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# Dementia NI Strategic Plan

2020-2023



Dementia NI is an independent voluntary organisation set up by people with dementia.

Registered with the Charity Commission for Northern Ireland NIC 106148



## Our Vision

Everyone living well with dementia

## Our Mission

People with dementia driving positive change

### Aims

- Challenge the stigma of having a diagnosis by raising awareness about dementia
- Promote the right for people living with dementia to be involved in decisions that affect their lives
- Provide training, education and awareness to organisations and the public on how to best support people living with dementia
- Support people living with dementia to raise awareness of dementia in their own right.

### Values

- Led by people with dementia
- Inclusive and accessible
- Striving for meaningful change
- Being heard and understood



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## Our Goals and Outcomes

### 1 Dementia Journey

Reduce the impact of a dementia diagnosis throughout the journey

#### Outcomes

- Training for services/professionals
- Partnerships with charities, services and professional bodies/networks for improvements in diagnosis and support
- Signposting and information sharing at diagnosis, and post-diagnostic support.
- More opportunities for people with dementia to live well after diagnosis

### 2 Campaigning

Campaigns led by people with dementia to influence policy and practice locally, nationally and globally

#### Outcomes

- An independent review of the NI Dementia strategy to evaluate effectiveness and future planning
- Review of end of life care to ensure a positive impact on people with dementia and their families
- The implementation of a more rights-based approach in dementia campaigning
- People with dementia directly involved with key decision-makers and processes in lobbying

### 3 Membership

Develop the membership of Dementia NI

#### Outcomes

- An expansion of our Empower and Support Group network in Northern Ireland.
- Opportunities for personal development and growth for people with dementia
- Increased numbers of people with dementia involved with Dementia NI.
- Review of membership levels of Dementia NI

### 4 Education & Awareness

Improve education and awareness about dementia to make communities more inclusive and welcoming for people with dementia

#### Outcomes

- People are more confident in engaging with people with dementia
- Increase in number of buildings and environments that will be more user-friendly for people with dementia and other disabilities
- Diverse groups of people and organisations trained and educated in dementia awareness

### 5 Sustainability

Review and develop organisational structures to ensure sustainability of the organisation

#### Outcomes

- Governance review and development
- Organisational infrastructure review and implementation which supports effective delivery
- Staff support structure and ongoing development opportunities
- Increased and diversified income generation through effective fundraising and marketing.
- Reducing the organisation's carbon footprint and impact on the environment to ensure sustainability of the planet

