



BS ISO 25552:2022 – Ageing societies – Framework for dementia-inclusive communities

What is it?

BS ISO 25552 aims to help people with dementia live as independently as possible, giving them the opportunity and ability to participate in society as much as they wish. It also aims to reduce stigma and discrimination and help people with dementia feel safe and comfortable, improving their quality of life. Development of BS ISO 25552 included representatives from the health and care sectors, dementia charities, consumer organizations, and academia.

BSI had previously produced government-backed, England-specific guidance in the form of PAS 1365 – Code of practice for the recognition of dementia-friendly communities in England (now withdrawn). However, the growing number of people living with dementia worldwide, combined with a recognition that a greater understanding of the needs of those with dementia will enable them to be more included within communities, highlighted the need for an international standard.

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Who should use it

The standard is aimed at organizations and professionals involved in all aspects of building communities. This includes:

- providers of housing, public spaces,
- public transport, and leisure and social activities
- health and social care providers
- shops and financial institutions
- community and faith groups.

How will it benefit consumers?

The standard will improve the quality of services for people with dementia, allowing them to participate more in society and giving them more equal access to resources and opportunities.

Why should responsible organizations use this standard?

BS ISO 25552 gives organizations the information and practical advice they need to become dementia-inclusive and helps them put a plan in place. Following the standard and helping to improve the quality of life of people living with dementia will have a range of organizational benefits:

- People with dementia, with the support of their families and carers, are more likely to become customers if they are confident their needs are fully considered.
- By making their staff more aware of the needs of customers with dementia and giving them tailored training, organizations can help employees give the best service to every customer and improve motivation and job satisfaction.
- A business's reputation will be enhanced if it shows awareness and understanding of people affected by dementia.

Shops and other businesses can also show their support for those suffering from dementia by becoming [Alzheimer's Society Dementia Friends](#) and displaying the forget me not badge.

This standard is about raising awareness of dementia in the community. Businesses that treat people well and are understanding of people's conditions will receive more custom as a result, so it's in their interests to follow it. It's also about making sure the voices of people with dementia and their caregivers are heard.'

Anne Hastie, CPIN Rep on BS ISO 25552



Why is this standard important for consumers?

Research by the [Alzheimer's Society](#) in 2019 found that there were more than 850,000 people with dementia in the UK. This number is predicted to rise to 1,000,000 by 2025 and 1,590,000 by 2040, if current trends continue. The [World Health Organization](#) estimates that there are more than 55 million people with dementia worldwide.

Without good understanding of dementia, and guidance on how to support those living with it, there is a risk of unfair treatment or exclusion. The standard is designed to promote dignity and respect for people with dementia, taking cultural issues into account, and to help ensure equal access to opportunities and resources.

It also recognizes the impact that dementia has on the lives of families and caregivers, and takes their needs into consideration. A dementia-inclusive community will be able to better improve the wellbeing of all of those affected by dementia, directly or indirectly.







How to get a copy of the standard

BS ISO 25552 is available to buy from the [BSI shop](#). You can find out more about how to access and buy standards on the [BSI website](#).

How does the standard address key consumer priorities?

The benefits that BS ISO 25552 promotes for those living with dementia align closely with the following CPIN consumer principles:

-  **Access** – the standard will help to ensure that people with dementia are able to easily access goods, services, resources, and information about what's available to them, with their specific needs taken into account.
-  **Safety** – the standard will help to keep people with dementia safe within communities by promoting a greater understanding of their needs and how to avoid their independence being taken away unnecessarily. It also provides guidance on how to minimize the risk of abuse, whether physical, mental or financial.
-  **Choice** – by creating communities that are more inclusive, people with dementia will have greater choice in every aspect of life, from the leisure activities they participate in to the medical and social care they receive.
-  **Representation** – the standard will help to make sure the voices of people with dementia, along with their families and caregivers, are heard and that they are actively involved in the decision-making that affects them. It highlights the need for culturally appropriate care, whether in formal or informal settings.