



## Did you know...

### Dementia Action week 2019 is 20<sup>th</sup> to 26<sup>th</sup> May.

Hello and thank you for taking the time to read this, I hope you will consider helping Stirchley lead the way in becoming Birmingham's very first Dementia Friendly Community?

One of the first steps to take with becoming a Dementia Friendly Community is raising awareness.

Dementia Action Week is just around the corner, and I was wondering if you would be able to incorporate any of the following ideas into your business?

1. Are you able to decorate your shop frontages or window displays in the Dementia Friends colours of Baby Blue and Yellow for Dementia Action week 20<sup>th</sup> May to 26<sup>th</sup> May?
2. Are you able to put up a Dementia Awareness poster during Dementia Action week along with your display?
3. Do you have hanging baskets or flowers on display which you could plant or change to Baby Blues and Yellows?
4. Can you take a photo of your display and send them to me so that I can Tweet and share your businesses support on Social Media? [Daniele.Dennis@birmingham.gov.uk](mailto:Daniele.Dennis@birmingham.gov.uk)
5. Can you ask your customers to help us knit and crochet Forget Me Nots or large squares in the Blue and Yellow and drop them to me at the Baths before Friday 10<sup>th</sup> May?
6. If you have any railings outside your shop etc. would you mind if it was yarn bombed? Or do you have anything inside your shop which could be yarn bombed?
7. Are you able to create a product and link it in with the Forget Me Nots, by calling it Forget Me Not (insert product?)

**And... Lastly but by no means least.... THANK YOU!**

