GOLD ACCREDITATION

INFORMATION PACK

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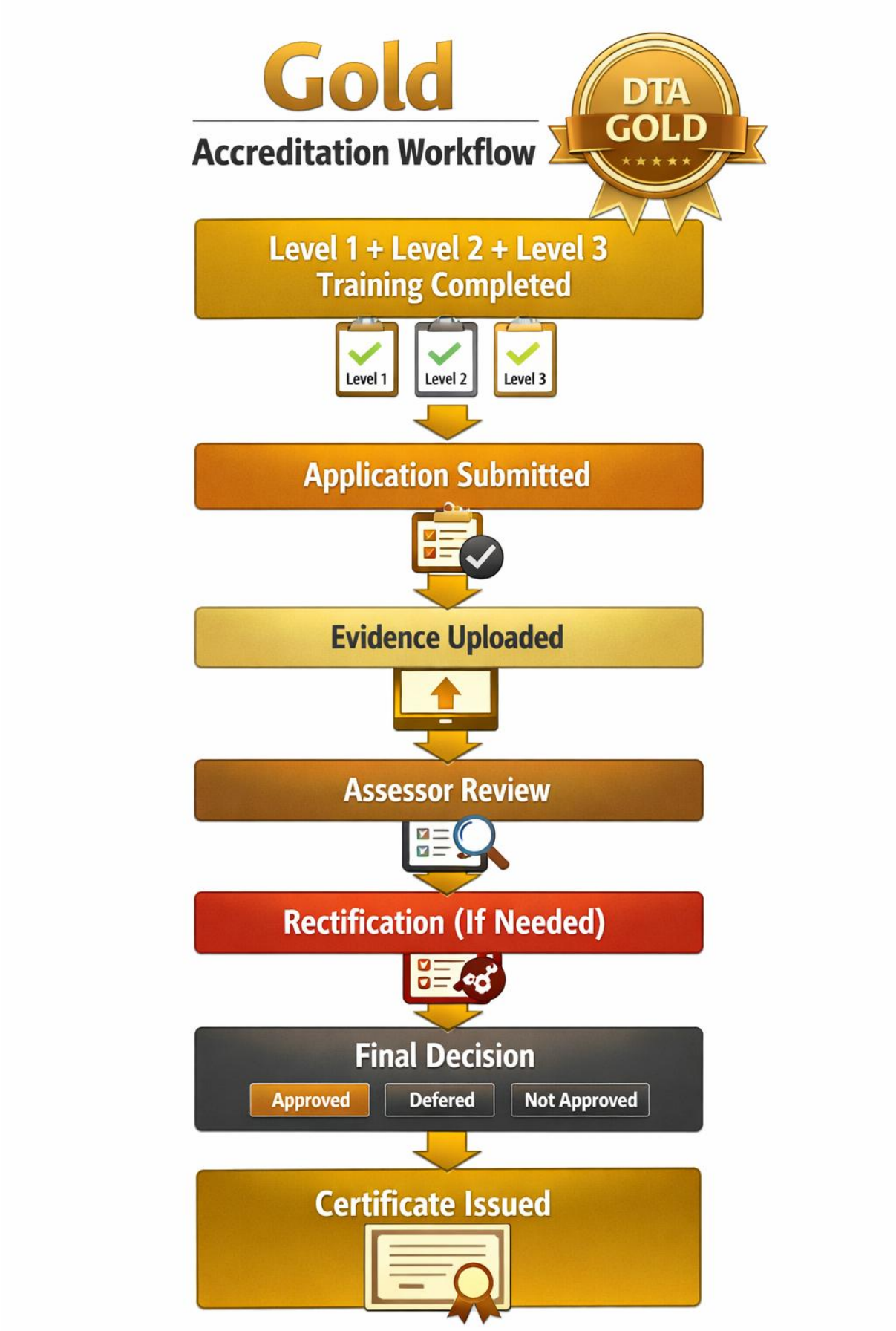

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This Information Pack provides an overview of the Dementia Training Academy Silver Accreditation Programme, including its benefits, requirements, and available support. It is designed to help organisations understand what accreditation involves before registering.

Definitions & Key Terms

Dementia Champion: A trained staff member who leads dementia supportive practice and acts as a point of guidance.

Enhanced Environment Design: Choices that go beyond minimum safety to support comfort, orientation, and wellbeing.

Reflective Practice: Structured opportunities for staff to reflect on dementia support experiences.

Emotional Intelligence in Practice: How staff apply empathy, tone, and communication in real-world interactions.

Purpose of Accreditation

Gold Accreditation represents **excellence** in dementia-supportive practice. Gold organisations demonstrate not only understanding and integration, but **leadership, innovation, and sector-leading standards**.

Gold is awarded to organisations that:

- embed dementia-supportive practice into every level of their culture
- demonstrate high-quality, sensory-supportive environments
- invest in advanced training and mentoring
- show measurable improvements since Silver
- contribute to wider community awareness
- model emotionally intelligent leadership

Gold is not about perfection, but about being **exceptional** in the areas that matter most.

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Following registration, you will receive a Post Registration Pack, which will include the following:

1. **Read the Letter of Appreciation.** This sets the tone and values behind the accreditation.
2. **Review the Gold Standards.** These outline the minimum requirements across training, building, design, garden (if applicable), and culture.
3. **Complete the Self-Assessment**. This helps you identify any areas that may need attention before the assessor's visit.
4. **Complete the Application Form.** This confirms your readiness and allows us to schedule your assessment.
5. **Prepare Evidence and Documents:** Ensure training logs, induction policies, and access to relevant areas are available on the day.
6. **Use the Feedback and Rectification Forms (if needed).** These support improvement and ensure transparency.

If you need support at any stage, the Dementia Training Academy is here to help.

Benefits of This Accreditation

Accreditation provides measurable, practical benefits for your organisation, including:

- Independent recognition of excellence
- Enhanced organisational reputation and credibility
- Recognition as a leader in dementia-supportive practice
- Increased confidence for staff, service users and stakeholders
- Evidence of continuous improvement and innovation
- Opportunity to showcase and share good practice
- Listing on the DTA Gold Register
- Use of DTA Gold Accredited™ branding
- Access to the wider DTA community and network
- Recognition of your contribution towards creating more dementia-supportive communities

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Support Available from the Dementia Training Academy

We are here to support you at every stage of your accreditation journey.

Support includes:

- Pre-assessment guidance
- Examples of good practice
- Optional training packages
- Optional environment audits
- Advice on signage, design, and layout
- Post-assessment support
- Help with rectification actions
- Renewal reminders and guidance

We aim to work alongside you, not simply assess you, to help create environments where people living with dementia feel safe, valued, and understood.

What Happens After Accreditation

Gold organisations receive:

- A formal certificate
- A Gold Accreditation Plaque
- A window decal
- A listing on the DTA Gold Register
- Access to the wider DTA community

You will also be invited to join the wider DTA community, where you can share good practice, access resources, and continue developing your dementia-supportive environment.

Branding & Display Guidance

As a Dementia Training Academy Accredited™ organisation, you are encouraged to display your accreditation with pride.

Window Decal

- Should be placed at the main entrance
- Must be clearly visible to visitors

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- Should not be altered, resized disproportionately, or recoloured

Gold Plaque

- Should be displayed in a public-facing area such as reception
- Must remain clean, undamaged, and unobstructed

Use of the DTA Accredited™ Logo

- May be used on websites, newsletters, and social media
- Must not be edited, recoloured, or placed over busy backgrounds
- Should always be accompanied by the correct accreditation level

Social Media Guidance

- You may announce your accreditation using the phrase: *"We are proud to be a Dementia Training Academy Accredited™ Gold Organisation."*
- Tag the Dementia Training Academy where possible

This ensures consistency, professionalism, and brand integrity across all accredited organisations.

Frequently Asked Questions (FAQ)

How is Gold different from Silver?

Gold requires Level 3 training for key staff, mentoring, advanced sensory-supportive environments, leadership involvement, and strong community impact.

Do we need a Dementia Champion?

Yes. Silver requires a named Dementia Champion who leads dementia-supportive practice, demonstrates leadership, mentoring, and involvement in reflective practice.

How long does Silver Accreditation last?

24 months.

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Can we skip straight to Gold?

No. Silver must be achieved before progressing to Gold.

Do we need a garden?

No. Garden Standards only apply if you have an outdoor area accessible to the public or service users.

What support is available?

We offer guidance, examples of enhanced practice, optional training, and environment advice.

Renewal Requirements

Gold Accreditation must be renewed every 24 months.

To renew, organisations must:

- demonstrate continued excellence
- provide updated training logs
- show evidence of Level 3 mentoring
- demonstrate leadership involvement
- show measurable improvements since Gold
- participate in a renewal assessment

Renewal is supportive and should not be burdensome. It is a chance to celebrate progress and maintain high standards.

Data Protection & Confidentiality Statement

The Dementia Training Academy is committed to protecting your organisation's data and ensuring full compliance with UK GDPR.

During the accreditation process, we may review:

- Training logs
- Staff names and roles
- Photos of your premises
- Policies and internal documents

All information shared with us is:

- Treated confidentially
- Stored securely

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- Used solely for accreditation purposes
- Never shared with third parties without consent

Your organisation's privacy and trust are of the utmost importance to us.

To discuss your organisation's needs or request a quote, contact the Dementia Training Academy.

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