



This briefing paper provides an update on current dementia projects undertaken by Public Health England (PHE) National Older peoples' team and PHE South East (Wessex area), including those projects we are working on with local authorities and other partners in Wessex.

Overview: Dementia is one of seven key priorities for PHE. Our aim is to reduce the prevalence and incidence of dementia amongst 65-74 year olds. This includes targeted action in mid-life (40-65 years) to promote healthy lifestyles. There are approximately 880, 000 people with dementia in the UK. This number is forecast to increase by 40% by 2025. The estimated cost to society in the UK is £26.3 billion. The national dementia diagnosis rate has recently improved and is now at 66%. Only 58% of people with dementia say they live well with dementia. In 2013 the Department of Health estimated that there were 550,000 carers of people with dementia in England. There is now strong evidence that prevention can reduce vascular dementia and further evidence shows that other mixed dementias could be influenced.

- 1. Dementia Risk Reduction leaflet-** PHE is raising awareness of Dementia prevention/ risk reduction and has worked with Alzheimers Research UK to develop a leaflet on 'Reducing your risk of dementia', which is suitable for wide dissemination and available at <http://www.alzheimersresearchuk.org/wp-content/uploads/2015/01/RRD-0515-0517-Risk-Reduction-Low-Res.pdf>
- 2. 'One You' social marketing campaign is due to be launched in March 2016**
 - Focus will be on mid-life. It will not be specific to conditions like cancer or dementia
 - Key messages are: moving more, checking yourself, eating well, drinking less, being smoke-free, managing stress
 - PHE is currently working in partnership with supermarkets Asda, Boots and Tesco to plan how to promote it. It will also be involving local authorities in its promotion.
- 3. Dementia Intelligence Network (DIN)**

Over the coming year, the DIN is planning to deliver a Dementia profile on the 'fingertips platform' (<http://www.yhpho.org.uk/default.aspx?RID=191242>) to include indicators across the care pathway; risk reduction, prevalence, living well with dementia, independent living, supported living and End of Life Care. As far as possible PHE plans to have indicators at a local authority and CCG level. PHE will have data on the age and sex for people diagnosed with dementia.
- 4. Dementia Friends.** All staff in the South East (Wessex) Centre were trained as Dementia Friends in 2014. All local authorities in Wessex have action plans on dementia, some led by their Adult Social Care Team or CCGs, with support from the Public Health Team. It is a priority in all the Health and Wellbeing Board Strategies. Each LA is working differently on dementia so PHE South East facilitated an information sharing session at the recent Wessex dementia conference on 21 October 2015. For example Portsmouth City Council and CCG are in the process of procuring a new dementia support service from the 3rd sector, starting in January 2016. It will employ 'dementia support workers' and a dementia friendly coordinator. The Isle of Wight has a network of dementia friendly cafes and Dementia Friendly Hampshire is continuing to progress, led by Andover Mind

The Dementia Core Skills Education and Training Framework is due for launch on 29th October, which has been developed in partnership with Skills for Care, Health Education England (HEE) and Skills for Health. <https://www.thunderclap.it/projects/33015-dementia-framework-launch>

The Framework is designed to underpin the implementation of the National Dementia Strategy, the Prime Minister's 2020 challenge on dementia and the HEE Mandate by supporting the development and delivery of appropriate and consistent dementia education and training for the health and social care workforce.

5. **2nd Wessex Dementia Collaboration conference- Quality care, research and risk reduction in dementia' on Wednesday 21st October, at St Mary's stadium, Southampton-** PHE South East jointly funded, organised and coordinated this event with five other organisations from across Wessex (Wessex Strategic Clinical Network(SCN), Wessex Academic Health Science Network(AHSN), Wessex CLAHRC, Health Education Wessex, Wessex Clinical Research Network). Over 150 people attended. The previous Wessex dementia conference in 2014 helped to identify projects for the 'Wessex dementia timeline', an innovative tool developed by the SCN from pre-diagnosis through to end of life care that provides headlines and contacts about dementia projects and services in Wessex. It was officially launched in an online format by Professor Alistair Burns, Dementia lead for NHS England at this year's 2015 conference. Link to the Wessex dementia timeline is: www.wessexhealthlines.nhs.uk. There was a keynote speech by Elaine Rashbrook, PHE national older people's lead on dementia, on the prevention/ risk reduction of dementia and workshops on this topic were led by PHE South East.
6. **Dementia Equity Tool.** This tool was developed in 2014 in Wessex by PHE to be used nationally to build an equity profile on dementia diagnosis and access to services. The two page report is embedded below; it includes relevant documents and weblinks. The dementia equity profile has been shared and promoted with the PHE national and centre dementia leads and disseminated at the Wessex dementia conference 2014. It has been widely distributed to dementia leads in local authorities in the North West and in the Wessex area to encourage commissioners to test the tool by conducting an equality impact assessment when developing / reviewing dementia services.



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PHE has recently published a literature review entitled '[Prevalence of dementia in population groups by protected characteristics](#)'

7. **The NHS Health Check-**
 - A) **Dementia awareness leaflet (revised)** is currently being tested nationally with members of the public and is due for publication. The messages in this leaflet will also be helpful for audiences not eligible for the mandatory component of the NHS Health Check (e.g. those 40-64 year olds, those with a diagnosis of diabetes or CVD)
 - B) **A Wessex NHS Health Check Training guidance document** has recently been developed collaboratively with local authorities and other key partners in Wessex. It recommends that staff delivering the NHS Health Check be required to complete a minimum of 30 minutes online dementia awareness training.
8. **Dementia Pathway Redesign Project (Wessex).** The Wessex SCN has led this project and established a multi-agency project steering group of which PHE South East was a member. The SCN commissioned various pieces of work relating to diagnosis and support from mental health providers and the [Bournemouth University Dementia Institute \(BUDI\)](#). Emerging products include two care home templates aimed for use in primary care. The first template is to guide diagnosis of dementia in care homes and the second template is to help colleagues within primary care to support patients, families and care home staff post diagnostically.
9. **Dementia Friendly GP Surgeries and Hospitals.** The Wessex AHSN employs a full-time dementia project manager, **Katherine Barbour**, who is leading on a number of projects listed below. A Wessex Dementia Advisory Group meets quarterly and our PHE South East Centre is represented on this group. The last meeting was in August 2015.

- a. **Dementia friendly GP surgery project** aims to spread a dementia friendly model to 40 surgeries across Wessex by December 2015. It has been implemented fully in 10 surgeries and 15 others are in the process of doing this work across Wessex at September 2015. More resources that support implementation of this work in surgeries can be found at <http://wessexahsn.org.uk/projects/45/creating-dementia-friendly-gp-surgeries-ispace>. A short film about this work is available on the website.
 - b. **Dementia care in acute settings** – this development programme aims to spread 10 proven initiatives to hospitals across Wessex to improve dementia care and experience of 3500 people with dementia and their carers when visiting or admitted to hospital in Wessex. This work continues to March 2016. All eight acute hospitals in Wessex have signed up and are actively participating in the project. A Dementia Champions conference is being arranged November 17th for all participating hospitals.
 - c. **Dementia webinars** –Wessex AHSN, has developed a series of webinars on dementia, the first of which was held on 24 March. The topic was the Dementia Roadmap, which is a web-based platform that provides information about the dementia journey alongside local information about services, support groups and care pathways to assist primary care staff to more effectively support people with dementia and cognitive impairment, their families and carers. There is now a dementia roadmap for West Hampshire and the Isle of Wight
 - d. **John’s Campaign**. John’s campaign promotes the rights of relatives of people with dementia admitted to hospital, giving them similar rights to those of parents visiting their children in hospital. The film will also feature the work done in Hampshire Hospitals Foundation Trust (HHFT) re John’s Campaign. Both Dorset and Poole hospitals have implemented John’s Campaign. A target for the project is that all eight member hospitals implement John’s campaign.
10. **DARE network (Dementia Action Research and Education) at University of Southampton**
Met on 17th September. The group is coordinated by Dr Ruth Bartlett. (R.L.Bartlett@soton.ac.uk)
There were presentations on 2 current projects: 1) Widening digital participation, funded by NHS England- The coordinator is Liz Whale-Information Resources and Area West Southampton City Council. 2) Using GPS technologies to promote safer walking, funded by the Alzheimers’ Society. This project starts in November 2015 and will be led by Ruth Bartlett. The next meeting is on 21st January 2016 at 15.00.

Further information is available from:

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