

Dementia UK is the new name and identity for the national charity previously known as *for dementia*. Registered charity no 1039404  
[www.dementiauk.org](http://www.dementiauk.org) Switchboard 020 7874 7210 [info@dementiauk.org](mailto:info@dementiauk.org)

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## **Frequently Asked Questions**

**Embargoed until 00.01am 31st March 2010**

Barbara Stephens, Chief Executive of **Dementia UK** responds to questions regarding the name change:

### **When did *for dementia* change its name to **Dementia UK**?**

“We changed our name on 31<sup>st</sup> March 2010 at the official launch of the Association for Dementia Studies (based at the University of Worcester) and of which **Dementia UK** is a key partner.”

### **Why has *for dementia* changed its name?**

“We have changed our name to **Dementia UK** to reflect our strengthened presence across the UK. This name also provides us with a distinctive identity and easier to use name with which all our stakeholders, partners, supporters, patrons and widening team can identify.”

### **Why ‘**Dementia UK**’?**

“We have given ‘Dementia’ a central position in our name because we want to challenge the stigma that surrounds the word dementia by encouraging more people to talk openly about dementia, to take positive action to improve people’s lives and thus help combat the fear and concerns that this word and disease can generate. Additionally, the term ‘dementia’ covers over 100 forms of this disease of the brain and the wide range of symptoms and behaviours that accompany the onset and development of this cruel disease.

Our strap line - improving quality of life - is clear, simple and encompasses the heart of everything we do.

Dementia is now recognised as a major health concern and is consequently at the forefront of Government policy. Our aspiration is to be increasingly a key player, working together with our partners, with confidence and cohesion, to deliver high quality services to and with people with dementia and their carers.”

### **What practical difference will the name change make?**

“We believe the strengthening of our identity will play a powerful and positive role in enabling us to develop our services throughout the UK for people with dementia and their carers and to forge and strengthen existing relationships with our key partners.”

### **Is the charity changing in any other ways?**

“Rest assured that the core of the charity remains the same; our mission continues to be improving quality of life for all affected by dementia. It is ‘Business as usual’ across all our areas of work.”

However in conjunction with refreshed image, I am delighted to tell you that **John Suchet** has agreed to become our **Honorary President** and that Professors David Jolley, Bob Woods and Martin Orrell together with Barbara Pointon MBE and actor Leonard Fenton have agreed to become Patrons.”

### **Will other names used by the charity change?**

“Uniting Carers *for dementia* has changed to **Uniting Carers**; *for dementia* Training has changed to **Dementia UK Training**. The names of our specialist dementia care nurses **Admiral Nurses** and our national helpline **Admiral Nursing DIRECT** remain the same.”

### **What are the core aims of Dementia UK?**

“We believe that

- **Support and advice** from our specialist Admiral Nurses should be available to everyone affected by dementia
- **Dementia training** should be available to all health and social care staff working in all settings
- **Family carers** should have the opportunity to have their voices heard.”

### **What impact has the name change had on resources?**

“The changes to our name and identity, whilst powerful, are also modest and have been developed and implemented at minimal cost. The name change has enabled us to refresh our materials and images in light of our strengthened presence and remit.”

### **How is Dementia UK funded?**

“**Dementia UK** receives no funding from Government or other statutory sources, relying totally on voluntary donations and the support of companies and other organisations. In 2010, we started a new annual fundraising initiative ‘Time for a Cuppa’ suitable for everyone to contribute to – in private homes, offices, village halls and care homes. ‘Time for a Cuppa’ in 2011 is on Monday 7<sup>th</sup> February 2011. Do join us in taking ‘time out’ to support everyone affected by dementia, have fun and raise funds for **Dementia UK!**”

### **How can information on Dementia UK be accessed?**

“[www.dementiauk.org](http://www.dementiauk.org) is the new portal URL for the charity. This website provides access to information about all areas of the charity’s work for people with dementia, families and home-based carers, professional carers, provider organisations and everyone who wishes to support the charity by donating or offering help. Our switchboard telephone number remains the same 020 7872 7210.”

**ENDS/**

**Issued 30<sup>th</sup> March 2010**

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For more information on **Dementia UK**, its aims and ambitions and/or to discuss ways in which the charity’s work can be supported, please contact the Chief Executive Barbara Stephens on 020 7874 7210 [info@dementiauk.org](mailto:info@dementiauk.org).

The information provided in this FAQ document can be used freely for all publicity and promotion purposes. Please extract quotes as here and credit to Barbara Stephens, Chief Executive, Dementia UK.

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