



Dementia Champion Job Description

As agreed by members of the Pembrokeshire Dementia Champion Forum.

What is a Dementia Champion?

- A Dementia Champion is someone with knowledge, understanding and skills in the care of people with Dementia.
- Encourages supports and motivates others to make a positive difference to people living with dementia in their care setting.
- To play a key role in raising and promoting awareness, knowledge and understanding of Dementia.
- The role of the Dementia Champion is not an add-on to an existing role, rather it should be an everyday part of it.

Accountable to – Floor manager/ qualified staff (alter as necessary)

What does the role entail?

- Supporting people with dementia to **have a voice and be heard**.
- Supporting and engaging with **families**, friends / and other visitors
- **Being a named point of contact or a specialist resource** for colleagues who are working with people living with dementia and their families, carers, friends.
- **Signposting**- Identifying useful dementia resources e.g. support groups, community services, leaflets and sharing this information with others,
- **Promoting and sharing best practice** with others, providing information, advice and guidance. Keeping staff up to date regarding current dementia issues.
- **Lead by example** - Identify and support new initiatives to improve care. Assist in any changes to practice and culture.

- **Be a role model** in developing and demonstrating quality dementia care. Show how things should be done - translating words into actual practice.
- Playing a key role in **raising the awareness, knowledge and understanding of Dementia**
- **Empower** other members of the team to develop good practice in caring for people living with dementia.
- Promote physical, social, emotional and spiritual **wellbeing**.
- **Training**- Identify any additional training for staff and share your specialist knowledge.
- Identify gaps and update your **own skills and knowledge**
- Attend Dementia Champion Forums

Qualities of a Dementia Champion

- Have a genuine interest in Dementia care and a willingness to learn
- Good communication skills
- Be a supportive person
- Have good listening skills
- Be a people person
- Have the confidence to use your own initiative and think outside the box.