

# BUS PLACARDS

We still get the same thing from people: **"YOU DON'T LOOK LIKE YOU HAVE DEMENTIA"...**

Tell me what dementia looks like, because had I known I would have changed my hairstyle.

@westsideseniorhub

STIGMA is when other people make assumptions about a person based on their actions or appearance. Dementia affects everyone differently. Remember that every person's capacity, needs and priorities are different. **Help FLIP STIGMA ON ITS EAR!**

LEARN MORE HERE



\*This campaign is a Dementia Ventures Initiative, drawing on a toolkit created by the Flipping Stigma Action Group: [www.flippingstigma.com](http://www.flippingstigma.com)



I was asked to lead the stretching in my exercise class and could not remember what went first. Then a man said: **WHAT'S THE MATTER WITH YOU, HAVE YOU GOT DEMENTIA?**

That's STIGMA. He made me feel so terrible, I quit.

@westsideseniorhub

Jumping to the conclusion that I'm defective and I have dementia is an unhelpful and dangerous stereotype. **I AM MORE THAN MY CONDITION.** I want to feel encouraged and included. **Help FLIP STIGMA ON ITS EAR!**

LEARN MORE HERE



\*This campaign is a Dementia Ventures Initiative, drawing on a toolkit created by the Flipping Stigma Action Group: [www.flippingstigma.com](http://www.flippingstigma.com)



Whenever I say: I'm having trouble... My friend says: **OH, I HAVE THE SAME TROUBLE, NO PROBLEM.**

No you don't! I'm trying to explain myself and you are trying to make me feel good. That doesn't help me.

@westsideseniorhub

Reassuring a person with dementia that this happens to everyone discounts their diagnosis and experience. It minimizes their feelings. In this situation, ask yourself: **AM I HELPING THIS PERSON, OR AVOIDING A CONVERSATION THAT MAKES ME UNCOMFORTABLE?** **Help FLIP STIGMA ON ITS EAR!**

LEARN MORE HERE



\*This campaign is a Dementia Ventures Initiative, drawing on a toolkit created by the Flipping Stigma Action Group: [www.flippingstigma.com](http://www.flippingstigma.com)

