

June 2008

Newsletter No. 4

Brain Waves



A monthly newsletter from Innovations in Dementia CIC

The aim of these newsletters is to keep people with dementia and their allies informed about the work of Innovations in Dementia Community Interest Company.

New look for Innovations in Dementia CIC

The logo at the top of this page is temporary. We have been asking people with dementia what they think of it. One thing that is definitely changing is the colour - to green.

Find out why on page 2



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How do people with dementia see themselves?

The images of people with dementia in our culture are often very negative. The media often portray dementia as a 'tragedy' and a recent article in the Observer referred to it as 'the living death'.

Even charities sometimes paint a very pessimistic view of dementia. Last year a major charity described dementia as 'robbing people of their soul'.

There is no doubt that dementia has a profound effect, but we believe that these negative images can be very damaging.

We are writing a series of articles looking at the way dementia is portrayed, and comparing this to the way that people really feel about themselves.

If you have any thoughts about the images of dementia you see in the media, or would like to tell us whether dementia has changed the way you feel about yourself, then we'd like to hear from you.

Tell us what you think

Email: ideas@innovationsindementia.org.uk. Telephone: 01392 420076.

Green is the colour

We wanted to ask people with dementia what they thought about the logo that we use at Innovations in Dementia.

Steve went to talk to the members of the Forget-me-not club in Swindon to ask their advice.

The members of the group thought that we should use the colour green for our logo. People said that the colour green made them think of growth and nature and that it was a very positive and peaceful colour.

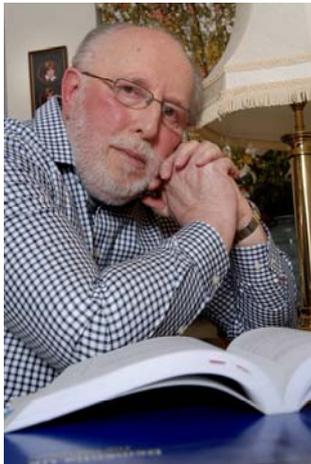
We are taking their advice and re-doing our logo and stationery in Green.

Interestingly, there is evidence to suggest that the colour green reduces blood pressure.

Green it is then!



Peter Ashley



We are proud to announce that Peter Ashley has agreed to be our first associate. Peter Ashley was diagnosed with Lewy Body dementia on 20th July 2000 and has been an active campaigner and speaker on dementia-related issues since 2001.

He was one of the first people with dementia to demand a voice on national and local organisations and has can list many impressive contributions to the cause of dementia awareness, including plenary presentations at international conferences.

He has been on the board of trustees of the Alzheimer's Society in the UK and is now an Alzheimer's Society ambassador, is a member of DeNDRoN (the Dementias and Neurodegenerative Diseases Research Network), is the Older People's chairman of CSIP in the North West and served on the NICE/SCIE dementia guidelines group and the advisory group for the National Audit office report on dementia.

We know that Peter will be an invaluable member of the team. Peter can be contacted on peter@innovationsindementia.org.uk.

Getting involved

Being an associate of Innovations in Dementia is just one way in which people with dementia can help us.

We are always looking for individuals with dementia or groups of people with dementia who would like to work with us. Please contact us (see below for contact details).



Innovations in Dementia is run by three directors - Rachael, Steve and Nada. We are a Community Interest Company. This means that any profit we make is put back into the organisation.

We do not offer services for people with dementia. Instead we work with other organisations to make sure that people with dementia can continue to take part in their communities and have active lives.

Please share your ideas, experiences and positive stories with us.

Contact us

Email: ideas@innovationsindementia.org.uk. Telephone: 01392 420076

Innovations in Dementia CIC, PO Box 616, Exeter, EX1 9JB

Website: www.innovationsindementia.org.uk

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