

# Dementia- friendly Exercise in the community



Esther Watts



# Mythbusting: Exercise and dementia

Some people with dementia will have participated in regular exercise over the years and the idea will not be new to them



# Younger people and dementia

There are 45,000 people under 65 with early onset dementia in the UK. These people may be able to undertake a greater amount of physical activity





# Why is it important?



Over  
**850,000**  
people are living with dementia.



The cost of dementia is  
**£26 billion**  
a year (based on 2013 cost data)



Unpaid carers save the economy over  
**£11 billion**  
a year



Over  
**1 million**  
people will have dementia by 2021



There are  
**670,000**  
carers of people with dementia

**Two-thirds**

of people with dementia live in the community; a third live in care homes.



**One third**  
of people with dementia do not  
feel part of their community



Over  
**40,000**  
younger people (under the age  
of 65) live with dementia

The most common barriers are:

**69%**

a lack of confidence

**59%**

physical health issues

**68%**

being worried about  
becoming confused

**44%**

not wanting to be  
a burden to others

**60%**

being worried about  
getting lost

**33%**

lack of appropriate  
transport

**59%**

mobility issues

# Why does the sport sector need to get involved?

## Business and social benefits :

- Employee retention and reduced sick leave
- Customer and client retention
- Dementia costs UK economy £26 bn p/a, costing UK businesses £1.6 bn p/a
- Households with dementia spend £10.2 bn p/a
- 89% of employers believe dementia will become bigger issue for organisation and staff
- 64% people with dementia would like businesses to support their needs more
- 1 in 9 of workforce will care for someone who is older, disabled or seriously ill

# Why does the sport sector need to get involved?

## Health benefits:

- Risk reduction
- Exercising large and small muscle groups
- Boosting oxygen levels
- Improving fine motor skills and hand and eye co-ordination
- Maintenance of dementia
- Falls prevention
- Multi sensory stimulation
- Improved sleep patterns
- Opportunities for vitamin D production

# Challenges faced by people with dementia

- Problems with mobility, navigating around the stores or premises
- Challenges caused by their memory problems
- Problems when paying
- Worries about other people's reactions

*“ It can be difficult knowing how to pay with your card sometimes. Is it a tap, a swipe or a pin?”*

*“ Because I can walk about, people and shopkeepers think I'm alright.”*





# People with dementia can still try new things



# Good practice





# Dementia-friendly Parks



Parks for All in Richmond





# Leyton Orient Football Club

Walking Football

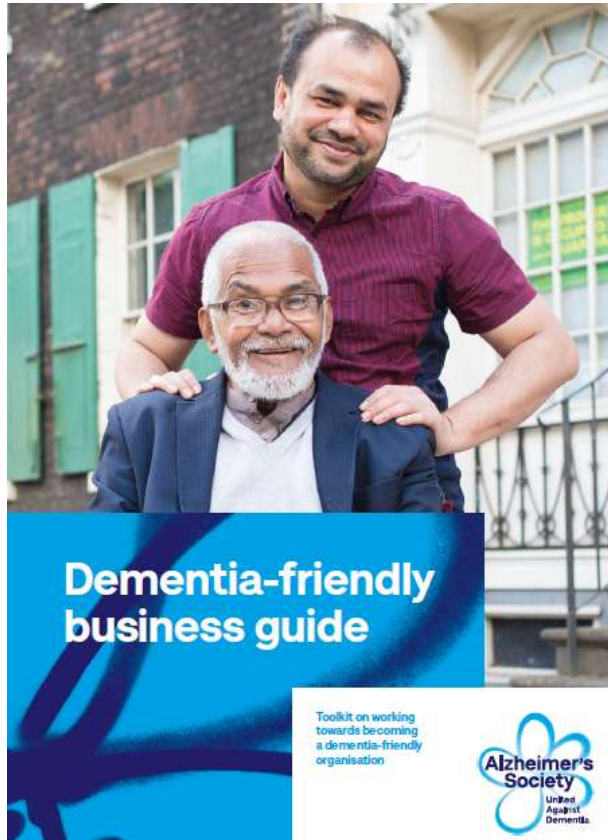
Reminiscence

Match awareness days





# Dementia Friendly Leisure Centre, Sport and Gym Guide



- To create guidance for leisure centres, gyms and sport clubs
- Part of Prime Minister's Champions Group
- Group working with Sporta, UK Active, Sport England and key partners
- Case studies and support needed
- Due out Summer 2018

# What can your organisation do?

1. Dementia Friends
2. Assess your programming and sessions
3. Conduct an environment audit
4. Support your employees living or caring for someone with dementia
5. Support Alzheimer's Society creating a Sport and Leisure Centre Guide

[Click here to watch the videos for organisations](#)



## Understanding Dementia

For all employees who want to understand a little more about dementia

1 **Download**



On the phone



Getting around

## Ways to support employees living with dementia

Professional support from specialist organisations

Privacy

Understanding

Time

Respect

Area	Difficulties people with dementia and carers face	Considerations
Acoustics Décor, displays, furniture or cafes (Continued)	<ul style="list-style-type: none"> <li>Views of nature, gardens, calming painting can all stimulate and relax people with dementia.</li> <li>Cluttered or narrow aisles are difficult to navigate, and put people at risk of slipping or tripping.</li> </ul>	<ul style="list-style-type: none"> <li>Are store or building layouts uncluttered? Are most used or frequently requested items nearer the front? Are less frequently requested items put out of sight?</li> <li>Reduce the frequency of changing store layouts.</li> <li>Do you use contrasting colours for cutlery, crockery, tablecloths and plates?</li> <li>Are plates heavier with a lip around the edge? These are less likely to be spilt or knocked over.</li> <li>Do mugs have large handles? This makes drinking easier.</li> </ul>



Accessible benches easy to see and contrasting to the environment  
(Source: South Gloucestershire Council, 2015)



**WANT TO FIND  
OUT MORE?**

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To provide a case study or get in touch to support creating a Dementia Friendly Sport and Leisure Guide contact:

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