

Inspiring Dementia Action in Bristol Schools



April 2025



Terms 3 and 4 have been very busy with approximately 2000 pupil interactions. It has been great to work with older students once more, as well as more parents. A number of schools continue to participate in sessions and a number of new schools have also participated. A dominance of schools engaging continues to be in North and South Bristol, so we would love to see more schools in Central and East Bristol become involved. If you would like to arrange a session, a few slots remain in Term 6 so please do get in touch at sally.townsend@alzheimers.org.uk. I am also now taking bookings for the new academic year.

Media superstars

We were delighted to feature in numerous media pieces in February. A huge thank you to staff and pupils at Westbury Park Primary for enabling this to happen, as well as to John and Sue who regularly join us in schools sharing their lived experience of dementia. The TV and radio crews joined us throughout the day at Westbury Park Primary, interviewing staff, pupils, myself and John, as well as filming a session that we delivered. This featured throughout the BBC Radio Bristol breakfast programme along with a live interview, as the lead story on four BBC Points West TV programmes, and also as an online BBC story. The coverage created much dialogue amongst schools and people living with dementia.



School Engagement

Terms 3 and 4 saw engagement with pupils in Primary schools and students in Post 16 settings, as well as parents and staff.

Thank you to the following settings in particular;

Bristol City College
Broomhill Juniors
Holymead Primary
Oasis Academy Brislington
Sea Mills Primary
Trinity 6th Form
Waycroft Academy
Westbury-On-Trym Academy
Westbury Park Primary

Bristol City College



Students enjoyed participating in a powerful new session where they explored the empathy suit; a range of items which simulate different elements of the ageing process. One student said that the experience "... helped me to see things in a different way. It changed my way of engaging with people with dementia or any other disabilities."

Westbury-On-Trym C of E Academy

Well done to the Year 6 pupils who took the lead on educating parents about dementia as part of Neuro Diversity Week. The pupils applied their previous learning brilliantly and the impact on the parents' knowledge and understanding was evident. One parent said; "I will now spend time creating joy with individuals rather than seeing their dementia."



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Dementia Action Week

Dementia Action Week takes place between May 19th and 25th this year. The focus is on getting an early diagnosis. A dementia diagnosis is vital to give people access to care, treatment and support. It can help people and their families plan for the future, receive practical advice, feel a sense of relief in knowing what the diagnosis is, and get medication to help manage symptoms. At least one in three people with dementia in the UK does not have a diagnosis. The cost of not getting a diagnosis is hundreds of thousands of people not getting the help and support they need. We have to change that. 97% of people affected by dementia saw the benefit of getting a diagnosis.

If you're worried about yourself or someone close to you, use our symptoms checklist to help you discuss your concerns with a GP or health professional. Visit [Dementia symptoms checklist | Alzheimer's Society](#).

This year, the flagship Forget Me Not Appeal has joined forces with Dementia Action Week. The annual Forget Me Not Appeal is where we ask supporters to show their support for people affected by dementia by donating and wearing their Forget Me Not Appeal badge throughout the month of June. Last year the appeal raised £1.6 million, helping to fund vital dementia support and research. You can help people who've been devastated by dementia to access the support they desperately need. Donate, get your Forget Me Not, and show the world you're helping to beat dementia. Visit [The Forget Me Not Appeal | Alzheimer's Society](#).



Fundraising opportunities

Trek 26

Take on a 13 or 26 mile trek in one of 12 stunning locations this summer. Click here for more information [Trek26 | Alzheimer's Society](#).

Swim for Dementia

Why not organise a swimathon with the help of your local pool, and swim to support people affected by dementia? Pick a date, decide on a distance, and get as many pupils and teachers signed up as possible. Let us know when you are doing it by signing up [here](#), so we can send you sponsor forms and Alzheimer's Society banners and balloons for the big day.

Non-uniform day

Pick a day this term to swap school uniform in exchange for a donation to Alzheimer's Society. You could choose a theme; like wearing blue to match our logo, or wear something that evokes memories, like a costume you wore at a fancy dress party that you have great memories of. If you can't decide, you could ask the students to choose the theme, or simply go casual and wear your comfiest clothes? Be sure to let us know what you are doing by signing up [here](#).

Looking for more ideas and inspiration?

Get in touch with your local community fundraiser: zena.jones@alzheimers.org.uk.

Dates

May 5th - 11th : Dying Matters Week

May 19th - 25th : Dementia Action Week

June 1st - 7th : Volunteers Week

June 9th - 15th : Carers Week

June 9th - 15th : Loneliness Awareness Week

June 20th - 24th : GladToCare Awareness Week

