



Attention 11-18-year-olds! Competition

WIN £100 cash prize
Runner-up prize £50

The task: create an innovative resource that brings hope to people affected by dementia.

The *IDEAL programme is creating a brilliant, new website to offer people affected by dementia **hope**, to **inspire** them and to **offer ideas** about how to live life as they would like. We are creating a series of resources – written, drawn, animated, spoken and filmed – under five key themes and would like your help to design one of the resources. The five key themes are:

Stay safe and well	Stay connected	Keep a sense of purpose	Stay active	Stay positive
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[*www.idealproject.org.uk](http://www.idealproject.org.uk)

When: by Friday 12th November 2021

The winners: will be announced at our public event, [Living Well with Dementia: Lessons Learned from COVID-19](#) on Saturday 27th November 2021, 10.00-12.00 as part of the **ESRC Festival of Social Science**.

#ESRCFestival events take place across the UK, from Aberdeen to Belfast, Bangor to Bournemouth. In 2020 around 15,000 people attended different events, from children to retirees.

How: we would like **you** to create, design or think up a resource that we can add to our new website that would help people with dementia in their everyday lives.

Your entry can take (almost) any form as long as it is a creative idea and about one of the five themes. For example, you could:

- design a poster of 5 top tips for staying active
- make an explainer video of how to share photos by email
- write a poem about how to stay focused on the future
- write a detailed description with perhaps some sketches for us to turn into an animation

If we choose it, we'll make it happen!



What entries will be judged on and things to consider:

- How **appropriate** they are for the audience. For instance, if your resource is aimed at helping grandchildren chat with their grandparents, then it should be pitched towards younger people.
- How **accessible** they are. People with dementia may need things to be clearer and look less busy than you might be used to. We recommend you look at DEEP guidelines on the Innovations in Dementia website for [Writing dementia-friendly information](https://tinyurl.com/4d7wybnp) (<https://tinyurl.com/4d7wybnp>) and [Creating websites for people with dementia](https://tinyurl.com/wxvjx4ac) (tinyurl.com/wxvjx4ac) if you're unsure.
- How **creative** they are. We suspect that you will come up with things we would never have thought of – and we welcome that. Remember that just like you, people affected by dementia love to smile and laugh.
- If they are **linked to one of the key themes**. We want to be able to see how your idea can fit with our research findings and the resources we have created so far.

The competition will be judged by:

- **Professor Linda Clare**, Chief Investigator of the IDEAL programme www.idealproject.org.uk
- **Keith Oliver**, dementia advocate, published author and former headteacher
- **Steve Milton**, Co-Director of Innovations in Dementia CiC

How to enter:

Please send your entry as a Word document or PDF* to IDEAL@exeter.ac.uk from your school email address **by Friday 12th November**. You must include your full name, age and the name of your school/college with your submission. You will receive a reply confirming that we have safely received your entry.

*You are welcome to share an audio or video file/link if that is more appropriate to your entry.

Rules:

1. The judges' decision is final and no debate will be entered into.
2. Only one entry is allowed per entrant. There is no limit to the number of entries per school.
3. To be eligible to enter, you must be between 11 and 18 years of age during the school year 2021-2022 and resident in the UK.
4. The entry must be your own original work, not copied from elsewhere or significantly helped by an adult.
5. If your entry is a written piece, please do not exceed 500 words. People with dementia prefer resources not to be text-heavy.
6. In the event of your winning, formal agreement with you and your family (and anyone who appears in your submission) will have to be obtained before the entry is added to the website. This is to make sure we have appropriate permission to use any photographs etc.
7. Anything which contains offensive or sensitive material will result in disqualification.
8. In the event of an unexpectedly large amount of entries, we reserve the right for other members of the IDEAL team to screen entries for the judging panel.

If you have any further questions, please get in touch at IDEAL@exeter.ac.uk

IDEAL: IMPROVING THE
EXPERIENCE OF DEMENTIA
AND ENHANCING ACTIVE LIFE

