

DEMENTIA-FRIENDLY RETAIL

Open education for customer facing staff

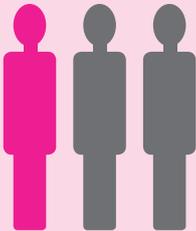
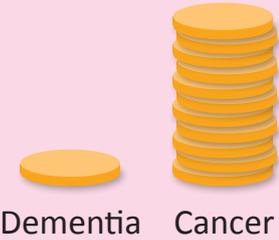
Through the use of education and awareness building, retailers have the potential to create a setting that supports and helps dementia sufferers; becoming environments within which they feel confident and at ease. The Open University (OU) is inviting key retailers to become part of a consortium which will lead the way by enabling retail staff to learn through free online learning available to the whole community and being at the forefront of supporting Dementia sufferers in the United Kingdom.



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There are currently 850,000 people living with dementia in the UK; a number set to rise to over one million by 2025. Dementia is now

one of the most urgent global health issues of our time, and one being tackled by governments and societies across the world.

<p>1 million people in the UK expected to have Dementia by 2025</p>	<p>1 in 3 of us will care for a person with dementia in our lifetime</p> 	<p>2 in 3 people with the condition are women</p>	<p>670,000 people in the UK care for a person with dementia</p>
<p>Dementia costs the UK £26 billion a year</p>	<p>Cancer patients cost £5 billion a year</p>	<p>Yet dementia gets 13 x less funding than cancer</p> 	<p>The cost of treating and caring for sufferers of dementia is higher than that of cancer, stroke or heart disease</p>

Through the use of education and awareness building, retailers have the potential to create a setting that supports and helps dementia sufferers; becoming environments within which they feel confident and at ease. This is something the OU wants to ensure happens.

The OU recognises the importance of equipping retailers and staff with the knowledge and skills to support those living with dementia. A leader in providing relevant, flexible distance learning to students across the globe, we are also a principal provider of curriculum to employers; with 86 of the FTSE 100 companies sponsoring staff on OU courses.

Working with our own leading academics in dementia, we are creating bespoke content concerning dementia friendly retail; offering it as informal learning via the creation of a Badged Open Course (BOC).

Dementia and retail badged open course

The badged open course (BOC) will offer employers and employees alike the ability to access meaningful, flexible education, concerning dementia and its interactions within the retail environment. Once created, the BOC will be available via OpenLearn, downloadable on ebooks (on iTunes, Google Play and Kindle), and SD cards.

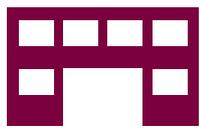
The learning content will be specifically tailored to time-poor retail staff:

- Learning will be offered in 'bitesize' pieces
- '60' second videos on important subjects, e.g. 'an introduction to dementia'
- Topics such as: how to recognise an individual with dementia; how to adapt the store layout to better accommodate those with dementia; how best to support and interact with dementia sufferers

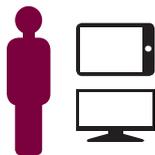


- Optional role play learning
- Quizzes
- A 'Certificate of Participation' available for sections completed

How the partnership works



1. Retailer joins



2. Members of staff complete chosen areas of developed BOC on chosen format



3. Members staff receive a certificate of participation



4. Member receives OU badge to use online to demonstrate commitment to the community

Retailers will make a donation of £5,000 to the OU to ensure the ongoing sustainability of the BOC as well as evaluating its impact.

Membership benefits include:

- Lead role in enabling Dementia friendly communities acknowledged on OU website and own website by using OU badge of commitment

- Partnership launched in press, online and multiple University stakeholders – such as alumni, students, staff and partners
- Free learning and development for staff
- Input into and first site of evaluation on uptake of BOC
- Annual dinner with leading voices in Dementia.