

Dudley Health and Wellbeing Board 29th April 2013

Report of the Director of Adult, Community and Housing Services and the Chief Officer of Dudley Clinical Commissioning Group

Dudley Dementia Strategy

Purpose of Report

1. To inform the Health and Well Being Board of the national, regional and local developments with regard to dementia in Dudley including our own joint Dementia Strategy which is available on CMIS.
2. To request the Health and Well Being Board consider the Prime Minister's Challenge to become dementia friendly partners committing to how they can become dementia friendly.
3. To ask the Health and Well Being Board how they would like to be informed of progress

Background

4. National Dementia Strategies

Living well with dementia: a National Dementia Strategy published in February 2009.

This strategy provides a strategic framework 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; and
- provide a guide to the content of high-quality services for dementia.

5. The Prime Minister's Dementia Challenge

The Prime Minister launched a 'Challenge on Dementia' in March 2012 to deliver major improvements in dementia care and research by 2015. The National Dementia Strategy Programme Board has been tasked with going further and faster to deliver for people with dementia and their family carers. Three subgroups have been formed to lead on:

creating dementia-friendly communities, better research, and driving improvements in health and care.

The co-chairs of the Health and Care Sub-Group, with the support of the Local Government Association, have written to Chairs of Health and Well Being Boards to ask for commitment to the Dementia Challenge and assistance in taking this forward. (See Appendix 1)

6. Regional Dementia progress.

The West Midlands held a conference '*From Strategy to Practice: Improving Dementia Care*' in March 2012. This was attended by staff involved in commissioning /planning care services for people with Alzheimer's and Dementia and leaders of organisations with a statutory duty of care. The West Midlands Local Authority Dementia Leads Network selected to focus on two areas for further action, namely 'Assistive Technology' and 'Dementia Friendly Communities'.

Assistive Technology.

The West Midlands aims to ensure that we are maximising the use of the full range of Assistive Technologies to support people with dementia and their carers in a range of community, supported housing, care home and hospital settings. The aim is to increase the awareness and uptake of the range of Assistive Technology options available both for people eligible for council services and for people who are self funding in order to support people with dementia and their carers. This includes:

- A mapping/stocktaking exercise in order to capture a wide range of good practice in terms of both quality of service provision and efficiency in service delivery
- Listening to the voices of people with dementia (of any age) and their carers
- Producing toolkits for good practice including case studies and contact details for more information
- Disseminating the final products widely across the region including staff in all sectors, people affected by dementia and the wider public.

The project to commence in October 2012 and be completed by the end of December 2012

Dementia Friendly Communities.

The Local Authority Dementia Leads propose to add value to work being undertaken nationally by the Alzheimer's Society and the National Dementia Alliance.

The West Midlands aims to encourage the sign up of 70 community based organisations (5 per Local Authority area) in addition to Councils. The priority for development (sign up) would be those organisations which people with dementia find hardest to engage with – leisure centres, libraries, retail and professional umbrella organisations, community transport, housing, police, fire etc.

In addition, the project will also include:

- Production & dissemination of a summary of already available resources that would support interested organisations in alliance work, i.e. signposting organisations to e-learning, fact sheets on housing design, awareness training etc
- Listening to the voices of people with dementia (of any age) and their carers, through a series of forums/consultations across the region

- Production of a Regional Action Alliance website/blog that would link organisations together as alliance members. The “platform” would help to link new members and potential members, with existing members so that best practice, ideas around actions could be shared

The Alzheimer’s Society has plans to offer some kind of accreditation/quality mark that organisations who have signed up to the alliance can use to show others of their commitment to dementia, and to demonstrate that their organisation understands dementia.

The project to commence in September 2012 and be completed by the end of February 2013

7. Dudley Dementia Strategy.

Living Well with Dementia. A Dementia Strategy for Dudley 2012-2015 is currently out for consultation. The Strategy was developed in partnership with Dudley Clinical Commissioning Group, Dudley MBC and Dudley and Walsall Mental Health Partnership Trust.

The purpose of the Strategy is to provide an overarching statement of how the objectives of the National Dementia Strategy and other evidence based guidance can be collectively met and form an integrated care pathway. The strategy is committed to the quality standard that dementia services should be commissioned from and coordinated across all agencies to deliver high quality care for people with dementia via an integrated approach

The Strategy aims to refocus investment and current resources to improve access to high quality diagnosis, treatment, support, and advice for all people living with dementia in order to improve quality of life from diagnosis to end of life for people with dementia and their carers. This includes ensuring that people with dementia and their carers receive health care and social support from staff who have the skills and training to provide the best quality care and support.

It also aims to support people (and their carers) to be cared for in their preferred place of care and reduce the number of people prematurely entering long term care.

The Strategy is underpinned by the commitment to the values of dignity and respect and the principles of Personalisation and person centred support, to enable individuals to make choices regarding their care needs; thereby maximising opportunities for independence and improved quality of life.

8. Dudley Dementia Gateways

The Dudley Dementia Integrated Care Pathway is designed to be seamless and encompasses support and care across the health economy for the person from their presentation with the GP onwards to specialist dementia nurses, old age psychiatrists, psychology, dementia advisors and other supportive services in the local authority

Key to the Pathway are the Dudley Dementia Gateways, based at Brettel Lane, Brett Young and Roseville. The Dudley Dementia Gateways support people with a diagnosis of dementia to remain in their own home and retain their independence, enhance the quality of life for people and their carers; prevent premature progression of their dementia need to a higher level service; provide the carer with respite from caring

responsibilities on a planned and regular basis and ensure that all people with dementia have a personalised support plan that puts them at the centre of the service.

9. Assistive Technology (Telecare) in Dudley.

Work is being developed linking telecare with the dementia pathway and gateways to mainstream telecare into care management and provider activities, including the effective use of lifestyle monitoring.

Dudley Telecare wants to develop to become a specialist dementia hub to research bespoke technology to support people who use services and their carers to remain at home. This has commenced through researching and sourcing products following requests for bespoke solutions, to support people to remain at home.

Telecare is also developing dementia champions.

The Dudley Telecare Service is working with Oxfordshire and Buckinghamshire health by providing a specialist call centre to co-ordinate a network of volunteers to find someone when lost or at risk.

10. Dementia Friendly Communities

Dudley, in partnership with Equip 4 Change, will be engaging with local services and businesses to develop 'Dementia Friendly Communities'. Linking with the Dementia Gateways, the project commenced in January 2013 in the Halesowen area (cf. Appendix 2.) It is planned that this will become Borough-wide by May 2013.

Finance

11 . Dementia and telecare services are funded through base budgets.

Law

12. The Equality Act 2010 applies to everyone who provides a service to the public, whether or not a charge is made for that service. It covers statutory, private, voluntary and community sector organisations. Everyone has the right to be treated with dignity and respect. The Equality Act 2010 prohibits discrimination on named grounds. These 'protected characteristics' are age, disability, gender re-assignment, pregnancy and maternity, race, religion or belief, sex and sexual orientation.

Equality Impact

13. The Equality Act 2010 requires public bodies and those carrying out public functions to have due regard to the need to eliminate unlawful discrimination, advance equality of opportunity and foster good relations between people from different equality groups. The Equality Act 2010 applies to everyone who provides a service to the public. It covers statutory, private, voluntary and community sector organisations.

Recommendation

It is recommended that:

- The Health and Well Being Board notes the developments in Dementia Care Nationally, Regionally and Locally.
- That the Health and Well Being Board consider the Prime Minister's Challenge to become dementia friendly partners committing to how they can become dementia friendly.
- That the Health and Well Being Board decide on how they would like to be informed of progress



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Appendix 1 **To: Chairs of Health and Wellbeing Boards**

Dear Colleagues

As you may know, the Prime Minister launched a 'Challenge on Dementia' in March 2012 to deliver major improvements in dementia care and research by 2015.

The National Dementia Strategy Programme Board, chaired by the Minister for Care Services Norman Lamb MP, has been tasked with going further and faster to deliver for people with dementia and their family carers. Three subgroups have been formed to lead on: creating dementia-friendly communities, better research, and driving improvements in health and care. We are the co-chairs of the Health and Care Sub-Group and we, with the support of the Local Government Association, are writing to ask for your commitment to the Dementia Challenge and your assistance in taking this important agenda forward.

A number of key commitments were made by the Prime Minister as part of the March 2012 launch. I'd therefore like to ask that your local health and wellbeing board considers:

- Reviewing your local Dementia Strategy with particular emphasis on enablement and intermediate care access for people with dementia, accommodation solutions, end of life support and health and social care workforce development
- Ensuring the needs of people with dementia and their carers are part of the Joint Strategic Needs Assessment process
- Whether you need to make dementia a priority in your Joint Health and Wellbeing Strategies.
- Signing up to the National Dementia Declaration and joining your Local Dementia Action Alliance to work with local partners to drive forward improvements for people with dementia in your area (link below).

We are also asking health and wellbeing boards nationally to sign up to the *Dementia Care and Support Compact* – found in Annex B of the challenge document. Please consider publicising this on your websites, stating how you will fulfil this commitment and asking your local Health Trusts to do the same.

We would also encourage you to ask your Acute Hospital Trusts to sign up to the call to action – the Right Care: creating dementia friendly hospitals (link below). This will allow hospitals in your area to gain access to support and advice on becoming more dementia friendly including supporting people with dementia to be discharged back home.

The Prime Minister has asked the National Dementia Strategy Board to provide a formal update on progress by March 2013. We would encourage you to share your progress through the Dementia Challenge 'Get Involved' website.

For more information or to send in best practice, please use the Dementia Challenge email address: dementiachallenge@dh.gsi.gov.uk

Yours sincerely

Sarah Pickup, President, Association of Directors of Social Services
Sir Ian Carruthers OBE, Chief Executive, NHS South of England
Councillor David Rogers OBE, Chair, LGA Community Wellbeing Board

Appendix 2

Progress with dementia friendly Communities in Dudley MBC January 2013

Dudley Adult Social Care Services, in partnership with Alzheimer's Society and Equip 4 Change is working with local people and organisations to support people with dementia in their community. We will raise basic awareness about dementia, and share skills and knowledge so that community members are confident to support and engage with people living with dementia

It is proposed that initially the following organisations are approached to develop a Dudley Alliance and that due consideration is given to include community organisations that are representative of the BME community.

Age UK Dudley. This organisation is a key to supporting the needs of older people and has worked in partnership with the Council for a number of years. The organisation has many facets to its support services for people 50+ years

Royal British Legion Dudley. Nationally the Royal British Legion has invested in the provision of Admiral Nurses to support people who have a service history (and their carers) , and who develop Dementia. Through the Dementia Gateway Services we have made links with the Admiral Nurse and it seems a natural progression to work with the organisation at a local level.

Halesowen Cornbow Shopping Centre. Links have already been made to work with the Centre Manager as part of the partnership with Equip 4 Change. The initial focus in the Halesowen township will be to use the Cornbow Centre as the pivotal point to engage with local groups, schools, shoppers, carers and people with dementia. This will influence the design of promotional materials and, with support from Life Long Learning, raise awareness of dementia using creative arts. If this model of engagement works this could then be rolled out to the other four townships.

Dunwood Travel. The owner of this independent travel company has already been instrumental in supporting 6 families caring for a person with dementia to access holidays that are "dementia" friendly in many ways. It is planned to either build on this or go through **The Association of Independent Tour Operators (AITO)** whilst supporting people with dementia and their carers to access holidays. It may also be possible to support growth in local business for the wider economy.

Hair Dressing Salons. There are some examples of good practice amongst several of the local hair care providers. Also Halesowen College provides hair dressing training for young people leaving school. It is planned to either develop links via this route or engage with The Hairdressing Council (State Registered Hairdressers).

Halesowen Police. Links have been made with the officer who has the lead on Police Training and discussions entered into to develop and deliver 30 minute "tool box talks" that will provide local beat officers with enough information to support people with dementia who may wander and become separated from their carers. It is hoped this will be developed with support from carers of people with dementia for maximum impact. This would also provide a link to the work already undertaken by Learning Disability Services in the development of 'Safe Havens' for vulnerable adults. If the model of engagement works this could be rolled out to other localities.

Local 'Corner shops' for example SPAR / COST CUTTER. There are already strong links nationally between Alzheimer's Society and TESCO, but rather than target at a local level the larger supermarket chains local providers across the borough have been

identified. The route may also include the **British Retail Consortium** in addition to local shops.

Estate Agents – Whilst undertaking the review of the Dementia Gateway Services it became clear that for many people who are in a position of making life changing decisions with regards to where they will reside are faced with anxieties that could be breached by Estate Agents being encouraged to diversify their services slightly. A route would be via the **National Association of Estate Agents** as well as making approaches to local independent agents. There are linkages to be made with both housing services and the Keep Well Keep Safe service.

Other key considerations are **Red Cross**, **WRVS**, and **Black Country Business Link / Chamber of Commerce**

List of Background Papers

Living Well With Dementia: A National Dementia Strategy. Department of Health 2009

Quality outcomes for people with dementia: *building on the work of the National Dementia Strategy*, Department of Health , September 2010

NICE Quality Standard for dementia 2010

Number 10 Press Launch <http://www.number10.gov.uk/news/a-day-to-remember-dementia-campaign-launches/>

Dementia Challenge Documents <http://www.dh.gov.uk/health/2012/03/pm-dementia-challenge/>

Dementia Challenge – Get Involved www.dementiachallenge.dh.gov.uk

Local Government Association – Adult Social Care resources
<http://www.local.gov.uk/adult-social-care>

National Dementia Declaration and Dementia Action Alliance
http://www.dementiaaction.org.uk/info/5/join_the_alliance

Right Care: creating dementia friendly hospitals
http://www.dementiaaction.org.uk/info/2/action_plans/165/the_right_care_creating_dementia_friendly_hospitals

Living Well with Dementia - A Dementia Strategy for Dudley 2012-2015