

**Meeting of the Cabinet – 17<sup>th</sup> June 2009**

**Report of the Director of Adult, Community & Housing Services**

**National Dementia Strategy 2009**

**Purpose of Report**

1. To inform Cabinet of the publication of the National Dementia Strategy 2009
2. To seek endorsement on progress of the Strategy implementation in Dudley

**Background**

- 3 The Department of Health published “Living Well With Dementia: A National Dementia Strategy” in February 2009. The strategy provides a framework, for the next five years, within which local services can: -
  - Deliver quality improvements to dementia services and address health inequalities relating to dementia
  - Provide advice and guidance and support for health and social care commissioners and providers in the planning, development and monitoring of services
  - Provide a guide to the content of high-quality services for dementia
4. The National Dementia Strategy was published at a time when the wider local health and social care economy is developing the Joint Commissioning Strategy for Dementia & Mental Health Services for Older People. In its current draft state the emerging Strategy is being refreshed to address the National Strategy and the inclusion of functional mental health a significant level of local consultation has been undertaken with service users and carers in developing the local strategy
5. The National Dementia Strategy sets out key strategic objectives covering the three main themes. There is emphasis on **early diagnosis** (which it is suggested is not happening now), providing **clear information** for people with dementia and their carers, **joint working and commissioning, much improved care in hospitals and care homes**, with explicit lead professionals in each, and on the importance of the contribution of community services
6. The local number of people with dementia<sup>1</sup>, projections and proportions on the dementia register for Dudley identifies: -

---

<sup>1</sup> Agreed prevalence data applied to Office of National Statistics data

Estimate at 2007	Estimate at 2021	Projected % increase by 2021	No. on GP Register 2007/08	% number on Register	Comparison with other PCTs
3,432	4,630	34.9%	1,242	36.2%	108 <sup>th</sup>

7. The government's goal is for people with dementia and their family carers to be helped to live well with dementia, no matter what the stage of their illness or where they are in the health and social care system, to: -
- Encourage help-seeking and help-offering (referral for diagnosis) by changing public and professional attitudes, understanding and behaviour
  - Make early diagnosis and treatment the rule rather than the exception
  - Achieve this by locating the responsibility for the diagnosis of mild and moderate dementia in a specifically commissioned part of the system that can: -
    - Make the diagnoses well
    - Break those diagnoses sensitively and well to those affected
    - Provide individuals with immediate treatment, care and peer and professional support as needed (see 7.2)
  - Enable people with dementia and their carers to live well with dementia by the provision of good-quality care for all with dementia from diagnosis to the end of life, in the community, in hospitals and in care homes
8. The key strategic objectives of the National Dementia Strategy are identified below in tabular form with associated current and developing activity within the borough being further identified
9. Planning and progress to implementing the Strategic objectives in Dudley
10. Department of Health Guidance suggests that local priorities will be shaped by the local Joint Strategic Needs Assessment, however seven key priority outcomes have been identified that are likely to need focused attention for early delivery. These are identified in the table (\*)

National Dementia Strategy Objective	The Dudley Position
Improving public and professional awareness and understanding of dementia	Health promotion features prominently in Joint Commissioning Strategy, particularly public information
*Good-quality early diagnosis and intervention for all	Memory Assessment Service plan is being developed
Good-quality information for those with diagnosed dementia and their carers	Emerging Mental Health Strategy for Older People. Demonstrator Site bid for Dementia Adviser. Alzheimer's Society role to be further developed
Enabling easy access to care, support and advice following diagnosis	Emerging Mental Health Strategy for Older People. Demonstrator Site bid for Dementia Adviser. Alzheimer's Society role. Care Programme Approach. Dudley MBC

	Dementia Unit at Shenstone House / Rowan Lodge Day Centre. Alzheimer's Society.
--	---

<b>National Dementia Strategy Objective</b>	<b>The Dudley Position</b>
Development of structured peer support and learning networks	Alzheimer's Society role. Demonstration Site bid development.
*Improved community personal support services	DMBC Elderly Mental Illness Community Service. Transforming Social Care. Community Mental Health Team.
*Implementing the Carers' Strategy	Dudley Borough Carers Strategy Review. Joint Carers Breaks Plan. Carers Grant.
*Improved quality of care for people with dementia in general hospitals	Clinical Lead Specialist within DGH. Demonstrator Site bid for Dementia Adviser.
Improved intermediate care for people with dementia	To be progressed.
Considering the potential for housing support, housing-related services and telecare to support people with dementia and their carers	Dudley Older Peoples Strategy. "Fit for the future – Homes for life" Dudley's Older Peoples' Housing Strategy 2009. Telecare Strategy.
*Living well with dementia in care homes	Care Fees linked to CQC Inspection Outcomes. Mental Health Premium. Improved training. Engagement with West Midlands Care Association.
Improved end of life care	End of Life Strategy – links with Walsall. Engagement with West Midlands Care Association.
*An informed and effective workforce	Emerging Integrated Workforce Development Strategy. Staff education, training & development.
*A joint commissioning strategy	Outcome of emerging Mental Health Strategy for Older People
Improved assessment and regulation of health and care services / systematic working for people with dementia and their carers	Development of whole system pathway from diagnosis to care co-ordination across services (Strategic Health Authority).
A clear picture of research evidence and needs	Outcome of Demonstrator Sites (Dementia Adviser / Peer Support Service). Local research on accessibility of services.
Effective national and regional support for implementation of the strategy	National / Strategic Health Authority implementation approach. Dudley PCT Commissioner engagement.

11. Reference to "National Demonstrator Sites" is associated with a current bidding round by local authorities, Primary Care Trusts and Voluntary and Community Sector organisations

Dudley is currently progressing a bid to become a "Dementia Adviser" Demonstrator Site through which funding will be made available to provide: -

- Quality information and signposting tailored to individual need

- A focus on the individual – promoting self-help, well being, choice and control
- Collaboration with health and care professionals
- Accessibility – seeking out those affected by dementia that have traditionally been found to be “hard to reach”

## **Finance**

12. Any financial implications arising from implementation of the National Dementia Strategy and the local Joint Commissioning Strategy for Dementia & Mental Health Services for Older People will need to be met from within existing Council resources at this time. It is noted that Primary Care Trusts have money already included in baseline budget to implement some aspects of the Strategy
13. A successful bid for Demonstrator Site status for the Dementia Adviser may achieve up to £207,500 over two years however the Department of Health has stated that “We do not wish to see proposals that involve short-lived services / approaches that close after the funding period”
14. The development of the Memory Assessment Service is to be funded from service-redesign by Dudley PCT with additional recurring funding streams needing to be identified

## **Law**

15. The Council have powers and duties to support persons with dementia under its welfare function contained in a number of statutes including the National Assistance Act 1948, the Chronically Sick and Disabled Persons Act 1970 and the Mental Health Acts and may do anything incidental to conducive to or which facilitates the discharge of its functions under section 111 of the Local Government Act 1972.

## **Equality Impact**

16. The National Dementia Strategy is accompanied by an Equality Impact Assessment document that identifies those areas contained within the Dudley MBC proforma being age, disability, race religion and beliefs, gender and sexual orientation
17. The Joint Commissioning Strategy for Dementia & Mental Health Services for Older People will be subject to local Equality Impact Assessment

## **Recommendation**

18. It is recommended that Cabinet: -
  - Cabinet receives and comments on this Report
  - Cabinet endorses the progress currently being made in addressing the National Dementia Strategy objectives



**Linda Sanders**  
**Director of DACHS**

Contact Officers: Maggie Venables  
Assistant Director, Older People & Physical Disabilities  
Telephone: 01384 815802  
Email: [Maggie.Venables@dudley.gov.uk](mailto:Maggie.Venables@dudley.gov.uk)

Mike Marshall  
Head of Commissioning, Adults  
Telephone: 01384 815146  
Email: [Mike.Marshall@dudley.gov.uk](mailto:Mike.Marshall@dudley.gov.uk)

**List of Background Papers**

- Living Well With Dementia: A National Dementia Strategy. Department of Health. (2009)
- The Operating Framework for the NHS in England 2009/10: high quality care for all. (2008)
- Joint Commissioning Strategy for Dementia & Mental Health Services for Older People. Dudley MBC, Dudley PCT, Voluntary & Community Sector, Service Users and Carers. (Draft document)
- Joint Strategic Needs Assessment. Dudley MBC & Dudley PCT. (2007)
- Dudley Older Peoples Strategy. Dudley MBC. (2006)
- Dudley Borough Carers Strategy. (2007 – 2012)
- End of Life Care Strategy. Department of Health. (2008)
- “Fit for the future – Homes for life”: Dudley’s Older Peoples’ Housing Strategy (2009)