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The blue bracelet - first step towards dementia friendly community

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Background: Dementia is increasingly common disease. Trend in treatment and community care is that patients remain at home environment with the support of relatives and service centers as long as possible. Patients are encouraged to perform independently all tasks they can and participate in public activities. For successful integration in public it is important to know dementia. Presenting bracelets and specifics of communication in the context of public events, media appearances and publications was the launch of blue story of the dementia in the community.

Methods: Design of blue bracelet as a discreet visual communication tool for patients who have difficulty in communicating with possible addition of contact and emergency numbers. Relatives were included in designing.

Discussion: Project of knowledge about dementia offers solutions that allow patients with cognitive decline to participate in public life as they alert to their difficulties in communication or behavior with blue bracelet. As bracelets are discreet, relatives and patients accepted them without concern of stigmatization.

Results: In three months we presented importance of proper communication with patients with dementia and promoted blue bracelets on twenty public events, among them European Conference on Alzheimer's disease, "Walks for the memory", numerous lectures on dementia for lay and professional public, book presentations on "mind training events", public projection of movie about dementia, appearances on radio, TV, regional and municipal newsletters. We launched 700 blue bracelets on market and donated them to patients with dementia in all regional retirement homes. Blue story continues next year with blue pendant.

Conclusion: Blue bracelet represents a modern and discreet communication tool to alert workers in public service to problems patient with dementia has and to facilitate communication. Promotional bracelets are part of blue story that raises public awareness about dementia. Awareness in the community leads towards system solutions.