

Please DO:

- ✓ Deliver at least one information session. (You are welcome to lead more!)
- ✓ Use the term “information session” rather than “training,” so that participants know what to expect.
- ✓ Promptly schedule your sessions and report results at www.dementiafriendsma.org.
- ✓ Follow the Dementia Friends “5 Key Messages” and go through all of the material in the workbook during your information session. Feel free to use the exact script in the Champion Guide or to use your own words.
- ✓ You do not need to be a dementia expert. Please tell participants to call the Alzheimer’s Association 24/7 Helpline at 1-800-272-3900 with their questions.

Please DON’T:

- ✗ Do not accept fees or gifts for your role as Champion.
- ✗ Do not use your role as Champion to promote a business.
- ✗ Do not distribute Dementia Friends materials outside of an information session.
- ✗ Do not give advice about specific situations or try to answer questions that go beyond your training and experience. Do not offer to stay in touch with participants and help them with their situation. Instead, direct participants to call the Alzheimer’s Association 24/7 Helpline at 1-800-272-3900.

Remember:

- ✓ You decide when and where to lead information sessions, and for how long to serve as a Champion.
- ✓ Contact Beth Soltzberg at bsoltzberg@jfcsboston.org or 781-693-5628 at any point if you have questions or if you wish to stop being a Champion.

Thank you for being part of the Dementia Friends movement!