

Dementia UK brand narrative

When someone has dementia, it's vital their friends and family can get specialist advice, support and understanding to help them help their loved one.

But for thousands of families, living with dementia means frustration, fear and sadness, not only for the person with dementia, but also the people caring for them, and wider family and friends. Every day and every moment, new and complex challenges need to be dealt with, and trying to support someone with dementia can be exhausting, overwhelming and frightening. It's easy to become isolated as those providing the care put their own lives on hold to take on a role that can push them to breaking point.

There is a lifeline. Dementia UK is the nursing charity that is there for the whole family, so no-one has to face dementia alone. Our dementia specialist Admiral Nurses provide life-changing advice, guidance and support, to anyone living with dementia, no matter what they're going through. Our Admiral Nurses help thousands of people struggling each year to find the strength and resilience they need. With the support of an Admiral Nurse and Dementia UK, families and loved ones caring for someone with dementia know they're not alone. When times are tough, talking with an Admiral Nurse on our Dementia UK helpline, online, or in the community can offer the understanding, reassurance and guidance to feel more in control.

In the UK, someone develops dementia every three minutes. And right now there are less than 400 Admiral nurses to support their loved ones and families. Compared to many of the most serious health conditions, specialist follow up support for a dementia diagnosis is hard to get because it barely exists. As diagnoses rise every year, we need radical change so families don't have to go through dementia alone. We need more nurses and we need better understanding and awareness of the reality of dementia. We need every family to know we will be there to support them, for as long as they need us.

Dementia UK brand platform

Service proposition

The specialist dementia nursing charity

Core fundraising proposition

[Help make sure] no-one has to face dementia alone

Essence

Lifeline

Position

For anyone supporting someone with dementia, Dementia UK is the only specialist dementia nursing charity.

Brand promise

Life-changing specialist dementia support for everyone who needs it, for as long as they need it.