhood Businesses

Understand how to communicate with a customer who may have dementia <sup>1</sup>	
<ol style="list-style-type: none"> <li>1. Slow pace slightly and allow time for person to process and respond.</li> <li>2. Use shorter simple sentences, and ask one question at a time.</li> <li>3. Speak clearly and calmly, be patient and understanding; listen.</li> <li>4. Treat the person with dignity and respect.</li> </ol>	<ol style="list-style-type: none"> <li>5. Avoid arguing with or embarrassing the person.</li> <li>6. Be aware of your body language: smile and make eye contact at eye level.</li> <li>7. Seek to understand the person’s reality or feelings.</li> <li>8. Apologize and redirect to another environment or subject as needed.</li> </ol>

Join others in your community, or take advantage of training opportunities
<ol style="list-style-type: none"> <li>1. Connect with others to help make your community safe, inclusive and respectful for all of its residents and visitors. To learn how, contact Pam MacLeod at <a href="mailto:pam.macleod@state.ma.us">pam.macleod@state.ma.us</a>.</li> <li>2. Host training on how to be a dementia friendly business and receive Dementia Friendly Business window stickers. For more information, contact Maura Moxley at <a href="mailto:mmoxley@alz.org">mmoxley@alz.org</a>, or call the Alzheimer’s Association’s 24/7 Helpline at 800-272-3900.</li> </ol>

## Additional Guidance for Restaurants<sup>2</sup>

Challenges for persons with dementia:	Here’s what you can do:
<ol style="list-style-type: none"> <li>1. Confusion over the menu and inability to choose what to order.</li> <li>2. Agitation over noisy environment, wait time, or perceived wrong order.</li> </ol>	<ol style="list-style-type: none"> <li>1. Offer simple choices and try to redirect (<i>This fried chicken is our favorite meal, would you like to try it and let me know what you think?</i>)</li> <li>2. Seat individual and their companion(s) in a well-lit, quiet place as soon as possible; and provide a realistic estimate of wait time.</li> <li>3. Apologize and avoid arguing (<i>I’m sorry; I must have misheard your order.</i>)</li> <li>4. Consider registering to accept “Purple Table” reservations at <a href="http://www.purpletables.com">www.purpletables.com</a>.</li> </ol>

<sup>1</sup> Dementia Friendly America, Sector Guides, Businesses: <http://www.dfamerica.org/sector-guides/>

<sup>2</sup> Adapted from Dementia Friendly America, Sector Videos, Restaurant: <http://www.dfamerica.org/sector-videos>

## Additional Guidance for Hair Salons and Barber Shops

Challenges for persons with dementia:	Here's what you can do:
<ol style="list-style-type: none"> <li>1. Agitation over noisy environment or wait time.</li> <li>2. Confusion over too many choices.</li> <li>3. Intimidated by a well-meaning stylist or barber standing over them.</li> <li>4. Difficulty with paying during checkout.</li> </ol>	<ol style="list-style-type: none"> <li>1. Try to schedule appointment on a day/time that is typically quiet.</li> <li>2. Offer simple, sensible choices. (<i>Here's a picture of a style that I think would look great on you; would you like to try it?</i>)</li> <li>3. Approach client slowly from the front and use a comforting tone of voice. Seat them in a quiet area.</li> <li>4. Whenever possible, especially while conversing, remain at eye level.</li> <li>5. Provide extra assistance during checkout and payment. Ask if the individual would like you to call a relative or close friend for assistance if that information is available, or ask for assistance from a companion if one is present.<sup>3</sup></li> </ol>

## Additional Guidance for Grocery Stores<sup>4</sup>

Challenges for persons with dementia:	Here's what you can do:
<ol style="list-style-type: none"> <li>1. An unfamiliar surrounding may prompt the individual to feel overwhelmed, wander, or become lost.</li> <li>2. Problems describing what they want or need to buy.</li> <li>3. Misplacing a purse or wallet, or forgetting to bring money to pay.</li> <li>4. Extreme difficulty in paying or managing money at checkout.</li> </ol>	<ol style="list-style-type: none"> <li>1. Politely address the customer by sir or ma'am or by name if you know it.</li> <li>2. Assist the individual with their shopping and offer sensible options when there is confusion.</li> <li>3. Gently inquire if you notice unusual items or quantities.</li> <li>4. Provide extra assistance during checkout and payment. Ask if the individual would like you to call a relative or close friend for assistance if that information is available, or ask for assistance from a companion if one is present.</li> </ol>

<sup>3</sup> Dementia Friendly America , Sector Videos, Grocery Store: <http://www.dfamerica.org/sector-videos>

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