

September 12, 2018

## **Alzheimer's WA welcomes quiet hour expansion in WA**

Alzheimer's WA has welcomed Coles announcement that it will introduce its low-sensory Quiet Hour experience to an additional 20 supermarkets across Western Australia to provide a more inclusive shopping environment for all customers.

Quiet Hour was initially rolled out to 70 supermarkets across the country. Now 173 stores in Australia will offer the low-sensory experience.

Alzheimer's WA CEO Rhonda Parker said she was delighted Coles had trebled the number of stores in WA to make Quiet Hour more accessible for customers, particularly those living dementia.

"Quiet Hour was originally designed to support customers who are, or have family members, on the autism spectrum," Ms Parker said.

"However people such as those living with dementia also find it challenging to shop in a heightened sensory environment, so we are thrilled with this announcement.

"Any initiative that supports people living with dementia to remain active in the community rather than be confined within the four walls of their home is a positive step forward.

"We've already seen the difference in the Manjimup community when a local supermarket embraced quiet time through our Dementia Friendly Communities project.

"For the local men and women of Manjimup living with dementia, the simple support by someone who had some basic training to enable them to provide the appropriate assistance in the local supermarket has made the world of difference."

During Quiet Hour, customers will notice the following changes in participating Coles supermarkets:

- Lighting will be reduced throughout the store
- Coles Radio will be switched off
- Register and scanner volumes will be reduced to the lowest level
- No trolley collections and roll cages will be removed from the shop floor
- No PA announcements \*excluding in case of emergencies
- Free fruit will be offered at customer service
- Additional team members will be available to support customers during the hour

## MEDIA STATEMENT

### **New stores** offering Quiet Hour:

- Dunsborough
- Australind
- Collie
- Baldivis
- Meadow Springs
- North Armadale
- Gosnells
- Fremantle
- Melville
- Southlands
- Kardinya
- Caversham
- Maylands
- Swan View
- Scarborough
- Brighton Village
- Alexander Heights
- Ocean Keys
- Tom Price
- Geraldton

### **Existing stores** offering Quiet Hour:

- Margaret River
- Erskine
- Southern River
- South Lakes
- Mundaring
- Floreat
- Hillarys
- Kalgoorlie
- Kalgoorlie (Hannans)

**Quiet Hour is held at Coles every Tuesday between 10:30-11:30am.**

### **Statistics**

- There are currently 41,149 people living with dementia in Western Australia.
- This figure is predicted to increase dramatically to over 84,000 people in less than twenty years and almost 150,000 people by 2056<sup>1</sup>.
- Dementia is the leading cause of death of women in Australia, and the second leading cause of death of all Australians<sup>2</sup>. There is no cure.

### **Sources**

<sup>1</sup> NATSEM calculations using Australian Bureau of Statistics population projections

<sup>2</sup> Australian Bureau of Statistics

– Ends –

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## MEDIA STATEMENT

### **Notes to media:**

Stories in the media about dementia may prompt concerns or cause distress for audiences and readers. When writing or talking about dementia, please encourage your audience/readers with the number for our Customer Support line on 1300 66 77 88, a free call, telephone information and support service.

### **What is appropriate language for talking about dementia and why we need it?**

The words used to talk about dementia can have a significant impact on how people with dementia are viewed and treated in our community. In particular, please avoid the use of the word sufferer or suffering – the preferred language is a person/people living with dementia. Please read the [Dementia Language Guidelines](#) that have been developed by people living with dementia and carers.

### **About Alzheimer's WA**

As the dementia experts Alzheimer's WA works with those living with dementia and the organisations that care and support them, to have the greatest beneficial impact on their dementia journey.

Our client services, advocacy work, training and consultancy programs are based on a philosophy of understanding the lived experience of dementia. We are guided by people living with dementia and our approach views dementia as a holistic experience for the person rather than just a biological illness. Call our Customer Support line on 1300 66 77 88 or visit [www.alzheimerswa.org.au](http://www.alzheimerswa.org.au).