



**"Let us remove the obstacles in the way of doing the right thing",
Greg Walsh, Chairman, West Berkshire DAA**

- **Report on West Berkshire DAA's successful 'Understand Stand Together' conference now available**
- **Over 70 pledges to improve the experiences of those living with dementia in West Berkshire listed**

The organisers of West Berkshire DAA's first conference aimed at exploring how West Berkshire and similar rural communities could become a better place to live for those living with dementia, have now produced a detailed report on the event. The document provides an overview of the day's presentations, as well as listing all the pledges made of the day, some of which have already been implemented.

Sue Butterworth, Programme Support Officer, Healthy Communities, West Berkshire Council, said; "There was so much energy and information shared at the conference, along with a real willingness to improve things in West Berkshire, for those living with dementia. Several organisations that attended have already developed their pledges into actions and we hope that others will be enthused to take action." Anyone interested in receiving a copy of the report should email

Sue.Butterworth@westberks.gov.uk

Thanks to recent donations, the West Berkshire DAA is now starting work on a new website that will provide additional information for local people affected by dementia. In addition, two local schools are hosting Dementia Friends information sessions for some year groups and are looking at volunteering opportunities around dementia, and a number of other organisations have already actioned their pledges.

Greg Walsh, Chairman of West Berkshire DAA, issued a rousing call to action at the close of the conference, which is reiterated in the report's closing statement. " We, as a community, now have an awareness of the impact of dementia on people living

among us and we can no longer avoid taking action to be more inclusive, supportive, responsive and understanding to people with dementia, and their carers. Let us remove the obstacles in the way of doing the right thing."

West Berkshire DAA will continue to support initiatives across the region and are keen to work with businesses, voluntary organisations and other members of society to bring about a tangible improvement in the day to day experiences of those in the area living with dementia.

Background note

At the conference, over 90 delegates from health and social care, local businesses, the voluntary sector and local government heard from some of the country's leading experts into dementia research, community planning and residential design. Delegates also heard an enlightening and entertaining presentation from Hilary Doxford, who was diagnosed with Alzheimer's disease at the age of 53 and is co-founder of the 3 Nations Dementia Working Board and a member of the Government's Dementia Programming Board and

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