

British Airways and Alzheimer's Society partner to support travellers with dementia



British Airways aims to become dementia-aware airline

[British Airways](#) and [Alzheimer's Society](#) have announced a partnership to raise funds and support customers travelling with dementia.

British Airways (BA) is working with Alzheimer's Society through the airline's [BA Better World Community Fund](#) in a three-year partnership. The partnership centres on the philosophy that improvements in understanding, support, and accessibility can help transform the travel experience for those living with dementia.

BA to become dementia-aware airline

The airline will be fundraising to support people, including Maggie and Rashmi Paun. Since Rashmi was diagnosed with Alzheimer's disease in 2017, their travel plans have had to change slightly to more familiar destinations.

"We've been around the world. We've also visited India many times, where my parents came from, and I still have relatives," said Rashmi.

Accessible travel

More than half a million people who require additional assistance fly with British Airways each year. The airline is working to help people affected by dementia feel more confident when they travel by giving its colleagues the training and knowledge needed to support those who need additional assistance.

Sean Doyle, British Airways Chairman and CEO, said, "Through this partnership, we continue our commitment to make travel accessible for everyone while raising awareness and funds for the vital work this fantastic charity does."

Kate Lee, Alzheimer's Society CEO, said, "We are delighted to be working with British Airways to help improve the travel experience for people affected by the condition. We're looking forward to being part of the journey."