

Briefing for Dorset Health Scrutiny Committee

19 November 2013

<p>Dementia-friendly communities: pilot initiatives to raise dementia awareness, and ensure improved daily life experiences for those living with dementia</p>	<p>Contact Name: Sue Sparkes Contact address: Adult and Community Services County Hall, Dorchester DT1 1XJ Email: s.h.sparkes@dorsetcc.gov.uk Tel: 01305 228507</p>
<p><i>'Lack of awareness among the public, and poor understanding in communities, has a major impact on the experience of people with dementia'. Prime Minister's Challenge on Dementia 2012</i></p> <ol style="list-style-type: none"> 1. In March 2012 the Prime Minister's Challenge on dementia was launched, aimed at supporting people to 'live well with dementia' and focusing on how society accepts and supports people to live positively in their local communities. The Dorset Dementia Partnership successfully bid for the development of pan-Dorset Dementia-Friendly Communities pilots, in line with the National Dementia Strategy. 2. The significant increase in the number of people living with dementia is well documented. In Dorset, projections show that the number of people with a dementia diagnosis will increase significantly over the next few years. The development of innovative measures to support people to live well with dementia, and reduce and delay the requirement for institutional care and intensive care services, is therefore a priority, both nationally, and especially in Dorset. 3. The partners involved in the initiative, and its steering group, are: <ul style="list-style-type: none"> • Dorset Clinical Commissioning Group, Dorset Health Care • Dorset County Council, Bournemouth Borough Council, Borough of Poole • Prama Care and Alzheimer's Society (the latter the national lead agency on dementia) • Bournemouth University Dementia Institute (BUDI) 4. The steering group includes in its overview a parallel pilot project already set up in Blandford, led by Pramacare. The steering group meets monthly, reporting to the Pan- Dorset Dementia Partnership, and quarterly to the Department of Health. 5. Partners agreed to match-fund, via direct funds or services, the one year grant funding of £110k, which the Alzheimer's Society have agreed to support for a further six months until September 2014. Funding was released to the Dorset CCG for allocation to partners as appropriate for their support roles. A small part of the funding is being used by Dorset Healthcare to develop accessible training materials in straightforward 'bite size chunks' for non-statutory staff, which can be delivered by non-training professionals. Bournemouth University Dementia Institute is carrying out the project evaluation, and has been funded accordingly. 6. The majority of funding has been used for the employment of the locality co-ordinators by the Alzheimer's Society. The co-ordinators have the responsibility 	

of developing knowledge and awareness of dementia in their local area, and setting up locally-driven and based Dementia Action Alliances, by asking local companies to commit to agreeing and signing an action plan. Each co-ordinator links in with businesses, social, and voluntary sector organisations who come into contact with people living with dementia, and their carers; e.g.: local shopkeepers, banks, chemists, hairdressers, solicitors, civic and statutory organisations, faith groups, charity shops, bus drivers etc. The Project also builds on knowledge in the Dorset Partnership for Older Peoples Programme (POPP). Local action at local level is the aim, and those actions are decided by the communities themselves.

7. Action plans state what that community/company will do for people with dementia, eg methods of raising awareness for employees, team talks to staff, having leaflets for customers, encouraging staff and others to become Dementia Friends/Champions (see 10 below). The local Alliances naturally need to involve people with dementia and their carers as much as possible, through consultation, surveys, memory cafes, and as a result, for instance, offering tours of theatres, galleries, public buildings in order to offer suggestions for better customer care or environmental factors (e.g. with regard to signage, lighting, space).
8. The emphasis is on finding out what the local needs are for people living with dementia, the problems and struggles they face on a daily basis, and how daily life can be improved. Shop owners may be able to make individual arrangements (eg paying for papers through an intermediary). A county-wide 'forget-me-not' logo has been donated by a local artist, and will be used as wished, such as identifying dementia-friendly locations, or as a lapel badge (sponsorship allowing).
9. The local co-ordinators were appointed in April 2013, and have already developed successful networks at a local level. They are involving and encouraging local businesses, communities and individuals to embrace the concept and help raise awareness of the issues around dementia, aiming eventually for the formation of local Dementia Action Alliances, led by and consisting of local people.
10. Stakeholders are ensuring that all of the partner organisations' staff are aware of the project and can act as ambassadors in talking about it to others, including encouraging people to volunteer, in the linked national initiative, to become local Dementia Champions (1 day's training). They in turn can then raise awareness in encouraging others to become Dementia Friends (1 hour's training) as a way of becoming actively involved within their communities. Dorset County Council is looking to become a dementia-friendly organisation, and is encouraging other partners and major organisations in Dorset to do the same.
11. By the end of the project we plan to have established a network of dementia-friendly communities, supported by Alzheimer's Society help packs, to provide example and help to other communities who wish to adopt the dementia-friendly approach, and thus spread the approach throughout the Dorset communities.

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