

Reaching Out: 6 Short Films

In 2016 the service supported research led by University of the West of England (UWE) into the dementia experiences of people from Black Asian and Minority Ethnic (BAME) communities in Bristol which was published in February 2017. Alongside our own extensive consultation with Bristol's Somali community, the recommendations clearly expressed a need for increased awareness about dementia across Bristol's diverse communities. The service wanted to address the stigma and misconceptions about dementia and the barriers these created for those seeking appropriate diagnosis and support.

As a response to these concerns, we commissioned a series of six short films, led by one of our Community Development Coordinators. Each film was a separate project developed in coproduction with the community including accessing local translation and interpretation services.

Each film includes a medical professional, community leader and either a person living with dementia or a carer.

They discuss:

- What dementia is
- How dementia is diagnosed
- How you can reduce your risks of developing dementia
- How you can access support after a diagnosis, including information about Bristol Dementia Wellbeing Service

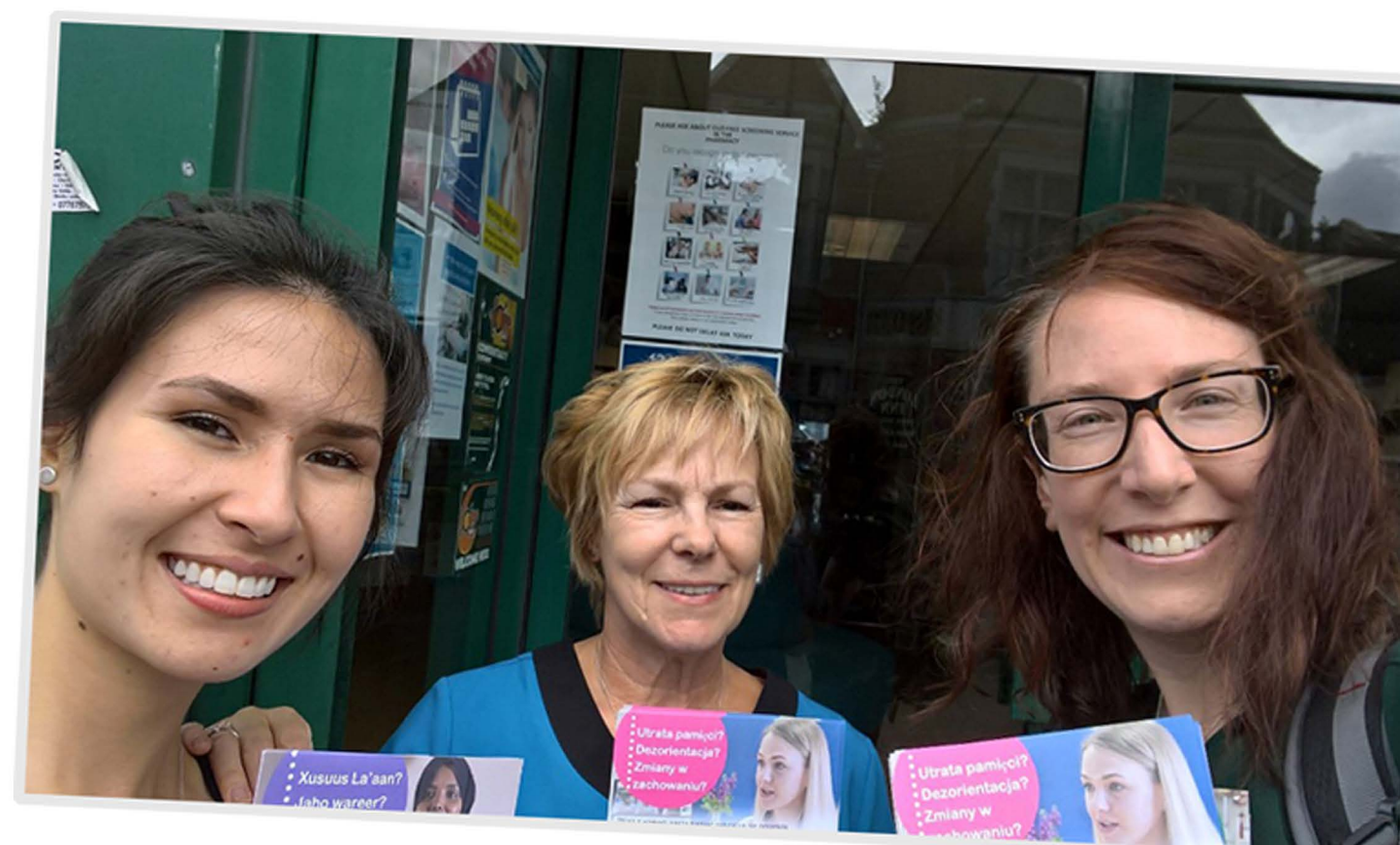


“Many older people in our community have limited English and when they don't understand what dementia is, it can be very scary. These films explain the disease and the help available in a simple, clear way in their native language, making it easier for them to gain a genuine understanding of dementia, get a diagnosis from their GP and to get support from the Dementia Wellbeing Service” (Somali Carer)

These films have now been viewed over 5,000 times online, and hundreds more DVDs have been distributed to GPs, community groups and those who do not access the internet.

They are an invaluable tool to raise awareness about dementia, tackle stigma and open dialogue with Bristol's communities to help people access appropriate support.

We have received positive feedback both locally and nationally with Bristol's Mayor Marvin Rees commenting that *“they will be a really useful tool for engaging with those communities who may otherwise find it difficult to access information on dementia”*.



You can view all of the films on our website bristoldementiawellbeing.org or contact us to request a DVD via dpn-tr.DWSAccessPoint@nhs.net

BRISTOL DEMENTIA WELLBEING SERVICE
bristoldementiawellbeing.org

