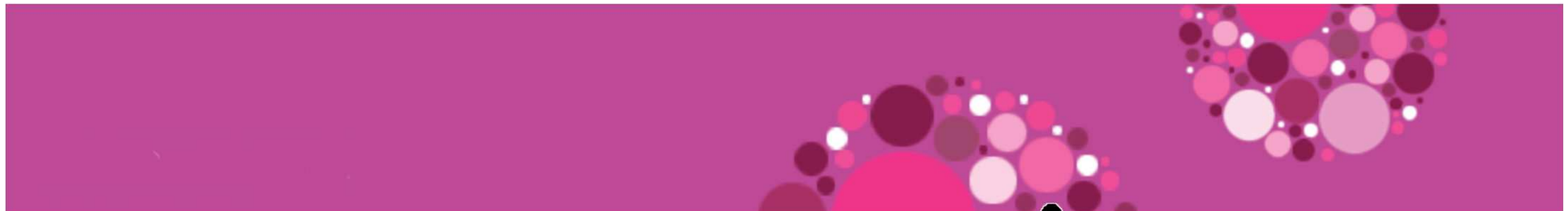


Creating Dementia Friendly Communities

Southampton Scrutiny Committee

Penny Ford
Alzheimer's Society
24th September 2015



Why take action on dementia?



- 850,000 people with dementia in the UK by 2015, predicted to be 2m by 2051

Southampton

2500

- £26.3 billion per year (£11.6 billion unpaid care)
- 51% carers in work
- Two thirds of people with dementia live in the community
- A cause of concern for large proportion of population – high on news agenda



A wide range of organisations, all working to become dementia friendly, through awareness raising, reviewing current practices and adapting to meet the needs of people living with dementia

Local Dementia Action Alliance: Steering Group of local stakeholders working with organisations and businesses to support and encourage them to take actions to work to become dementia friendly.



**People
living
with
dementia**



Dementia Friends:
A national initiative to raise awareness
There are 1.3 million Dementia Friends nationally, with a target for a further 3 million by 2020.

10 Key Areas

Involvement of people with dementia, Including understanding demographic variation, the needs of people with dementia from seldom heard communities, and the impact of the geography, e.g. rural versus urban locations

আলজেইমার্স সোসাইটি কিভাবে
করতে পারে

আপনি যদি স্মৃতিশক্তি নিয়ে সমস্যায় থাকেন অথবা
ডিমেনশিয়ার লক্ষণ সম্বন্ধে আরো জানতে চান তাহলে
alzheimers.org.uk/memoryworry
ওয়েবসাইট দেখুন।



Challenge stigma and build understanding including in seldom heard communities and increase awareness and understanding of dementia

Accessible community activities that are specific and appropriate to the needs of people with dementia and existing leisure services and entertainment activities are more inclusive of people with dementia.



10 Key Areas



Acknowledge potential so that people with dementia themselves acknowledge the positive contribution they can make to their communities.

Practical support to enable engagement in community life, including practical support to ensure people with dementia can engage in community life as well as offering emotional support.



Respectful and responsive businesses and services Encourage organisations to establish strategies that help people with dementia use their business.

10 Key Areas

Ensure an early diagnosis: and post-diagnostic support. Integrated services delivering person-centred care

Community-based solutions Support people with dementia in whatever care setting they live: their own home, care homes, sheltered housing to prevent people from unnecessarily accessing healthcare and live longer in their own homes.



Building dementia friendly communities – a priority for everyone (Published 2013) show that a year living in the community with dementia (excluding initial memory service assessment) is estimated to cost £24,128 (including integrated health and social care package, together with respite, therapies and medication). A year in residential care costs an average of £35,424. Therefore a saving of £11,296.

10 Key Areas

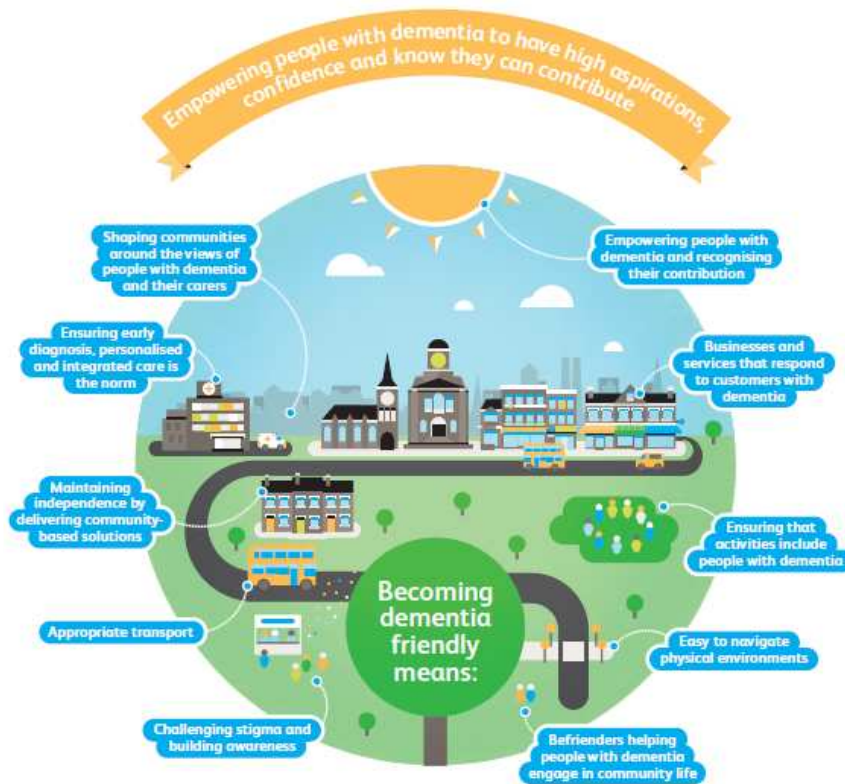
Consistent and reliable travel options: bus, train, air and ferry travel. Supporting the transition when people can no longer drive.



Easy-to-navigate environments – High streets, shopping centres, supermarkets, local shops, sports grounds, museums and tourist attractions

Foundation criteria for annual self-assessment

Dementia-friendly communities



DFCs can demonstrate:

- 1 Right local structure to maintain a sustainable dementia friendly community
- 2 Person to drive forward the work to support your community to become dementia friendly
- 3 Have a plan to raise awareness about dementia in key organisations and businesses
- 4 Develop a strong voice for people with dementia living in your communities
- 5 Raise the profile to increase reach and awareness to different groups in the community
- 6 Focus on a number of key areas that have been identified locally
- 7 Plan or system to update on progress

There is also a requirement for a 6 monthly progress update

Future plans for Recognition Process

- Dementia Friendly Communities Recognition Process launched in 2012
- Target was 20 Dementia Friendly Communities by March 2015.
- Currently **115** communities registered
- Time to review our approach
 - Clearer guidance on the journey and steps
 - Consistency on meaning of “Working to become dementia friendly”
 - Wider definition of community
 - Staged approach to raise the bar, with guidance on number of Dementia Friends in a community
- Still work in progress – currently consulting with people living with dementia and registered Dementia Friendly Communities



Fareham

Security guards & cleaners in the shopping centre attended Dementia Friends sessions. Man lost his wife who has dementia, very worried. Guard circulated picture to all his colleagues. Wife found happily shopping. Guard took husband and wife for coffee.

Dorchester

A residential home is a “safe haven” for people with dementia who are lost and confused. The DAA connected them with the local Police. Any person who potentially has a dementia related illness who is lost is taken to the home rather than police station.

Isle of Sheppey

Dementia Café in school run by Year 11s and 12s. Special, seasonal events and fêtes which involve whole school.

Bristol / South Gloucestershire

Hairdressers with 20 staff have all attended DF sessions. They provide a quiet corner for people with dementia and take necessary time to pamper pwd and their carer.

Chester

Tesco has consulted with people living with dementia to create a checkout which aims to provide clarity and ease of use

Questions?

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