Inclusive cinema: dementia-friendly screenings
What’s the point?

Why be inclusive?
...an exciting contradiction of intimacy and isolation... achieved with a big screen and cinema sound... absorbs you totally into the film through the shared experience ... as well as the social meeting with others...

Audience member

Regional Screen Scotland: The Experiences and Impact of Local Cinema in Scotland, Social Value Lab
What’s working?

And what isn’t?
A Life More Ordinary
Dukes Lancaster
Outcomes

- Shareable resources
- A successful model
- More impacts further afield
- Flexible process that works across different locations and venue types
- A normal experience for couples
It’s nice that there are things like this going on.
You don’t feel as isolated.

Carer

A Life More Ordinary screening, Dukes Lancaster
My Mum has Dementia and thanks to people like those here I have been able to access the best help available. I also contribute to...
Outcomes

- Marrying content about dementia, with content for people with dementia
- Integration and growing understanding
- Programming insights
- Passion and participation
- Crew commitment
I came away from the event with my faith restored in human nature. It was such a moving experience.

Participant

Do Not Go Gentle workshop, Chapter Tinted Lens
More than a Matinee - Dementia-friendly Screenings

Courtyard Hereford
Outcomes

- Clear labelling works best
- Arts workshops make more of the day
- Create valuable social connections
- Creative evaluation means more meaningful data
You find the stereotypical idea of dementia is quite often more frightening than the reality when you speak to people living with dementia.

Practitioner
In the Pink, Courtyard Hereford
What next?
Building momentum...
Project outputs

- Toolkit
- Supporting resources
- Training champions
- Iterative improvements
- Audience test cases
- Advocacy & culture change
Thanks

Any questions?

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