One person develops dementia every three minutes and almost everyone knows someone whose life has been affected. Yet too many people with dementia feel excluded and like they are facing the disease alone.

This is Dementia Action Week (20 to 26 May) and dementia organisations are calling on everyone to take action to improve the everyday lives of people affected by dementia. Kensington & Chelsea Dementia Action Alliance together with the Westminster Dementia Action Alliance are running an awareness campaign within the two boroughs.

Yellow scarves featuring forget-me-not flowers, the symbol of the Alzheimer’s Society, have been knitted by community volunteers. The scarves are adorning the following iconic statues in Kensington and Chelsea throughout Dementia Action Week:

- Venus fountain – Sloane Square
- Saint Volodymyr, the Great – Holland Park
- A Moment of Peril – Leighton House Museum
- Boy with a dolphin – Chelsea Embankment
- Young David – Chelsea Embankment

The project highlights communities coming together to raise awareness for people living with dementia and to help improve their experience in the area that they live in.

This week we want you to find, photograph and upload your photos of the statues (and your selfies!) using #DAW2019Scarves to feature on our social media platforms.

The wide range of events and activities taking place across the borough have been specially tailored for people living with dementia, their carers, and other related health professionals. All events are free and some sessions will need to be pre-booked.

Click here to find out about all the events this week as well as local resources and organisations that can support people with dementia and their families and carers.