



Social Impact Report

2016

Active Minds[®]

Background

In 2016, 84% of products were sold to the healthcare industry which include NHS and care homes, and 16% to the friends and family of people living with dementia and cared for at home. In February 2017 Active Minds conducted a survey of its clients to establish the social impacts of the products. The survey was completed by 110 customers.

Impact

Active Minds has been developing specialist activity products for people living with dementia for over 7 years. The products have become important resources for professional and families carers alike.

While there are significant benefits to keeping active and engage, this becomes more of a challenge for people living with cognitive, dexterity and visual complications.

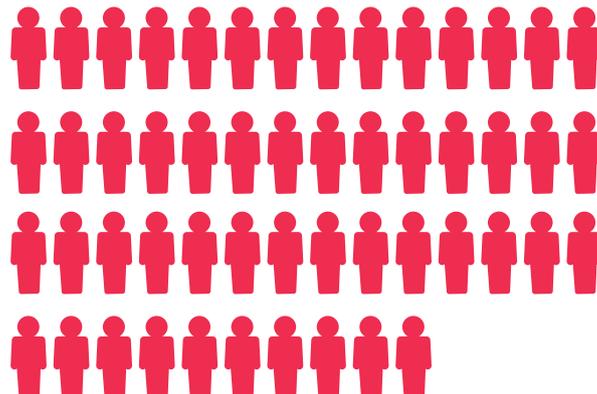
In 2016, Active Minds helped to improve the quality of life and well-being for over 52,000 people across the world living with dementia.

2015



25,000
people

2016



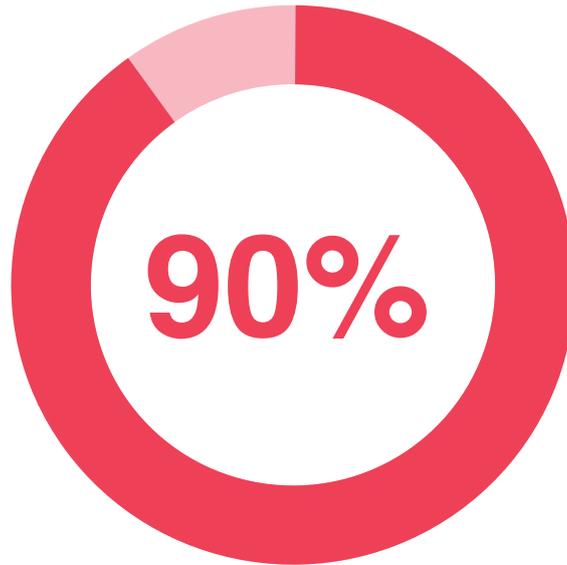
52,000
people

 = 1000

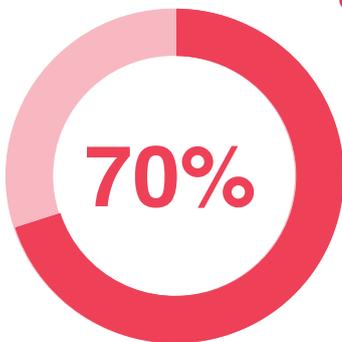
Family Carers Results



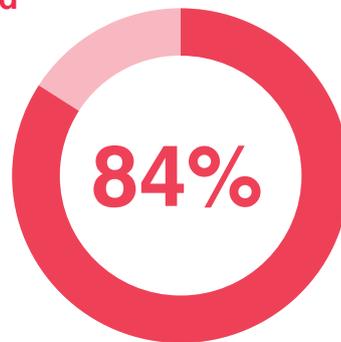
FAMILY CARERS



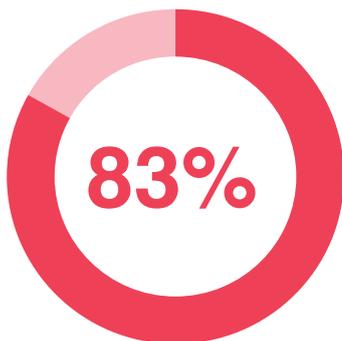
of customers enjoyed the products



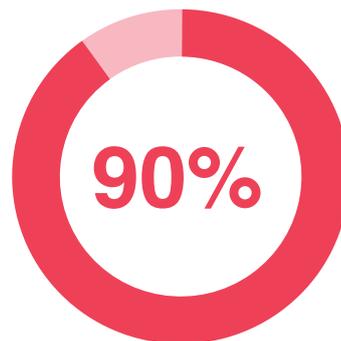
felt well-being improved



felt conversation improved



felt reduced frustration

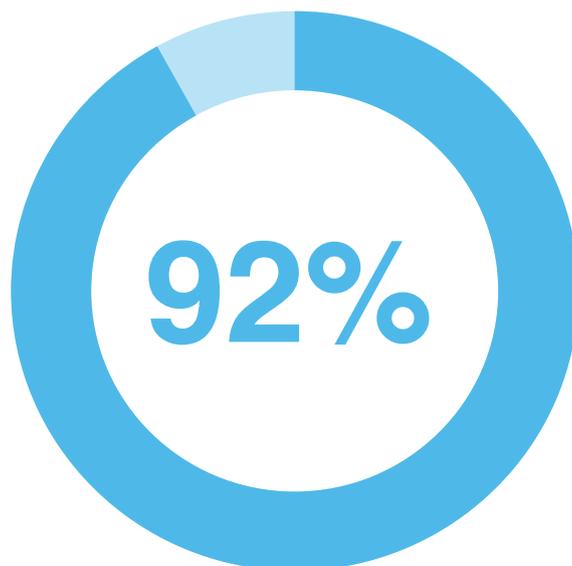


would recommend Active Minds products

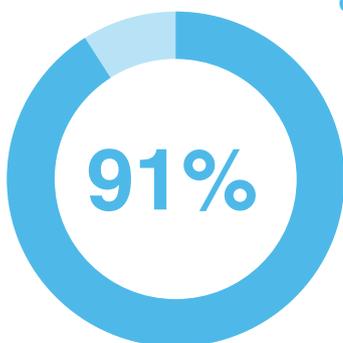
Professional Carers Results



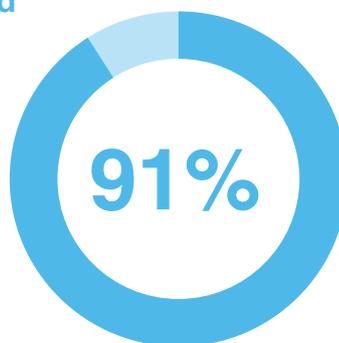
PROFESSIONAL CARERS



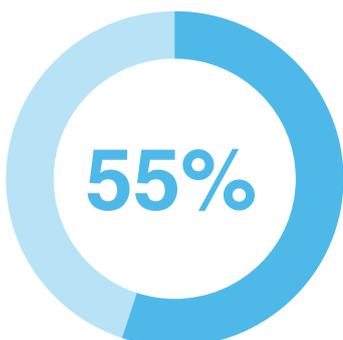
of customers enjoyed the products



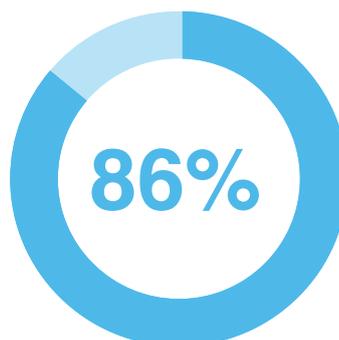
felt well-being improved



felt reduced frustration



felt the products would help them meet CQC requirements



would recommend Active Minds products

What Carers Say

“Active Minds is wonderful the materials I have bought have helped to reduce the boredom of my family member and encouraged her to do more. Thank you.”

“Staff have been more willing to take part in activities & it has given them confidence to take part”

“Every product I have purchased has helped my parents. I would recommend Active Minds to any person who has a relative with dementia.”

“The products have certainly given ideas to employees & helped them to get more involved in meaningful activities”

“Aquapaints have transformed our evening routine”

“Brilliant organisation”

“We are a nursing home with frail elderly and dementia in the later stages. Active Minds products are more suitable than many other products due to the simplicity of the resources and activity. Looking for large, bold and colourful. Would love one of your representatives to visit our nursing home. Delivering activities is not easy with the residents’ abilities and would accept any help and new ideas”

“Dementia is a cruel disease. Our Betty has gone through the different stages and now has a peaceful mind. Communication is done through soft talking to her, lovely facial expressions and cuddles. Active Minds has a range of wonderful things to help the quiet times, as her speech now is mainly, yes, no, but she gives lots of smiles back to us. She is happy and content, but all the family are still finding it hard, as she is there in body, but any recognition has gone. Thank you for all you do.”

“Great products-love the painting pictures and jigsaws.”



FAMILY CARERS



PROFESSIONAL CARERS



Thank you

Website: active-minds.org

Telephone: +44 (0) 203 488 2001

Email: info@active-minds.org

Active Minds, 117 Charterhouse Street, London, EC1M 6AA

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