**Dementia Action Week 2023 will run from 15-21 May**

Dementia Action Week is Alzheimer's Society's biggest and longest running awareness campaign. Each year, we work with individuals and organisations across the UK to encourage people to ‘act on dementia’.

**About Dementia Friends**

Alzheimer’s Society’s Dementia Friends programme is the biggest ever initiative to change people’s perceptions of dementia. It aims to transform the way the nation thinks, acts, and talks about the condition.

Whether you attend a face-to-face Information Session or watch the online video, Dementia Friends is about learning more about dementia and the small ways you can help. From telling friends about the Dementia Friends programme to visiting someone you know living with dementia, every action counts.

**What is a Dementia Friend?**

A Dementia Friend is somebody that learns about dementia so they can help their community.

Too many people affected by dementia feel that society fails to understand the condition they live with. Dementia Friends help by raising awareness and understanding, so that people living with dementia can continue to live in the way they want.

**What does a Dementia Friend do?**

Dementia Friends help people living with dementia by taking actions – both big and small.

These actions don’t have to be time-consuming. From visiting someone you know with dementia to being more patient in a shop queue, every action counts! Dementia Friends can also get involved with things like volunteering, campaigning or wearing a badge to raise awareness.

**Who can be a Dementia Friend?**

Everyone! Dementia Friends is open to anyone who wants to help people with dementia in their community.

[**Search for your nearest free Dementia Friends Information Session**](https://www.dementiafriends.org.uk/WEBSession)

Book on to one of our free Information Sessions, delivered by our amazing volunteer Ambassadors!

During this friendly and interactive session, you'll learn more about dementia, how it affects a person and what you can do to help people affected by dementia in your community. Big or small, every action counts!

The Session lasts around 45 minutes and will be delivered virtually via an online webinar or a livestream video.

Can’t find an online Information Session to attend? Become a Dementia Friend by [watching our video](https://www.dementiafriends.org.uk/register-digital-friend) instead.