Best Practices for Customers with Dementia

The Challenge

Individuals living with Alzheimer’s disease or another form of dementia may face these challenges:

- Feeling unfamiliar with their surroundings and possibly becoming disoriented
- Difficulty describing what they want
- Problems paying or making change, or misplacing a wallet
- Trouble finding the right words

The Response

Here are tips for what you can do:

1. Keep a calm environment and demeanor.
   - Speak clearly and calmly
   - Use simple short sentences
   - Try different words
   - Keep choices to a minimum

2. Listen closely and react with sensitivity.
   - Listen carefully to the person
   - Suggest a word if necessary
   - Go at their pace
   - Use a friendly tone
   - Respect their personal space

3. Respond.
   - Approach the individual slowly from the front
   - Use a comforting tone of voice
   - Offer to help the person with the transaction
   - Offer to call a relative or close friend for assistance

For more information, visit dfamerica.org or contact your local DFA chapter: