



# VADE-MECUM

How to promote inclusion  
of people with dementia

**INFORMATION  
& CASE STUDIES**



<https://soundeuproject.eu/>

Training social and health care professionals in music-based therapeutic interventions to support people with dementia



Co-funded by  
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## What is the **SOUND Project**

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This project aims at developing a curriculum of passive and active music making activities training for dementia social and health care professionals and informal carers, and an original music-based nonpharmacological intervention to improve the behaviour, mood, and quality of life of **older people with dementia** and delay as much as possible further cognitive functions decline.

### **Such an educational programme addresses different needs:**

those of **dementia care professionals**, who look for more effective methods and techniques for dealing with dementia patients, and of the latter to be listened and understood, to communicate through a universal language, to maintain the residual cognitive capabilities, and to improve their quality of life.

Other targets of SOUND are **informal carers**, who need to keep on training and acquiring new competences for better managing their loved ones in everyday life, and the wider community, which can be more easily made aware about and educated to accept and interact with dementia patients.

## Who is the Vademecum **for?**

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This vademecum is addressed to all services, shops, companies and organisations of any level.

## What is the aim of this Vademecum?

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The aim of this document is to offer some information about dementia and some ideas for changing the way we look at people with dementia and relate to them. It is only after we know more about this illness and the disorders that come with it that we can consciously implement attitudes and small measures to **make our shops, services and organisations more welcoming** towards people who come to us for service and show difficulties in understanding and/or have unconventional attitudes. In short, we would like to **lay the foundations of a dementia-friendly society and environments**.

## How can you contribute to **building dementia-friendly communities?**

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It's simple! Just read this Vademecum and answer the questions on the link on the last page. You will then receive the 'dementia-friendly organisation' award, with which the SOUND consortium recognises your interest and commitment in helping to develop an environment in which people with dementia and their families can feel welcome and comfortable. **You will also obtain a badge that can be displayed** in your shop, office, school or organization, in the museum, in the theatre and in the music hall, and used in the preparation of communication and marketing materials.



## The scale of the challenge: **statistics**

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According to the World Health Organisation (WHO), around 10 million people in Europe were estimated to be living with dementia in 2019.

Due to an aging population, the number of people with dementia in Europe is expected to reach to 23 million by 2050.

## Why do dementia-friendly environments **matter?**

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As dementia progresses, individuals often discontinue engaging in activities they once enjoyed within their local community due to concerns about receiving necessary support. This reluctance stems from a combination of factors, including a lack of understanding, the stigma associated with the condition, intricate processes, and environments that are not easily accessible. The consequences are substantial, affecting both the quality of life and the health of individuals. This impact extends beyond limited access to community spaces like shops or pharmacies to other essential aspects of daily life, such as financial services and leisure activities.

**Dementia-friendly environments matter because they prioritise the well-being of individuals living with dementia, fostering inclusion and reducing the social isolation often associated with the condition.**

By creating spaces that accommodate the unique needs of those with dementia, these environments not only preserve dignity but also empower individuals to actively engage in community life, promoting a positive and fulfilling experience.

Dementia information and education initiatives, such as this Vademecum and the SOUND awareness campaign of which it is a part, can change social representations of dementia and consequently can lead to structural changes in services for the benefit of people with dementia, their carers and the community at large. Dementia-friendly measures contribute to a more caring and compassionate society, reduce stigma and provide a framework for companies and organisations to adapt to demographic changes, ultimately building a supportive and inclusive community for all.

# What is Dementia?

Dementia is a general term used to describe a set of symptoms associated with a decline in memory, cognitive function, and the ability to perform everyday activities. It is not a specific disease but rather a syndrome that can be caused by various conditions and diseases. Dementia affects thinking, memory, and social abilities to the extent that it interferes with daily functioning.

## COMMON SYMPTOMS OF DEMENTIA INCLUDE:

- **Memory loss:** difficulty in remembering recent events or information.
- **Cognitive decline:** impaired reasoning, judgment, and problem-solving skills.
- **Communication difficulties:** challenges in finding the right words or understanding conversations.
- **Impaired visual perception:** difficulty interpreting visual information and recognising familiar objects or faces.
- **Difficulty with complex tasks:** struggles with tasks that involve multiple steps, such as cooking or managing finances.
- **Disorientation:** confusion about time, place, and person.
- **Changes in mood and behavior:** mood swings, irritability, and personality changes.

Dementia can result from various underlying conditions, with Alzheimer's disease being the most common cause. Other causes include vascular dementia, Lewy body dementia, frontotemporal dementia, and certain medical conditions or injuries.

It's important to note that dementia is not a normal part of aging, and early diagnosis and intervention can help manage symptoms and improve the quality of life for individuals with dementia and their carers. If someone is experiencing symptoms of dementia, it is advisable to seek medical attention for a proper evaluation and diagnosis.



## Types of Dementia

There are more than 100 different types of pathologies that cause dementia, of which many have an onset in old age and a minority in youth. The most frequent and best known are:

- **Alzheimer's Disease.**  
This is the most common cause of dementia, accounting for a significant majority of cases. It involves the accumulation of abnormal protein deposits in the brain, leading to the gradual destruction of brain cells.
- **Vascular Dementia.**  
Caused by reduced blood flow to the brain, often due to strokes or other vascular issues. It can coexist with Alzheimer's disease or occur independently.
- **Lewy Body Dementia.**  
Characterised by the presence of abnormal protein deposits called Lewy bodies in the brain. Symptoms can include cognitive fluctuations, visual hallucinations, and motor symptoms similar to Parkinson's disease.
- **Frontotemporal Dementia (FTD).**  
A group of disorders characterised by damage to the frontal and temporal lobes of the brain. FTD can affect personality, behavior, and language.
- **Mixed Dementia.**  
In some cases, individuals may have a combination of different types of dementia, such as Alzheimer's disease and vascular dementia.



## Symptoms and Impact

- **Short-term memory loss** is a hallmark symptom. Individuals may struggle to remember recent events, names, or conversations.
- **Impaired thinking skills**, including difficulties with reasoning, problem-solving, and decision-making.
- **Difficulty finding the right words**, expressing thoughts, and understanding language can hinder effective communication.
- **Personality changes**, mood swings, and shifts in behavior are common. Agitation, aggression, or withdrawal may occur.
- As dementia progresses, individuals may **struggle with activities of daily living** such as dressing, grooming, and managing medications.



## Importance of Early Detection

It is important to stress that early diagnosis and intervention can help manage symptoms and improve the quality of life of people with dementia and their carers.

If someone shows symptoms that can be traced back to dementia, they should contact their family doctor and get a referral to the nearest Centre for Cognitive Disorders and Dementia for proper assessment and diagnosis.

Early recognition of dementia allows early therapeutic intervention, symptom management, and better planning for the future, including the possibility of discussing and choosing the preferred care options or those that best suit the individual case.

Some drugs can help slow the progression of some dementia symptoms, but still cannot cure the disease.

# What challenges do people with dementia face?

People with dementia face a range of challenges that can affect various aspects of their daily lives. These challenges often extend to their families and carers as well. Here are some common challenges associated with dementia:



## COGNITIVE CHALLENGES

**Memory loss.** Individuals with dementia experience difficulty in remembering recent events, names, and details, impacting their ability to maintain continuity in daily life.

**Impaired judgment.** Deterioration in the ability to make sound decisions and judgments, which can lead to safety concerns and risky behaviors.

**Communication difficulties.** Difficulty finding the right words, expressing thoughts, and understanding spoken or written language can lead to frustration and isolation.



## EMOTIONAL AND BEHAVIORAL CHALLENGES

**Mood swings.** Fluctuations in mood, including periods of anxiety, depression, irritability, or apathy.

**Agitation and aggression.** Some individuals with dementia may exhibit restlessness, aggression, or agitation, often stemming from confusion or frustration.

**Personality changes.** Shifts in personality traits and preferences may occur, impacting relationships with family and friends.



## DAILY FUNCTIONING

**Impaired motor skills.** As dementia progresses, individuals may experience challenges with coordination and motor skills, affecting their ability to perform routine tasks.

**Disorientation.** Confusion about time, place, and person can make it difficult for individuals to navigate their surroundings independently.

**Self-care challenges.** Difficulties with activities of daily living, such as dressing, grooming, and maintaining personal hygiene.



## SOCIAL AND INTERPERSONAL CHALLENGES

**Social isolation.** Individuals with dementia may withdraw from social activities due to communication difficulties, embarrassment, or fear of judgment.

**Relationship strain.** Changes in behavior and communication can strain relationships with family and friends, impacting the support network.





### SAFETY CONCERNS

**Wandering.** Individuals with dementia may wander, posing safety risks, such as getting lost or encountering dangerous situations.

**Medication management.** Remembering to take medications as prescribed can be challenging, leading to potential health risks.



### STIGMA AND MISUNDERSTANDING

**Social stigma.** Stigmatisation and misunderstanding of dementia can lead to isolation and exclusion from social activities.

**Lack of awareness.** Limited public awareness about dementia can result in inadequate support and resources for affected individuals and their families.



### CARER CHALLENGES

**Emotional stress.** Carers often experience emotional stress and burnout due to the demanding nature of providing care for someone with dementia.

**Financial strain.** The cost of medical care, home modifications, and potential loss of income can place a financial burden on families.

**Balancing responsibilities.** Carers may find it challenging to balance caregiving responsibilities with their own work, family, and personal commitments.

# The **benefits** of becoming a **dementia-friendly environment**

In the heart of our community, a transformative shift is taking place, one that transcends mere architectural modifications and resonates deeply with the ethos of compassion. Becoming a dementia-friendly environment is not just a structural adjustment; it is a narrative of inclusion, empathy, and community harmony. Dementia-friendly environments offer numerous benefits to both individuals with dementia, their carers and the broader community. Here are some key advantages:

- **Inclusive and Supportive Atmosphere.**  
Individuals with dementia experience a greater sense of dignity and respect when their environment is designed to accommodate their needs.
- **Enhanced Quality of Life.**  
Dementia-friendly environments promote social engagement, reducing isolation and loneliness often experienced by individuals with dementia.
- **Improved Well-being.**  
A supportive environment can help reduce stress for individuals with dementia and their caregivers, contributing to better emotional and psychological well-being.
- **Empowerment of Individuals.**  
Dementia-friendly initiatives empower individuals with dementia to actively participate in community life, maintaining a sense of agency and independence.
- **Community Integration.**  
Individuals with dementia and their caregivers can more readily participate in community activities, fostering a sense of belonging and connection.
- **Enhanced Carer Experience.**  
Carers benefit from a more understanding and accommodating environment, leading to reduced stress and burnout.
- **Increased Customer Loyalty.**  
Businesses and service providers that are dementia-friendly often build a positive reputation in the community which can lead to increased customer loyalty and support.
- **Positive Impact on Employees.**  
Staff in dementia-friendly environments may experience increased job satisfaction knowing that their workplace values inclusivity and empathy.
- **Risk Reduction.**  
Dementia-friendly physical environments incorporate safety measures, reducing the risk of accidents and injuries for individuals with dementia.
- **Community Support.**  
Businesses and organisations that actively participate in dementia-friendly initiatives contribute to building a collaborative network of support within the community.
- **Compliance with Accessibility Standards.**  
Becoming dementia-friendly often aligns with broader accessibility standards, ensuring legal compliance and a commitment to equal access for all.
- **Educational Opportunities.**  
Dementia-friendly initiatives provide opportunities for community education and increase awareness about dementia and related issues.
- **Positive Economic Impact.**  
Dementia-friendly businesses can attract a broader customer base, including individuals and families who appreciate inclusive and compassionate services.
- **Adaptability to Aging Population.**  
With an aging population, creating dementia-friendly environments demonstrates forward-thinking and adaptability to demographic changes.
- **Positive Public Image.**  
Businesses and organisations that prioritise inclusivity and community well-being often benefit from positive public relations.







# How to become a dementia-friendly environment?

Becoming a dementia-friendly service provider or business involves **adopting practices and making adjustments that cater to the needs of individuals with dementia and their carers**. This initiative aims to create a supportive and inclusive environment that enhances the overall customer experience for those affected by dementia. It involves a holistic approach that addresses both physical and attitudinal barriers, fostering an environment of inclusion, respect, and support for individuals with dementia and their carers.

Here are 10 key elements involved in becoming a dementia-friendly service provider or business:

## 1

### STAFF TRAINING

**Dementia Awareness Training.** Provide comprehensive training for all staff members to increase their understanding of dementia, including its symptoms, challenges, and communication strategies.

**Customer Service Training.** Train staff on delivering sensitive and patient-centered customer service to individuals with dementia and their carers.

## 2

### COMMUNICATION STRATEGIES

**Clear Communication.** Encourage staff to communicate in a clear, simple, and respectful manner.

**Patience and Empathy.** Foster a culture of patience and empathy when interacting with customers who may have cognitive impairments.

**Speak slowly,** but not too slowly, use simple and minimal sentences, leave time to answer, do not use words such as 'remember' or 'forget', do not ask 'do you remember?', 'do you recognise me?', do not use the word disease referring to the person with dementia.

Please consider following the Guidelines on language to be used with people with dementia, which can be read at this link: <https://www.dementia.org.au/about-dementia/how-talk-about-dementia>

## 3

### PHYSICAL ENVIRONMENT

**Accessible Facilities.** Ensure that physical spaces are designed with accessibility in mind, including clear signage, comfortable seating, and easily navigable layouts.

**Quiet Spaces.** Create designated quiet areas where individuals can retreat if they need a break.

For example, the following guidelines could be followed:

<https://www.alzheimers.org.uk/get-involved/dementia-friendly-resources/organisations/dementia-friendly-environment-checklist>



# 4

## POLICY AND PROCEDURE ADJUSTMENTS

**Flexible Policies.** Implement flexible policies and procedures that accommodate the needs of individuals with dementia, such as extended service times or adapted payment processes.

**Staff Support.** Provide resources and support for staff members who may be carers for individuals with dementia.

# 5

## PRODUCT AND SERVICE ADAPTATIONS

**Tailored Offerings.** Consider tailoring products or services to meet the specific needs of individuals with dementia. This could include simplified menus, large-print materials, or customised service options.

# 6

## CUSTOMER ENGAGEMENT

**Inclusive Events.** Organise events or promotions that are inclusive and considerate of individuals with dementia and their families.

For example, on special days such as World Alzheimer's Day (21 September), or European Carers Day (6 October), you can invite a representative of a voluntary association in your city to hold a seminar or meeting or to publicise the association's activities.

**Community Engagement.** Participate in community initiatives that promote dementia awareness and support.

To do this, you can consult the websites of Alzheimer's associations both at national and local level or on the Internet.

# 7

## TECHNOLOGY INTEGRATION

**Technological Solutions.** Explore the use of technology to enhance the customer experience, such as online ordering, digital communication

options, or assistive technologies for individuals with dementia.

# 8

## FEEDBACK MECHANISMS

**Customer Feedback.** Establish mechanisms for receiving feedback from customers with dementia, their carers, and the community to continually improve services.

# 9

## PROMOTING INCLUSIVITY

**Marketing and Messaging.** Use inclusive language and imagery in marketing materials to signal that your business is welcoming to individuals with dementia.

To know what language to use, you can refer to the above-mentioned guidelines.

In order to signal to the public that you have informed yourself by reading this Vademecum, you may display the SOUND badge.

# 10

## COLLABORATION

**Community Partnerships.** Collaborate with local organisations, healthcare providers, and support groups to enhance your understanding of dementia and to strengthen community support.

**Educational Initiatives.** Engage in educational initiatives within your business and the broader community to raise awareness about dementia.

**Dementia-Friendly Certification.** Consider participating regularly in dementia-related trainings and initiatives, such as SOUND, and gaining recognition as a 'dementia-friendly organisation' to signal commitment to the community.

# PROMOTING ARTS AND MUSIC

The emotional part of people with dementia remains intact. Since the arts and music involve the emotional part of human beings, this becomes the gateway to stimulate the residual cognitive abilities of people with dementia as well. The pleasure that comes from seeing a painting and listening to music that belongs to a genre that the person with dementia particularly enjoys can improve their mood and behaviour.

In this regard, an artistic initiative is worth mentioning, that is testing the benefits of using music specifically composed for relaxation with people living with dementia (<https://www.salvatorepetrone.com/>).

For family carers, 5 video-lessons on the benefits of music and how to use it with loved ones have been produced within the SOUND project and are available at this link <https://soundeupproject.eu/video-lessons/>.

## Dementia-friendly museums and music halls.

Therefore, it is very important that those who promote artistic events such as concerts and exhibitions put in place all strategies to enable older people and their family caregivers to fully enjoy them.

## Some suggestions:

- train staff to interact with people with dementia
- in exhibitions provide shorter routes for people with dementia
- provide guides, both physical and printed, which can give short explanations of the art installation using short and simple sentences that can be understood by people with dementia
- provide frequent resting places and accessible toilets in theatres and museums
- give people with dementia and their carers less crowded visiting times, as confusion and noise can frighten them
- experimenting with the use of technology (e.g. visors, use of augmented reality) to increase the usability of visual art and music by people with dementia, who often suffer from sensory deficits, especially visual ones
- structuring concerts for people with dementia that are short, have pauses and where musicians can 'talk' to people with dementia and they can talk and comment without embarrassment
- in museums, music halls and theatres, create a space where people with dementia can express themselves by painting and playing music
- In cinemas, provide one or more weekly screenings of films suitable for people with mild or moderate cognitive impairment, to be chosen with a team of experts. They should be short productions, dealing with light topics, without aggressive scenes, with relaxing music. At this link there is a selection of films considered suitable for people with dementia because they have a straightforward plot, well-known music and well-known actors: <https://www.alzheimers.net/best-movies-for-alzheimers-patients>





# CASE STUDY #1

## Emily at the shopping mall

### Background

Emily, a 75-year-old woman diagnosed with early-stage Alzheimer's disease, frequently visits a shopping mall for leisure. However, she has recently been wandering and becoming disoriented, leading to concerns about her safety.

### Scenario

While shopping, Emily becomes disoriented and wanders away from her usual route. Store employees notice her confusion and need to respond appropriately to ensure her safety and well-being.

### Guidance

#### 1. Observation and approach

Mall employees should observe Emily's behavior discreetly and approach her calmly. Avoid startling her and use gentle communication to understand her needs.

#### 2. Provide assistance

Offer assistance in finding a familiar place or contacting a family member. Use simple language and gestures to guide her back to a familiar location within the mall.

#### 3. Contact security

If Emily seems increasingly distressed or cannot be easily redirected, contact mall security for additional support. They can help coordinate efforts and ensure her safety.

#### 4. Comfortable waiting area

If Emily needs to wait for a family member, create a comfortable and safe waiting area. Offer her a seat and ensure she is attended to until her support arrives.

#### 5. Notify family/carers

If possible, contact Emily's family or caregivers to inform them of the situation. Share details about her location within the mall and any actions taken to assist her.



# CASE STUDY #2

## Michael at the community centre

### Background

Michael, a 68-year-old man with Lewy body dementia, regularly attends a community centre for activities. However, he occasionally experiences hallucinations and becomes agitated, requiring thoughtful handling by staff

### Scenario

During an art class at the community centre, Michael starts experiencing hallucinations, becoming agitated and confused. Staff members need to manage the situation while ensuring the well-being of both Michael and other participants.

### Guidance

#### 1. Gentle approach

Approach Michael calmly and use a non-confrontational tone. Acknowledge his feelings and reassure him that he is safe.

#### 2. Redirect attention

Gently redirect Michael's attention to a different, more positive aspect of the activity. Engage him in a different art project or offer a calming break to alleviate agitation.

#### 3. Private conversation

If Michael's agitation persists, take him aside for a private conversation. Ask about his feelings and if there's anything specific causing distress. Use empathetic listening to understand his perspective.

#### 4. Involve a familiar face

If Michael has a friend or family member in the class, involve them to provide familiar support. Sometimes, the presence of a trusted individual can help calm the person with dementia.

#### 5. Evaluate the environment

Assess the environment for potential triggers. Reduce stimuli that may contribute to Michael's agitation, such as excessive noise or crowded spaces.

#### 6. Staff training

Ensure that community centre staff members are trained in dementia awareness, including handling challenging behaviors. Ongoing education can improve the overall atmosphere for individuals with dementia.

# CASE STUDY #3

## Jane at the grocery shop

### Background

Jane, a 72-year-old woman, has recently been diagnosed with Alzheimer's disease. She enjoys her routine walks to the local grocery store but has started exhibiting signs of aggression and confusion during her visits about her safety.

### Scenario

One afternoon, Jane enters the shop as usual. However, she becomes disoriented, unable to locate the items on her shopping list. Feeling frustrated and confused, Jane starts to exhibit signs of aggression, expressing her frustration verbally and becoming agitated.

### Guidance for the employee

#### 1. Stay calm and approach cautiously

Approach Jane calmly and with a non-threatening demeanor. Avoid sudden movements and maintain a respectful distance.

#### 2. Use gentle verbal communication

Speak in a calm and soothing tone. Keep sentences short and simple. Avoid raising your voice, as this can escalate the situation.

#### 3. Offer assistance

Politely offer assistance in finding the items on Jane's list. Use visual cues or gestures to guide her to the relevant aisles. Avoid rushing the process.

#### 4. Maintain personal space

Respect Jane's personal space. Allow her some independence while being ready to provide support when needed. Avoid physical contact unless it is clear that she requires assistance.

#### 5. Engage in distraction

If Jane seems overwhelmed or frustrated, try to redirect her attention to a different, more positive topic or activity within the store. This can help shift her focus and alleviate stress.

# Jane at the grocery shop

## 6. Seek assistance from carer

If possible, discreetly inquire if Jane has a carer who can be contacted for assistance. They may be familiar with strategies to help calm her.

## 7. Involve a manager or supervisor

If the situation escalates and Jane becomes increasingly agitated, involve a manager or supervisor who is trained in handling challenging situations. They can provide additional support and guidance.

## 8. Ensure a safe environment

Maintain a safe shopping environment for both Jane and other customers. Monitor the situation closely to prevent any potential harm.

## 9. Be patient and understanding

Understand that Jane's behavior is a result of her dementia. Be patient, compassionate, and maintain a positive attitude throughout the interaction.

## 10. Document the incident

After the situation is resolved, document the incident appropriately. Note any strategies that were effective and share this information with colleagues for future reference.



# CASE STUDY #4

## John on the bus

### Background

John, an 80-year-old man, has been diagnosed with vascular dementia. He frequently uses public transportation to visit various places in the city. However, he has recently been getting confused about the routes and getting lost during his journeys.

### Scenario

One afternoon, John boards a bus to visit his friend. As the journey progresses, he becomes disoriented, forgets his destination, and misses his stop, leading to a situation where he is lost and confused.

### Guidance for passengers and driver

#### 1. **Observe and offer assistance**

Fellow passengers should be observant and approach John if they notice signs of distress or confusion. Politely offer assistance in clarifying his destination and help him identify the correct stop.

#### 2. **Use clear communication**

Communicate with John in a calm and reassuring manner. Ask if he needs help finding his destination and offer assistance without causing further anxiety.

#### 3. **Check for identification**

If possible, check if John has any identification or contact information. This can help in reaching out to his family or caregivers to ensure his safety.

#### 4. **Notify the driver**

Passengers can discreetly inform the bus driver about the situation, providing them with details about John's destination and any known contacts. This helps the driver be aware of the situation.

#### 5. **Provide a safe space**

If John seems agitated or confused, create a calm and safe space for him. Encourage him to remain seated until the situation is resolved.



# John on the bus

## 6. Offer reassurance

Reassure John that assistance is available and that steps are being taken to help him. Provide comforting words to alleviate any anxiety.

## 7. Call for assistance

If needed, the driver should contact the transportation company's central control or dispatch to report the situation and seek guidance on the appropriate steps to take.

## 8. Engage authorities if necessary:

In extreme cases where John's safety is at risk or his well-being is in question, the driver should engage local authorities, such as the police or emergency services, to ensure prompt assistance.

## 9. Maintain open communication

Keep communication channels open between the driver, passengers, and any authorities involved to coordinate efforts and share updates on the situation.

## 10. Document the incident

After the incident is resolved, document the details appropriately. Share information with colleagues and superiors to improve future responses to similar situations.



# CASE STUDY #5

## Mary at the concert

### Background

Mary, a 75-year-old woman, has been diagnosed with Alzheimer's disease, a form of dementia. Despite her cognitive decline, Mary enjoys attending cultural events and has a particular fondness for chorus concerts. She often attends these events with the assistance of her daughter.

### Scenario

Mary and her daughter attend a chorus concert at a music hall one evening. As the performance progresses, Mary becomes agitated and disoriented, expressing confusion about her surroundings. Her daughter, noticing the distress, seeks assistance in managing Mary's disruptive behavior, including shouting, within the music hall setting.

### Guidance for the staff

#### 1. Use clear communication

Communicate with Mary in a calm and reassuring manner. Ask if she needs help understanding the concert or finding her seat, offering assistance without causing further anxiety.

#### 2. Provide a quiet and safe space

If Mary appears agitated or confused, guide her to a calm and safe space within the music hall. Encourage her to remain seated until the situation is resolved, minimising potential distress.

#### 3. Offer reassurance

Reassure Mary that assistance is available, and steps are being taken to help her. Provide comforting words to alleviate any anxiety she may be experiencing.

#### 4. Manage disruptive behavior calmly

Approach Mary with a calm demeanor, understanding that her disruptive behavior, including shouting, is a result of her cognitive condition. Avoid reacting with frustration or annoyance.

#### 5. Use distraction techniques

Attempt to redirect Mary's attention using calming and familiar distractions, such as offering her a favorite item or engaging in a simple, repetitive activity to help alleviate her distress.

## **6. Communicate with empathy**

When interacting with Mary, use empathetic communication to reassure her and express understanding. This approach can help diffuse tension and make her feel more secure in the unfamiliar environment.

## **7. Maintain a supportive environment**

Encourage concertgoers to remain understanding and supportive during the incident. Creating an inclusive and compassionate atmosphere helps minimise the impact of the disruption on both Mary and the other attendees.

## **8. Notify emergency services if necessary**

If Mary's disruptive behavior poses a risk to her safety or the safety of others, concert staff should be prepared to engage local authorities or emergency services for prompt and appropriate assistance.

## **9. Document the escalated incident**

After the incident is resolved, document the details of the escalated behavior appropriately. Share this information with colleagues and superiors to enhance future responses to disruptive situations within the music hall setting.

## **10. Provide post-incident support**

Consider offering support to Mary and her daughter after the disruptive incident, ensuring they feel welcome to attend future events. This may involve discussing strategies to prevent or manage similar occurrences during subsequent visits.

## **11. Review and adjust protocols**

After addressing the disruptive incident, review the incident response protocols within the music hall setting. Identify areas for improvement and make necessary adjustments to enhance the venue's ability to support individuals with dementia and their carers during cultural events.

# How to obtain recognition and **badge** as a 'dementia-friendly' organisation?

After reading this Vademecum carefully, we will ask you to answer the questions that you will find here (<https://soundeupproject.eu/downloads>), and if you demonstrate that you have learnt the rules of conduct to be able to welcome people with dementia and their relatives into your working environment, you will obtain recognition as a 'dementia-friendly' organisation/shop, to signal to your customers/users with dementia and their relatives that they will be properly understood and welcomed. You will also be able to obtain a 'badge' in both a printable and online format, which can be displayed in the premises/media/environments where you operate and used in the preparation of communication and marketing materials.

We thank you and congratulate you on your commitment to becoming 'dementia friendly'.



For information on this Vademecum please contact:

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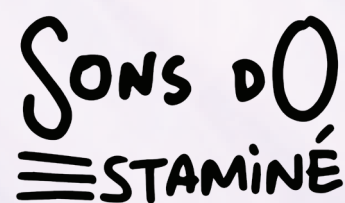
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