

**Dementia friendly  
communities that know  
how to help  
Jeremy Hughes  
Chief Executive**

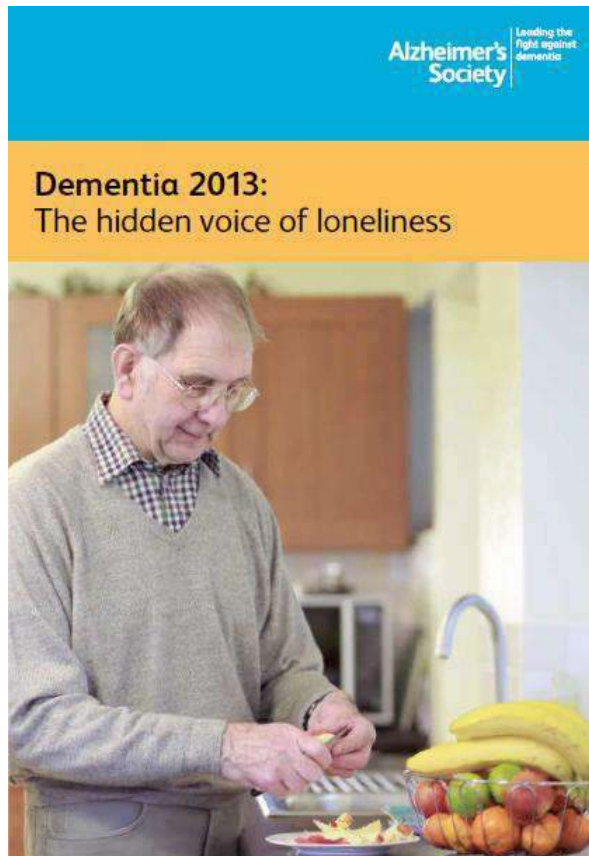
# Introduction

- **Background to dementia friendly communities in England**
- **Alzheimer's Society's dementia friendly communities programme**
- **Building blocks of a dementia friendly community**
- **Recognising dementia friendly communities**

## Prime Minister's challenge on dementia



# Dementia 2013



- Annual report charting progress
- Focus on quality of life among people with dementia
- Spotlight on loneliness and social isolation

# **Dementia Friendly Communities Programme**

- **To lead in defining and shaping the public and political space to enable the creation and delivery of dementia friendly communities**
- **Working in partnership with local and national stakeholder through vehicles such as the Dementia Action Alliance**
- **To establish a recognition process for dementia friendly communities**
- **To build and gather the evidence to inform the future of the dementia friendly communities programme and champion what works.**

# What is a dementia friendly community?



# What values underpin a dementia friendly community?

- A culture that promotes acceptance, understanding
- Identified as a place where they felt valued and welcome within their community
- Where dementia is accepted as a part of a person's personality and they are free from being stigmatised because of their dementia.
- A place where people with dementia have equal access to resources within their community and an opportunity to have a voice within it.





# Building blocks of a dementia friendly community?

- Family and friends
- Shops
- Banks
- Parks
- Cafes
- Libraries





# Transport

- Working with a bus company to train 17,000 bus drivers in dementia awareness
- Safe journey cards for people with dementia



# Financial services



## Recognise

Improve our ability to recognise customers that might have dementia even in the absence of formal diagnosis or notification.



## Understand

Understand how dementia might impact them and their carer's in their dealings with us.



## React

Treat customers with dementia with respect and give them as much independence as possible whilst with supporting their carers.

# Schools

- **The innovative intergenerational awareness raising pilot project**
- **There are 21 schools which make up the 'Pioneer Group'.**



**Recognising we are dementia  
friendly**



**How can this  
become a reality**

- The system will be based on values and standards. The standards will be act as guidance on what organisations and communities should be aiming for and should be interpreted in the local context.
- Self-assessment will be on an annual basis. A community will assess actions taken on standards and decide next steps, and must engage people with dementia and carers.

# National Dementia Declaration

- I have personal choice and control or influence over decision about me
- I know that services are designed around me and my needs
- I have support that helps me live my life
- I have knowledge and know-how to get what I need
- I live in an enabling and supportive environment where I feel valued and understood
- I have a sense of belonging and of being a valued part of my family, community and civic life
- I know there is research going on which delivers a better life for me now and hope for future



# Building an Alliance



# Local Dementia Action Alliances

## Sign up:

Retailers

Bus companies

Taxi firms

Community groups

Faith bodies

Local authorities

Health Trusts

Commissioners

Housing providers

Emergency services

**DAA** Dementia  
Action Alliance

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# Local Dementia Action Alliances

## Established by Alzheimer's Society

- Coventry Dementia Action Alliance
- Derbyshire Dementia Action Alliance
- East Midlands Regional Board
- Leicestershire Dementia Action Alliance
- Lincoln Dementia Action Alliance
- Northamptonshire Dementia Action Alliance
- Nottinghamshire Dementia Action Alliance
- South Lincolnshire Dementia Action Alliance
- Staffordshire Dementia Action Alliance
- Warwickshire Dementia Action Alliance
- West Midlands Dementia Action Alliance
- Wolverhampton Dementia Action Alliance
- Yorkshire & Humber Dementia Action Alliance

## Affiliated with Action Plan on DAA Website

- Bolton Dementia Action Alliance
- Falmouth Dementia Action Alliance
- Norfolk and Suffolk Dementia Alliance
- Plymouth Dementia Action Alliance
- Tavistock Dementia Action Alliance

## Affiliated without Action Plan on DAA Website

- Torbay Dementia Action Alliance

# Chart I: Financial and in kind contributions

- Age-Related Diseases and Health Trust
- Alzheimer's Society
- Department of Health
- Bupa
- Age UK
- Anchor
- Care UK
- Lilly UK
- Lundbeck
- Contribution < £5,000



## Table I: Dementia Action Alliance Income

DEMENTIA



- **Dementia Friends is an initiative that is helping to create more dementia friendly communities.**
- **Alzheimer's Society will be working with partners to develop Dementia Friends in the wide range of locations, work places, institutions and organisations likely to come into contact with people with dementia.**
- **We want there to be a million Dementia Friends in England by the end of 2015.**