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Dementia NI Strategic Plan 2020-2024



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



Dementia NI Strategic Plan 2020-2024

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

