



# Dementia-Friendly Business

Tips for interacting with people living with dementia

Smile!

Approach from the front

Make eye contact

Keep a kind tone of voice

Use gestures

Maintain a pleasant facial expression (friendliness)

Take your TIME, don't rush

Speak clearly

Talk about their areas of interest/expertise

Minimize questions-especially about anything that requires retention of recent facts

Be aware of need for personal space

Give one direction at a time

Pause and think before responding

Repeat information (using exact words) as if stating it for the first time

(Then) rephrase with fewer words if needed

Encourage patience from others

Offer to help (showing rather than pointing)

Increase awareness of dementia accessibility (signs clearly labeled on doors, black lettering on white background, color contrasts, adequate lighting.)

Avoid correction, criticism, and contradiction

Learn more about dementia—

Feelings become increasingly more important than facts.

"Just because facts aren't recalled doesn't mean moments aren't significant."

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