

Health Communication: Show Kindness for People with Dementia

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Background/Introduction

There is an increasing number of people suffering from dementia worldwide. However, the whole society isn't dementia-friendly. Many people with dementia and their family feel lonely, for they feel society fails to understand the condition they live with. Therefore, our design concept is that we hope everyone can express love and show respect for people with dementia. On our poster, the upper left picture means that doctors should talk to patients with empathy, allow extra time for them, and listen to their difficulties carefully instead of treating them out of patience like the lower left picture shows. Additionally, the upper right picture indicates that the public shouldn't discriminate people with dementia or deem them as troublemakers; instead, they should give people with dementia a helping hand and love like the lower right picture demonstrates. Last but not least, the arrow in the middle circle has two meanings: the growing population of dementia patients and appealing the public to give them a warm smile.

Objectives

We hope that through our poster, everyone will know that it's important to give them a little help, care about them and embrace people suffering from dementia with love in order to create a dementia-friendly society.