



# Dementia...

## STOP

## the Stigma



**S**tereotype people with dementia.  
*Don't worry, this happens to all 'old' people, it's part of getting old.*



**T**rivialize or belittle people with dementia.  
*You're experiencing memory loss, you must have dementia.*



**O**ffend people with dementia.  
*You have no idea what you are talking about.*



**P**atronize people with dementia.  
*That's ok 'dearie', just take your pills like a good girl.*

- Reducing stigma may be achieved through education, protest against current inequalities and contact with those living with dementia.
- Successful interventions are likely to involve a multifaceted approach that tackles self-stigma as well as public and social perceptions of dementia.
- Future research should explore the creation of culturally sensitive anti-stigma interventions, evaluating which of these programs will be most effective and easiest to implement.
- *Each of us has the responsibility to make the world a better place for those living with dementia.*