

MEDIA STATEMENT

15 March 2019

New Memory Café to open in Toodyay

A new Memory Café will be launched at Toodyay's well-known Cola Café and Museum, less than six months after Toodyay commenced the process to become a dementia friendly town through the Dementia Friendly Communities project.

Alzheimer's WA CEO Rhonda Parker said the Toodyay Memory Café was initiated by dementia advocate Angi McCluskey and is supported by WA Country Health Service and the Toodyay Shire.

"We are thrilled the Cola Café and Museum is to become WA's next Memory Café," Ms Parker said.

"A Memory Café is simply an informal meeting place, such as a café, for like-minded individuals going through a similar experience.

"It provides an opportunity for people living with dementia to socialise, feel welcomed in a safe and inclusive environment, and make new friends – a simple pleasure we all enjoy and take for granted.

"The objective from the start for the Dementia Friendly Communities project was to reduce the stigma attached to dementia and instead develop a community that enables and supports people living with dementia to remain active in the community rather than be confined within the four walls of their home.

"People with dementia want to continue to participate in everyday life but require support and understanding from the rest of us to do so."

Ms Parker said 70% of people with a diagnosis of dementia live at home in the community making dementia a community challenge rather than just an aged care challenge.

"It is imperative that opportunities exist for people living with dementia to have continued engagement in the local community in ordinary, everyday activities, and that they feel safe, comfortable and confident to do so," she said.

"The Memory Cafés show how the simple, everyday pleasures of engaging with the community mean so much for all of us, and how simple it is to extend that opportunity to those living with dementia."

The Toodyay Memory Café launches on Tuesday, 9 April 2019, 10.00am – 12.00pm at The Cola Café and Museum, 128 Stirling Terrace, Toodyay WA 6566. Following the launch, the Memory Café will run on the second Tuesday of each month at 10.00am.

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For more information contact 1300 66 77 88, email dfc@alzheimerswa.org.au or visit alzheimerswa.org.au.

ENDS

Statistics

- There are currently more than 41,000 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 2056¹.
- Dementia is the leading cause of death of women in Australia, and the second leading cause of death of all Australians². There is no cure.

Sources

¹ NATSEM calculations using Australian Bureau of Statistics population projections

² Australian Bureau of Statistics

– Ends –

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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 to call 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

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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.