The Rocky Road to a Rural Dementia Friendly Community

Speaker: Ann Pascoe
Rural Highlands of Scotland
And Lollipopp
View of the fields
And the rocks
And our garden
Then disaster...

- 7 years ago
  - at age 58
- Andrew was diagnosed with vascular dementia
- Suddenly thrown into this lonely world of dementia
- Decided to change things ...
Speaking out
Scottish Dementia Strategy

- Based on concerns around:
  - Support
  - Care
  - Treatment

- Laying down basic rights for:
  - People with dementia
  - Caregivers
1. Fear of dementia...

Myths/stigma prevent early diagnosis

With a diagnosis you can:
- Tell family your wishes
- Put financial affairs in order
- Have community support
2. Information and Knowledge...

**Key** community information:
- don’t confront
- don’t contradict
- diffuse difficult situations
- look beyond the illness
- see the man ...

He really is still there ...
3. Respect and Dignity...

- Betrayal of respect and dignity
  - for dementia families

- Single most important reason why there is:
  - fear of dementia
  - stigma
  - denial of the illness
4. Support...

General healthcare services struggle to respond well to

- People with dementia
- Caregivers

Stress levels in families should be

- from anguish of supporting a loved one with dementia
- *Not from* stress
  - of living with someone who has an illness
  - that no-one wants to say is an illness
5. Teach Caregivers...

- Caregivers feel guilty asking for help
  - cannot care 168 hours/week

- Don’t wait for crisis
  - leading to unprecedented
  - stress related disorders

Because then who will care for the person with dementia?
The Solution?

5 key issues to put dementia families FIRST

- Fear of dementia
- Information and knowledge
- Respect and Dignity
- Support
- Teach Caregivers

Community used

- innovation to push up
- to meet Strategy filtering down ...
Credibility

- **Stirling University**
  - MSc in Dementia (2014)

- **Winston Churchill Memorial Trust Fellowship**
  - Travel to Goa and Kerala, **India**
  - ADI Taipei, **Taiwan**

- **Alzheimer Scotland**
  - Carer Ambassador
  - National Dementia Carers Action Network

- **Director/Trustee: Life Changes Trust**
  - £25M Big Lottery Funding for Dementia
2012 Churchill Fellowship

7 weeks to India ... 
1 week to Taipei ...
Asset Mapping

- Identify list of local talent/resources within the community
- Link talents/resources
- Develop relationships
- Grow a shared vision
Community Interest Company

Dementia Friendly Communities CIC

- Social Enterprise
- Company limited by guarantee

Profits into the community to:

- execute social vision
- fulfil company mission
Greatest challenge...

Most difficult aspect was pulling together:
- public (government) sector
- private (business) sector

To use the best of both worlds:
- public sector - total transparency
- private sector - not for private gain
DFC Collaborative

In partnership with people with dementia and their caregivers:

- Fine tune asset mapping
- Locate people with passion/influence
- Engage around the dementia agenda
- Establish task groups to make projects happen
Collaborative at work ...
Task Groups

- Awareness tool
- NHS short film mapping Collaborative work
- Website voices
- Care homes into heart of community
- Telecare services
- Prevention versus crisis
- Local newspaper campaign
Voices for change

To complement our work in the community we created a series of

- online resources
- virtual meeting places

- to bring together
  - lived experiences
  - views
  - sources of support
A Carer’s Voice

We are turning East Sutherland into a model of dementia excellence

Our Latest Blog Entries
Click on the pictures to read our latest blog posts.
Conversations with Larry

Larry Gardiner is one of a new breed of dementia activists – people with a diagnosis who have decided to create mutual support groups, speak openly about the experience of living...

Creativity in Helmsdale Oct ...

I had first met Karrie Marshall, one half of the Creativity in Care partnership, at the launch meeting of Dementia Friendly Communities back in August, and eventually caught up with part...
A Dementia Voice

- Andrew took photos in Goa
- Used these to blog
- Created a stir out there
- With readers enjoying looking into his mind ...
Beacon of excellence

By allowing dementia families

● to be *engaged with*
● not *isolated from*
● the community

Turning our rural community

● from one with little dementia support
● to a model of excellence
Bowling in Community Centre
Art and music...
Rural Memory Lane
What is it?

- Umbrella concept to promote social inclusion
- Partnership with stakeholders
- Working together to
  - get to grips with practical problems
  - prevent duplication of effort
- Showcase for good practice and innovation
Funding challenges

- Key is that whatever we do must be sustainable
- Can’t expect government/charities to fund us forever
- Forced to find innovative ways to bring in cash
Virtual Shop

- Merchandise our own butterfly products
  - Stationery
  - Clothing
  - Gifts

- A vehicle for moving project merchandise
  - Baking/preserves from a working kitchen
  - Produce from a sustainable garden
  - Refurbished tools from a ‘men in sheds’ project
Conclusion

By speaking out about dementia, we are turning our rural community into a Dementia Friendly one.

- by combining business savvy
- with local resources
- locking into the talents/passion/influence
- of people in our community
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Speaker: Ann Pascoe

- Caregiver to husband with vascular dementia
- Carer Ambassador (Highlands) for Alzheimer Scotland
- Member of NDCAN (National Dementia Carer Action Network)
- Winston Churchill Memorial Trust Travel Fellowship
- Director: Dementia Friendly Communities CIC
- Director/Trustee: Life Changes Trust, Scotland

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