



Government of **Western Australia**
Department of **Health**

**With early dementia planning,
your mum could keep
living at home.**



**Home can
remain home
with a dementia plan**

About this toolkit

This toolkit has been developed to support the implementation and promotion of the WA Department of Health's 'Home can remain home with a dementia plan' campaign.

The campaign encourages Western Australians to plan early for their preferred care following a dementia diagnosis. Using a dementia care plan and talking to a health practitioner can help people make informed decisions about their future, and access support and services sooner. Early action can help people living with dementia access the care they need to remain in the home they love.

It also aligns with the development of the State Dementia Action Plan, which aims to improve outcomes for people living with dementia, their families, and carers through more coordinated care, better access to service, and promoting dementia-friendly environments.

This toolkit contains key campaign assets, messaging, and supporting information for service providers share accurate and consistent messages. Resources can be downloaded, copied, and adapted to support your local communications needs, including newsletters, digital screens, social media, intranet content, and scripts for reception and on-hold messaging.

By using these materials, you can help raise awareness of dementia, encourage early planning and assessment, and give people greater confidence to seek support.

Need something additional?

Please get in touch if you can't find what you need or to request alternative formats.

Email communications@health.wa.gov.au

General announcement email to stakeholders

Dear colleagues/members/families,

We are pleased to support the launch of the WA Department of Health's 'Home can remain home with a dementia plan' campaign. The campaign recognises that with the right planning and support, people living with dementia can remain in the home they love.

In 2025, it was estimated that 439,000 Australians were living with dementia, with two-thirds of the figure living within the community, remaining connected to their families and support networks. Having the opportunity to play an active role in the home environment for as long as possible ensures people living with dementia can live a positive and meaningful life.

The campaign and associated resources support people to continue living at home by providing guidance on future planning and simple activities such as:

- seeking information through health providers and support services to understand dementia symptoms and progression and how to make changes to your living environment to remain at home
- talking to family, friends and community about support that can be provided around driving, social activities and future care arrangements.
- keeping active and participating in activities to remain physically and mentally healthy.

If you, or someone you know, is navigating the early stages of a dementia journey, we would encourage you to speak to a health provider about using a dementia plan.

A checklist has been developed as part of the campaign and is available online at www.healthywa.wa.gov.au/Dementia

For more information on the 'Home can remain home with a dementia plan' campaign, visit the HealthyWA website

Sincerely,

[Insert name here]

Website article

Access support early to stay in the home you love

Western Australians are being encouraged to take proactive steps towards planning to help people living with dementia remain in the home they love.

The WA Department of Health's 'Home can remain home with a dementia plan' highlights how early dementia planning can help with accessing support and services sooner and maintaining independence in a home environment.

In 2025, it was estimated that 439,000 Australians were living with dementia, with two-thirds of the figure living within the community, remaining connected to their families and support networks. Having the opportunity to play an active role in the home and community for as long as possible ensures people living with dementia can live a positive and meaningful life.

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If you, or someone you know, is navigating the early stages of a dementia journey, we would encourage you to speak to a health provider about using a dementia plan.

To support you in the creation of your plan, you can utilise the dementia plan checklist, available online at www.healthywa.wa.gov.au/Dementia

For more information on the 'Home can remain home with a dementia plan' campaign, visit the HealthyWA website

Stakeholder newsletter content

Access support early to stay in the home you love

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Using a dementia plan supports people to continue living at home by providing guidance on future planning and simple activities such as:

- seeking information through health providers and support services to understand dementia symptoms and progression and how to make changes to your living environment to remain at home
- talking to family, friends and community about support that can be provided around driving, social activities and future care arrangements.
- keeping active and participating in activities to remain physically and mentally healthy.

If you, or someone you know, is navigating the early stages of a dementia journey, we would encourage you to speak to a health provider about using a dementia plan.

To support you in the creation of your plan, you can utilise the dementia plan checklist, available online at www.healthywa.wa.gov.au/Dementia

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Phone message on hold script

Are you, or someone you know, navigating the early stages of a dementia journey?

Getting help early means you can make a dementia plan and organise the support you may need to stay in the home you love.

Chat to your GP or visit Healthy WA to learn more.

Reception/Front of House information

What is the 'Home can remain home with a dementia plan' campaign?

The WA Department of Health's 'Home can remain home with a dementia plan' campaign highlights how early dementia planning can help with accessing support and services sooner and maintaining independence in a home environment.

The campaign and associated resources support people to continue living at home by providing guidance on future planning and simple activities such as:

- seeking information through health providers and support services to understand dementia symptoms and progression and how to make changes to your living environment to remain at home
- talking to family, friends and community about support that can be provided around driving, social activities and future care arrangements.
- keeping active and participating in activities to remain physically and mentally healthy.

Why was it launched?

The 'Home can remain home with a dementia plan' campaign was launched as part of the upcoming State Dementia Action Plan for WA. This important plan focuses on improving the lives and experiences of Western Australians living with dementia while strengthening support for their families and carers who walk this journey alongside them.

The campaign recognises that having the opportunity to play an active role in the home and community environment for as long as possible ensures people living with dementia can live a positive and meaningful life. Taking proactive steps towards early planning can help people living with dementia remain in the home they love.

Where can you find more information?

More information on the 'Home can remain home with a dementia plan' campaign and the dementia plan checklist can be found at healthywa.wa.gov.au/Dementia

Social media posts

Option 1

Are you navigating the early stages of a dementia journey with a loved one?

Using a dementia plan can help with accessing support and services sooner and maintaining independence in the home environment.

Early planning and simple activities can help people living with dementia to stay in the home they love, including:

- seeking information through health providers and support services to make suitable changes to your living environment
- talking to family, friends and community members about support they can help provide
- remaining physically and mentally healthy by participating in activities you enjoy

Speak to your health provider about developing a dementia plan or access a guide via healthywa.wa.gov.au/dementia

Option 2

Early dementia planning means getting to stay in the home you love.

By preparing a dementia plan and accessing support services, many people can continue living at home with their carers and enjoying a positive and meaningful life.

Chat to your health provider about using a dementia plan or visit Healthy WA to learn more healthywa.wa.gov.au/dementia

Visual assets

Digital assets

Facebook
1080pxX1350px



Digital screen
1920pxX1080px

