

The story behind our logo



Some people see a lollipop, others a music clef, a tree. One person sees a snake on a stick. The icon is none of these but it is of great significance to our work. The icon was designed in-house and encapsulates the values we try to embed into our work.

The idea was taken from one of the slides in our recent Young Onset Dementia training. The spiral is a representation of Kitwood's Involutionary Spiralⁱ which shows the journey of someone with Young Onset Dementia starting from the very first symptom to their untimely death. The difficulties of that journey are often exacerbated by well-meaning but misguided interventions from un-informed carers which gradually eroded the personhood of the individual concerned.

Although the story is a fictional one intended to illustrate the concept Kitwood is trying to tell his readers about, the spiral was especially poignant at the time because many of those attending the training recognised similarities between this story and that of one of our members at the time.

The need for intervention was made plain to us. This is represented by the upright bar which cuts across the spiral and our icon was born.

Within the icon you will see two **P**s which reflect the name of the Charity. Upon closer inspection, you will also see 2 **C**s. It is these letters that are important and will serve to remind us about what we are trying to do.

At the heart of what we do is the desire to maintain (and indeed enrich) our members' **P**ersonhood. In order to do this we will base our work on **P**erson **C**entred **C**are within a **P**ositive **C**ommunity.

ⁱ Kitwood's Dementia Reconsidered.