The Power of the Website Voice

Speaker: Ann Pascoe
Rural Highlands of Scotland
Winter fields
Husband Andrew
Strath of Kildonan
Power of one voice

- With the power of the website
- One lone caregiver
  - living in rural Highlands of Scotland
- Helped change a community
  - from one with no dementia support
  - to one that is socially inclusive and supporting
Churchill Fellowship

India
  Goa - May 2012
  Kerala - June 2012

Taiwan
  Taipei - April 2013
  ADI Conference
You can still live a life
- Website layout
- Design of header
- Colours
- Strap lines/messages/logos
- Content
- Make it dementia friendly
Exploring Ponda on the back of a scooter ...

This scooter ... and I'm hoping the proper pic comes up here! Today I became a true Goan: worked with Shezmin ... see the Work in Goa pages ... and besides learning so much, I had one of the best days of my life. When she suggested we use her scooter to get around I sort of gulped and thought about it for 10 seconds and then decided 'go with the flow ... you're only here once': so off we went ... sans helmet (I know, I know) but they only drive at 30 miles an hour and all the roads have traffic humps every mile or so ... We had a few scary brushes with a few maniac buses and other hairy scooters, but I think it was more shock on their part at seeing two such different women on the same scooter! ...
Our village
The market place
Our neighbour
Blogs from India

We're here ...

Posted by Ann on May 12, 2012.

We've arrived and we're back in the online business! Besides being hot ... oh so deliciously hot ... the sounds and the colours and the clear blue skies and the tall palm trees are something to behold.

Saturday morning
And I've had my first Goan cooking lesson. Loulou is our housekeeper and today she taught me to make Goan tandoori chicken. Yesterday at seven ... in the cool of the morning ... we went to the market and after choosing my live chicken (I) and my big fish (II) ... I thought it was a sea bass ... we went off to get fresh fruit and salads while the livestock was being prepared for me ...

I have to admit it's a long time since I've been in a market and got food at the very source ... figs off the trees that morning; grapes ... the size of black plums ... just picked; watermelon you die for and short stubby finger bananas ... so sweet.

We also did the shopping market and you can’t imagine shopping by candlelight – power cuts – when you don’t know the brands ... you’re looking for washing powder and don’t have a clue which box it is ... and the only way you know rice is rice is because it looks like rice. This reminded me of my Montreal days when I had to shop in French but the house is stocked and we’re ready to start living here ...

Yesterday
I also unexpectedly met the people I'll be working with; both at Sangath and at the Goa Medical School ... At last Amit Das became reality for me ... we just laughed when we met; the last time I saw him was at the
Health Clinic
Shezmin
Goa’s Dementia Home Care Project

Posted by Ann on June 2, 2012

Amit sent me this photograph saying I’d probably recognize it...and yes I did! It was me speaking in Toronto and I was somewhere in the audience with the brain buzzing and trying to figure out how I could get his project over to our Highlands. Amit put some notes together for his first blog plus pic...so here goes...

When Amit visited us she met Prof. Dilip Mathrhen, one of the authors of the paper and the professor of the department of Preventive Medicine where I work and he was happy to note that she’d come all the way to exchange notes and learn. She also met the Dean of Goa Medical College, Dr. V. N. Jindal who is a neurosurgeon and a strong supporter of the work carried out by me and my team in Goa. My dementia work is voluntary which means it is not really part of my job profile, but because of the support of my dean and professor I was able to implement this project and make a difference.

And what a difference! Amit’s work will hopefully change our world too in the Highlands...

The Research and Award:

Dementia affects 36 million people around the world (World Alzheimer’s Report, ADI) and 3.7 million in India (the Dementia India Report, 2010). The Dementia Society of Goa which has been involved with developing need-based services for people with dementia in the State of Goa. Together with my team I developed and evaluated a flexible stepped care intervention using non-specialist health care workers to improve the quality of life in people with dementia and reduce caregiver burnout.

The intervention won the International FMA-ADI award at the ADI conference in Greece in 2010 and was judged as the best evidence based psychosocial research for...
Airy rooms
Delicious ‘home’ food
Home from home
Visit to Kerela

At last ... Kunnamkulam and Dr Roy ...

At last culmination of the journey from ADE London where I met Dr Jacob Roy - India's ARDSI Chairman and Alzheimer International Chairman - to his offices in Kunnamkulam where it all began in India. Dr Roy is a Paediatrician, but got caught up in dementia when his father developed Alzheimer's and Dr Roy became his caregiver. So we had a lot to talk about ... Dr Roy has invited me back to spend more time at the Harmony Care Home in Kunnamkulam similar in set up to the one I visited in Cochin, but of course was the very first one in India.

Overall yesterday was such a fun day. Saroj John, Manager of the Harmony Home in Cochin, accompanied me and Sree (meaning beauty) was our young driver.

The pictures will say it all, but he took us to places (at speed!!!) that must never go - weaving in and out of traffic on small village roads to the beach where we saw Chinese fishing again, visited a thousand year old temple, stopped in at a saree fabric shop (could have spent all day there and three lunch at a hotel (never did figure out how to flush the loo, na used the shower attachment alongside to do the job) and where the waiter was so amused to realise that I was the only one of the four in our party who knew which Raita to choose ... in fact even know what Raita was! Asked for the coconut and curry one and he was all beamed surprised I think that a foreigner knew her curry stuff!!
The central block has a dining room with kitchens, two television rooms (one for men and one for women because generally men and women like to watch different things - have we thought of that?!) a library and a lecture room plus of course wonderful gardens, even a waterfall (man made!).

In total there are 85 beds supported by 12 trained nurses (in white) and 12 Care Helpers (in blue) on a 24 hour rotation basis (3 batches of 4 nurses/4 care workers per shift) from 9am-6am and 6pm-9am. With 6 days on and 1 day off each week. Over and above this there are 9 administrative staff plus 6 kitchen staff and a full-time gardener.

There is also a Geriatric Centre for bedridden patients (approximately half the beds at Sneha Mandir) with a physiotherapy and surgical centre (open also to non-residents in the area), a yoga instructor, a mobile clinic and ambulance service (serving 8 villages in the area) as well as a Home Nursing School (funded by the Goa Government) which provides free education to 20 nurses.
Unexpected outcome

- Andrew decided to blog
- but couldn’t do it alone
- So I helped him ...
His favourite beach
Animal sanctuary
Moped power
Full tummies
Bougainvillea
Alarm clock
Monsoon’s coming
It arrives
Andrew begins to blog
Carers not alone
A working site
Campaigning site
Pages on this site were viewed a total of 11,707 times

- Pageviews: 11,707
- Unique Pageviews: 7,508
- Avg. Time on Page: 00:01:49
- Bounce Rate: 46.58%
- % Exit: 22.70%
Indicates, what visitors’, by which territory, were captivated by on acarersvoice.com before dropping off/ leaving the website.
New vs Returning

% of visits: 100.00%

Visits


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<th>Pages / Visit</th>
<th>Avg. Visit Duration</th>
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<td>4.40</td>
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Visitor Type

1. New Visitor
   - Visits: 1,509
   - Pages / Visit: 2.69
   - Avg. Visit Duration: 00:02:29
   - Bounce Rate: 63.55%

2. Returning Visitor
   - Visits: 1,154
   - Pages / Visit: 6.62
   - Avg. Visit Duration: 00:11:05
   - Bounce Rate: 24.18%
### Language Usage

- **% of visits**: 100.00%

### Site Usage

- **Visits**: 2,663
  - % of Total: 100.00% (2,663)
  - Site Avg: 4.40 (0.00%)
- **Pages / Visit**: 4.40
  - Site Avg: 4.40 (0.00%)
- **Avg. Visit Duration**: 00:06:13
  - Site Avg: 00:06:13 (0.00%)
- **% New Visits**: 56.67%
  - Site Avg: 56.67% (0.00%)
- **Bounce Rate**: 46.49%
  - Site Avg: 46.49% (0.00%)

### Language Statistics

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## Engagement

% of visits: 100.00%

### Visit Duration

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% of Total: 100.00% (2,663)  % of Total: 100.00% (11,707)

© 2013 Google
Domain Stats

- Rank has been stable
  - with no relevant variation over the last 3 months

- Site launched 21/3/2012
  - 1 year and 1 month old
  - reaches roughly 870 users
  - delivers about 1,920 page views/month
Comments flow in
DFC hits Lottery Jackpot!

We're delighted to say that Dementia Friendly Communities has received a grant of £9975 in the latest round of the Awards for All Scotland scheme. This will...

On Safari

Up at 6.30am on yesterday 7th January and away with Terry our driver on safari. We stopped after about 2 hours for breakfast and then drove for another hour on dirt tracks to the game reserve at...
Agnes joins us
David joins us
Ian joins us

Ian in Cape Town

Thursday 27 DEC. Arrived in Cape Town to lovely sunshine and relaxed in the afternoon. Went to the beach at Camps Bay with the family and then to the Liquor store by taxi with Donald for some supplies. My favorite daughter in law Paula arrived from Rio and we had a wonderful dinner from a grumpy chef. Unfortunately his mother in law has come to stay. Its late now and we are sitting enjoying a laugh. Everyone has gone to bed apart from Donald and myself. We are having a quiet speak and hoping everything goes well.
New Project

- **Objective**
  - to develop a blogging tool
  - to allow people with dementia
  - to blog on their own

- **Partners:**
  - University of Greenwich, London
  - University of Stirling, Scotland
  - Alzheimer Scotland
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...

read more

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...

read more
An inspector calls

SUNSET HOUSE Part 3

It's that time of year again – there's a buzz going on amongst the staff and I'm being asked to sign this sheet and the other. Apparently they are rolling the I's and crossing the T's but what does it matter to me that I've signed my care plan? That's not me, that paperwork. I'm here!

The manager Janice looks stressed and has hardly been home since Monday. Pulling out files and health and safety stuff. And her hair.

The staff are all distracted too – looking guilty and double checking all the things that don't bother us except at inspection time. Have I read and agreed my risk assessment? Do I want anything changing? Do I feel like I was involved enough in the process? Yes, I was involved too much. Even though that review meeting was about me I was bored daft at it. Going over and over everything with a fine tooth comb – including my toilet habits – in front of Moira and Donnie. That's enough of that I had to say when they started talking bowels movements: I mean really how would they like it if I were to ask them if they had problems in that department in front of everybody. Not much I wouldn't think. No, well neither do I. My problems are between me and my doctor and if anyone else needs to know I'll decide who and when to tell.

We've all had questionnaires from the care home police too – asking us to mark things by ticking a series of...
New! Black Isle Dementia Cafe

A new Dementia Cafe for the Black Isle opens its doors this Thursday (7 Feb), offering a friendly place for people with dementia and their carers to get together, relax over a coffee, and enjoy each other's company.

Posted by Peter on Feb 5, 2013 | 2 comments
Flagship website

- highlight progress towards our vision of living well with dementia
- showcase innovation
- promote events
- highlight roadblocks
- map progress
- a forum
- a shop window to:
  - spread the message and
  - sustain the work
  - report the evidence
Conclusion

- Series of online resources created to bring together the voices of experience, views, sources of support:
  - www.acarersvoice.com
  - www.adementiavoice.com
  - www.acarehomevoice.com
  - www.adementiafriendlycommunity.com
The Power of the Website Voice

Peter Armstrong BA (Hons)
○ Mental nurse
○ Website editor
○ Director: dementia Friendly Communities CIC

Anthony Dodson
○ A+ Certified Technician
○ Microsoft Certified Professional
○ Microsoft Certified Systems Engineer
○ ‘Nerds on Site’ Business Partner

Ann Pascoe BA (Hons), MSc in Dementia (2014)
○ Scottish National Dementia Carers Action Network (NDCAN)
○ Winston Churchill Memorial Trust Fellow (2012)
○ Director: Dementia Friendly Communities CIC
○ Trustee: Life Changes Trust

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