

## Chief Executives' Group – North Yorkshire and York

6 November 2014

### Dementia Strategy and the Community Plan

#### 1 Purpose of the Report

- 1.1 To update on the development of a Dementia Strategy for North Yorkshire.
- 1.2 To consider commitments that partners can make to supporting and developing Dementia Friendly Communities

#### 2 Background

- 2.1 The Community Plan identifies dementia as a key element of the plan's priority to:  
**Support and enable North Yorkshire communities to have greater capacity to shape and deliver the services they need and to enhance their resilience in a changing world.** With a growing older population dementia will be a challenge to North Yorkshire communities but an older population also provides an opportunity to promote community action and encourage dementia friendly communities.
- 2.2 Dementia matters because each partner organisation will have a growing number of their residents and service users who are affected by dementia, either because they have the condition, or because they are caring for someone with the condition. Those living with dementia will experience a very personal progression of problems which will include some, or all of: memory loss; depression; mood problems; language difficulties and comprehension, orientation and problems managing familiar day to day tasks. As well as the personal impact, this will affect the way in which people can interact with us as public bodies, and with other services and people in the local community. The sort of support and understanding available will make a huge difference to wellbeing, and to safety, because safety risks will increase with a progressive dementia condition.
- 2.3 Partners in North Yorkshire are actively developing and implementing a Dementia Strategy to improve the ways in which health and social care organisations can meet increasing demand, improve care, and bring care closer to home.
- 2.4 Alongside specialist health and social care support any Dementia Strategy needs to consider preventive and community support. Dementia Friendly Communities (DFCs) featured in the National Dementia Strategy in 2009 and

were given a high profile in the Prime Minister's Challenge on Dementia in 2012.

- 2.5 The national Dementia Friends campaign has developed alongside DFCs, and is an initiative by the Alzheimer's Society with government support. Public Health England funded and promoted a national media campaign in May 2014 related to this.
- 2.6 The Dementia Action Alliance (DAA) was established by the national Alzheimer's Society with government support. The Alliance encourages organisations, and businesses to make a public commitment to action on dementia, and to take joint action to improve understanding and responses to dementia. Some areas have formed local alliances to promote Dementia Friendly Communities.

### **3 Progress on a Dementia Strategy**

- 3.1 Documentation of the strategy is now well under way. It will bring together the key national messages and our County Wide priorities for action.
- 3.2 Improvements in support for people living with Dementia already features strongly in Clinical Commissioning Group (CCG) Five Year Strategic Plans, and in the County Council's 2020 vision. The following paragraphs provide a summary of some of the significant areas of work in health and social care services which are already underway:
- Funding is identified in Better Care Fund plans to support liaison arrangements between mental health services and acute hospitals, to improve the experience of people with dementia when they need treatment for other, physical health conditions, and to reduce the length of stay in acute hospital settings for people with dementia.
  - October 2014 saw the formal launch of new Dementia Support services across North Yorkshire, jointly funded by the County Council and Clinical Commissioning Groups. There is a single specification but the support will be available from local schemes based on the CCG footprints. They offer a 'care navigation' service, which help people diagnosed with dementia understand their diagnosis, think about how they can retain control over their lives and make choices even as the condition progresses. The services will also help people to link in to the support available, through statutory agencies, voluntary and community groups, and through peer and carer support groups.
  - The County Council is developing further extra care schemes, some with specific dementia units included in the scheme. The council has developed a dementia design guide, and dementia care guides for housing, care and support providers. The

intention is to enable more people to remain in a home of their own for longer.

- New terms and conditions for care homes, agreed with providers this year, require dementia training and dementia friendly practice as standard in all settings, not just those designated for dementia care. This will address issues raised last month in a national Care Quality Commission report about the quality of dementia care in care homes.
- The continued use of personal budgets, for social care needs, and increasingly for health care needs, will offer choice and control to people living with dementia with eligible care needs. Personal budgets will allow people to access support for themselves and respite for their informal carers in the way they want.

#### **4. Dementia Friendly Communities**

4.1 A dementia-friendly community is one in which people with dementia are empowered to have aspirations and feel confident, knowing they can contribute and participate in activities that are meaningful to them.

4.2 North Yorkshire agencies are already undertaking some excellent work towards supporting and encouraging Dementia Friendly Communities. Case studies in the attached report from Joseph Rowntree Foundation 'Dementia Friendly Yorkshire' (Appendix 1) highlight areas of good practice across Yorkshire including examples in both North Yorkshire and York.

- Library Services at North Yorkshire County Council have trained staff in dementia awareness and developed a library of picture books for people with dementia
- Trading Standards at North Yorkshire County Council have undertaken work on doorstep crime
- City of York Council sport and active leisure staff have worked with sports clubs and groups to help people with dementia feel comfortable continuing to do the sports they love.
- Training for tourist information staff, 'dementia testing' museums and offering activities to help people with dementia stay involved in their community
- Making transport and travel easier and letting people know where there are safe places and help available to them
- A Solicitor's practice who has looked at how to make their written information more accessible with diagrams and pictures
- A Department store who has trained managers to recognise signs of dementia and ways to help people, with a plan that the managers train their shop floor staff.

4.3 We know of other initiatives across the county including:

- Yorkshire Ambulance service has trained all of its frontline staff in dementia awareness, and their training material is being shared with others, through the Dementia Action Alliance regional programme
- North Yorkshire Police are exploring how to train their staff with the regional programme
- Councillor Clare Wood acts as the Dementia Champion for the County Council in her role as Executive Member.
- Selby Council is considering action to become a dementia friendly council including a Member Champion and training for staff
- Public Health colleagues have promoted the Dementia Friends campaign locally
- The County Council is exploring the extension of the Keep Safe card & wristband/Safe Places Scheme that has been developed within Learning Disability Services. The scheme enables people to ask for help and to know where they can go if they need to feel safe.
- There are examples of local Dementia Champions being very active, for example one Champion has been working in Bedale, Northallerton and Hambleton to offer training for staff to become Dementia Friends
- Dementia Forward, who has been awarded three of the contracts to provide the new Dementia Support Services, is already active in setting up a local Dementia Action Alliance in Harrogate.

## **5. For discussion: New opportunities**

- 5.1 The Regional Dementia Action Alliance programme has suggested that more could be done on a local basis in the County, and would like to see us encourage more local Action Alliances. The programme can offer advice and support (although not funding) to Alliances. Localised activity, including more local Dementia Action Alliances will offer the best opportunity to develop the strength and resilience that the Community Plan seeks to achieve.
- 5.2 Partner organisations may already be undertaking activity to support Dementia Friendly Communities. The following are areas where partners may either be able to commit to direct action, or be able to use influence and local leadership to promote dementia friendly communities:
- Promotion and encouragement of Dementia Champions and Dementia Friend programmes amongst staff and Members/Board Members
  - Training for customer service, customer facing and strategic staff in dementia awareness

- Encouraging commissioned services or partner organisations (for example housing or leisure service providers, transport providers) to train their staff in dementia awareness, or commit to a Dementia Action Alliance
- Review whether any improvements can be made to buildings, public spaces or signage to make them more dementia friendly
- Consider accessibility of communication and information
- Include dementia friendly community outcomes in grant programmes
- Work with local businesses to involve them in developing 'safe places' where people with dementia and their carers know they can ask for help

## **6 Recommendations**

- 6.1 Chief Officers are asked to note the update on the Dementia Strategy and the activity already under way.
- 6.2 To agree what further action and commitment can be made to support the promotion of Dementia Friendly Communities. As a minimum this could include:
- Member or Board level Champions for Dementia
  - A commitment to train customer facing and strategic staff in dementia awareness
  - A process to identify actions to improve dementia friendliness within each organisation and locality
  - Commitment to support and encourage local dementia action groups

## **5 Appendices**

- 5.1 Appendix 1 Dementia Friendly Yorkshire - Joseph Rowntree Foundation  
January 2014

Kathy Clark  
Assistant Director Health and Adult Services North Yorkshire County Council

23 October 2014