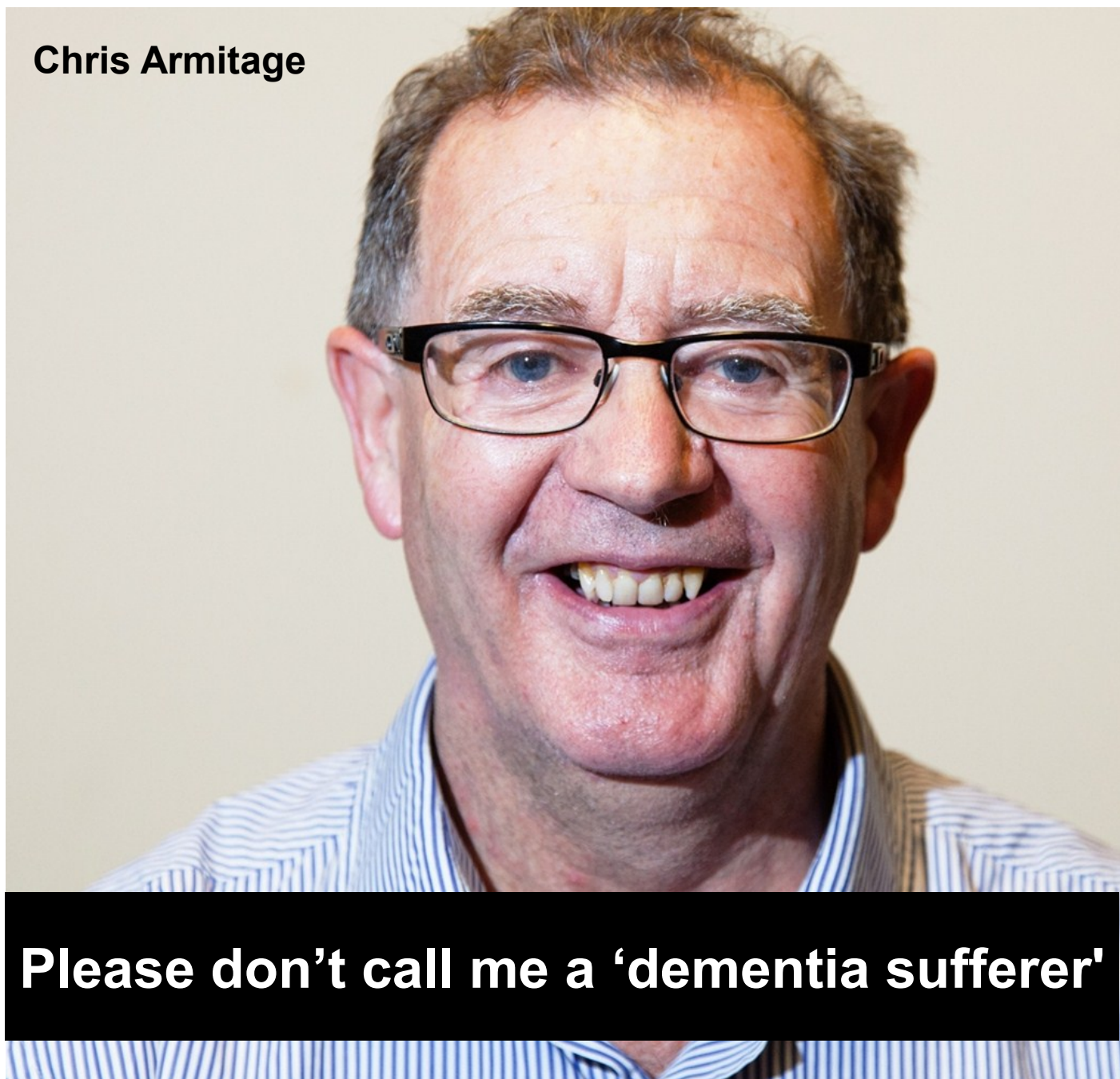


**Chris Armitage**



**Please don't call me a 'dementia sufferer'**

## **I'm a person living with dementia**

We need to think carefully about the words we use to describe dementia. To choose words that are accurate, balanced and respectful.

People with dementia, via the DEEP network, have launched a Call to Action through the Dementia Action Alliance. Visit [www.dementiaaction.org.uk/dementiawords](http://www.dementiaaction.org.uk/dementiawords)

