**Influencing dementia policy: letter to local media**

**Introduction**

The letter below has been prepared for tide carers to share with local newspapers, aiming to raise awareness of the Front of Mind campaign with local policy and public audiences.

We would suggest the following process for tailoring and sending the letter:

* Use the website of your local newspaper to identify the correct email address: this might be the editor or the news desk
* Copy and paste the contents of the template letter into an email, remembering to include the small print at the bottom and to fill in the highlighted sections
* Use the subject line: *Reader letter: driving change for people with dementia and their unpaid carers*

If you have any questions on using this letter, please contact the Incisive Health team at [frontofmind@incisivehealth.com](mailto:frontofmind@incisivehealth.com), or the tide team at [carers@tidecarers.org.uk](mailto:carers@tidecarers.org.uk).

**Template letter**

Dear Editor

In our area, and across the whole UK, people living with dementia and unpaid carers are facing unfair and unacceptable challenges in accessing the support and care they need from health and social care services. For example, people with dementia often struggle to receive a timely and accurate diagnosis – an issue compounded by COVID-19. This makes it challenging for them to access medical and social interventions that could ease their symptoms, and ultimately, delay the progression of disease. It also means that their carers are denied access to support and benefits. This is despite the key role that unpaid carers play in providing care – a role which the health and social care system heavily relies on – and the considerable physical and emotional strain that caring can cause.

In [insert area name], I have personally experienced these challenges in my own caring journey. [Insert short personal case study].

I am therefore proud to be part of the Front of Mind campaign, a joint effort between tide ([together in dementia everyday](https://www.tide.uk.net/about-us/our-vision-mission/)) – a charity working to improve the lives of people with dementia and their carers – and Roche. The campaign is seeking to highlight the challenges people with dementia face, and is calling for carers to be part of the national and local policy conversations that will overcome those challenges. For more information on the campaign, please visit <https://www.tide.uk.net/tide-launches-front-of-mind-campaign/>. We would be delighted to receive the support of [insert area name] residents.

Yours sincerely,

[insert name & local area]

*Roche Products Ltd has funded Incisive Health Ltd to support together in dementia everyday – tide – in the development of its carers network through training and content creation. Roche has not had direct involvement or editorial control in the development of this content.*

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