



Gillian Keegan MP
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Dear Local Business,

May 17th to the 23rd is Dementia Action Week. I have teamed up with the Alzheimer's Society to help make the Chichester District more dementia friendly, and I am writing to see if you can help us achieve this.

In Chichester there are 1,293 people living with a diagnosis of dementia. It is huge challenge many of us will have to face, and I have seen first-hand its impacts as both my grandmothers, and other members of my family have lived with the condition.

Two thirds of people with a diagnosis of dementia still live in the community and, unsurprisingly, most want to continue to live their life as they have been for as long as possible. However, for this to happen, they may need a little extra support from those around them, including you.

Here in the Chichester District we are asking our local businesses to become dementia friendly by taking three easy steps.

- Step 1 – Join the Dementia Friends programme by visiting: www.dementiafriends.org.uk
- Step 2 – Actively support your city to become more dementia friendly, send an email to register your support: Cassie.Owen@dementia-support.org.uk – Chichester Dementia Friendly Community OR Karen@selseycommunityforum.uk – Selsey Dementia Friendly Community
- Step 3 – Create a dementia inclusive environment. www.alzheimers.org.uk/get-involved/dementia-friendly-communities/make-your-organisation-more-dementia-friendly

Completing these three steps will link your business to the local Dementia Friendly Community group and establish you as a Dementia Friendly organisation. You will also receive a window sticker for display and access to the digital Dementia Friendly Community logo for your websites and correspondence.

Together we can create a dementia friendly community to support local residents and visitors to have a safe and enjoyable visit to our city, towns and communities.

With my very best wishes,

Gillian Keegan MP

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