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Dementia Friendly Communities

Proposal document

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FILWOOD, KNOWLE & WINDMILL NEIGHBOURHOOD
PARTNERSHIP

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Introduction

Dementia is a condition that affects the brain and can lead to a variety of physical and psychological impacts, both on the person with the condition and the people around them.

People living with dementia often feel excluded from their local community, have difficulty in engaging with services which are not tailored to their particular needs, and often feel isolated. In addition to the direct impacts of dementia, this can lead to additional issues including depression, anxiety and other mental health complications.

The Alzheimer's Society campaign, Dementia Friends, is designed to break down the stigma surrounding dementia and also to demonstrate that small changes can make a big difference in terms of enabling people to 'live well' with dementia.

Running alongside the Dementia Friends initiative, the Alzheimer's Society also have an initiative known as 'Dementia Friendly Communities' which gives towns, cities, regions, or local communities the opportunity to work towards becoming a dementia friendly community.

By undertaking a commitment to the Dementia Friend Communities initiative, organisations, individuals and community groups would have a clear direction in respect of challenging the barriers faced by people living with dementia, their friends and family, and their carers. For information regarding the wider benefits of undertaking this initiative, please see 'Outcomes' on page 9.

Setting the scene

So what is the extent of the 'problem'?

Below are just a few key facts drawn from the SURVEY DETAILS conducted by the Alzheimer's Society.

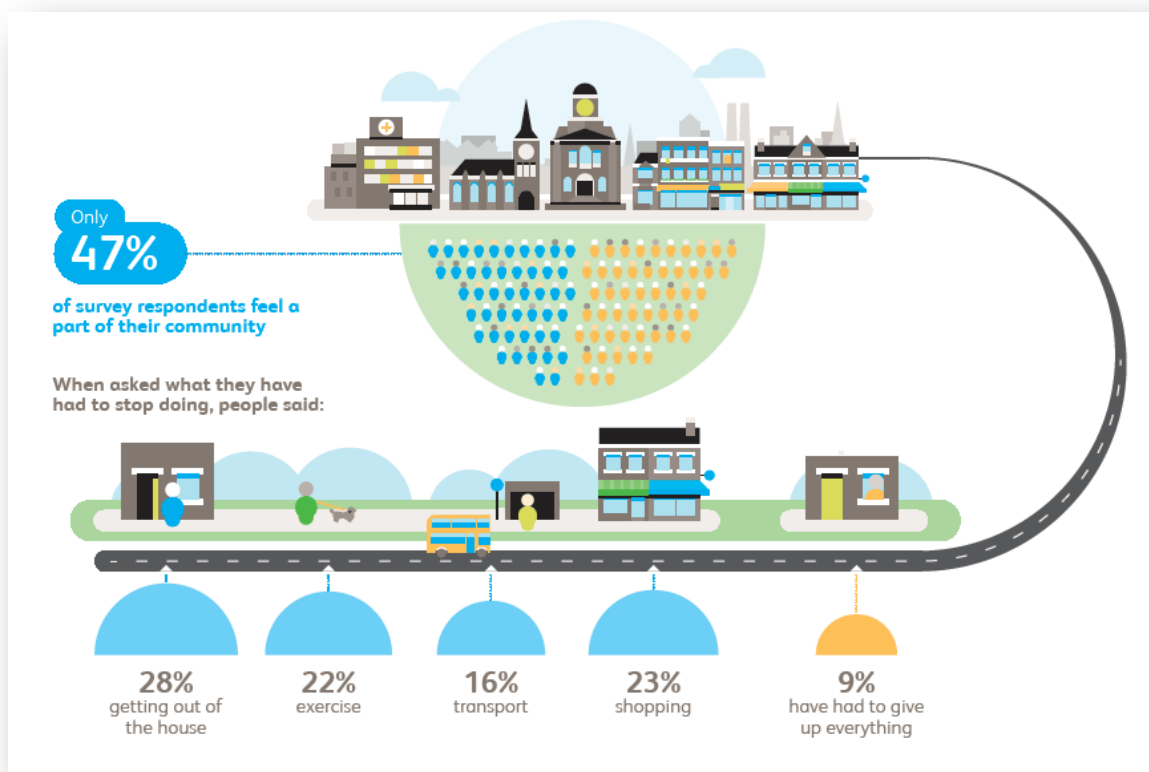


Figure 1 - Percentage of survey respondents who feel part of their community

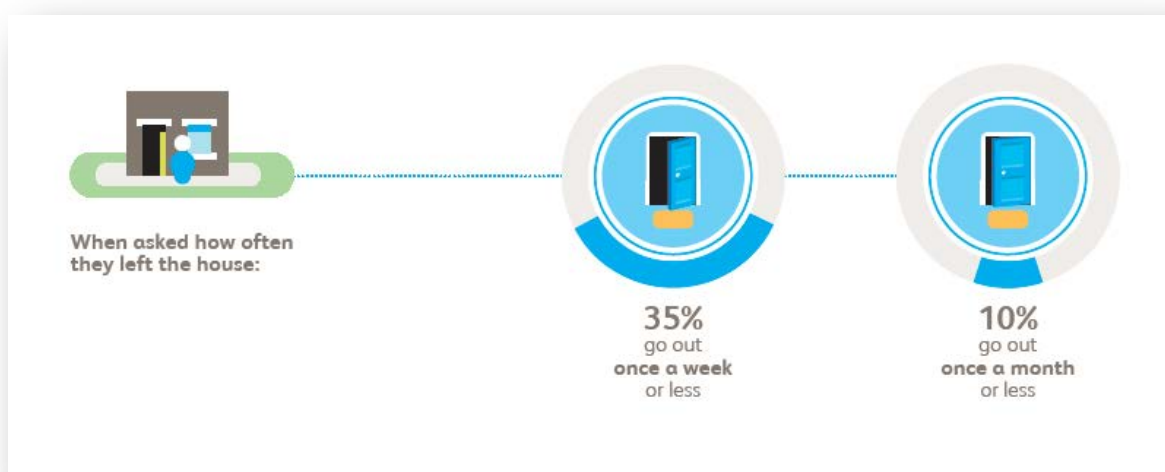


Figure 2 - How often respondents left the house

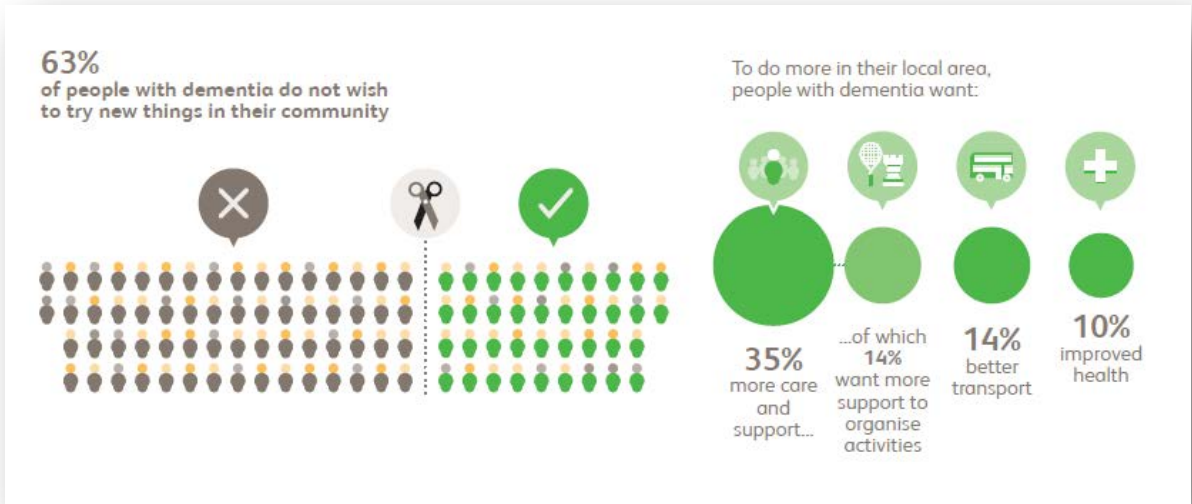


Figure 3 - Desire for and barriers to community engagement

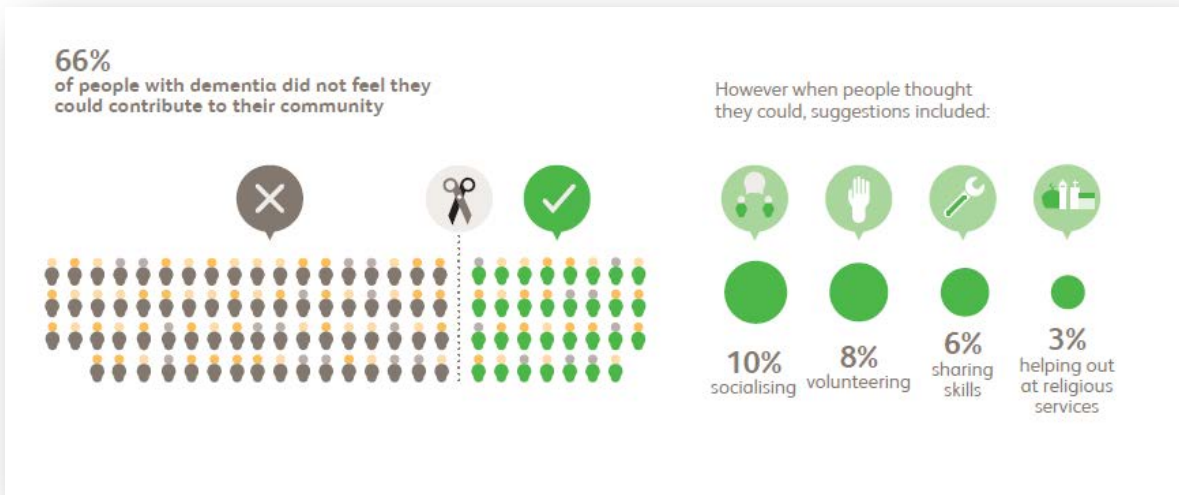


Figure 4 - Sense of lack of contribution to the community

People with dementia feel their biggest barriers to participating in their local area are:

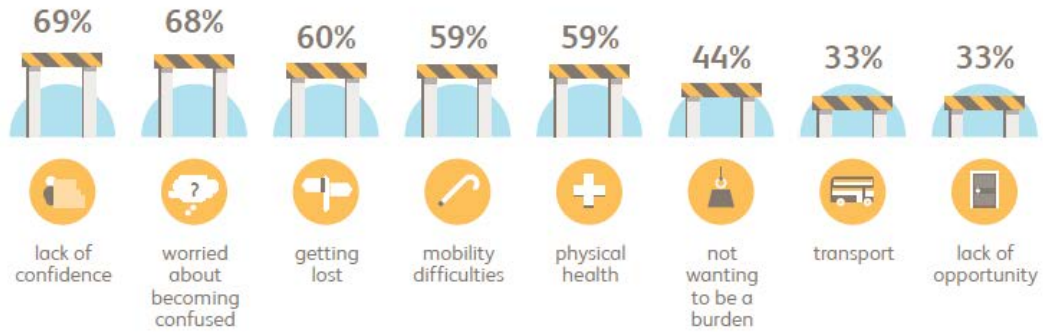


Figure 5 - Perceived barriers to participation in the local area

Breakdown of criteria

Criteria 1

Make sure you have the right local structure in place to maintain a sustainable dementia friendly community.

Criteria 2

Identify a person or people to take responsibility for driving forward the work to support your community to become dementia friendly and ensure that individuals, organisations and businesses are meeting their stated commitments.

Criteria 3

Have a plan to raise awareness about dementia in key organisations and businesses within the community that support people with dementia.

Criteria 4

Develop a strong voice for people with dementia living in your communities. This will give your plan credibility and will make sure it focuses on areas people with dementia feel are most important.

Criteria 5

Raise the profile of your work to increase reach and awareness to different groups in the community.

Criteria 6

Focus your plan on a number of key areas that have been identified locally.

Criteria 7

Have a plan or system in place to update the progress of your community after six months and one year.

Associated actions

Further information can be found under the 'Actions' section on page 10.

Roadmap

Looking at each of the issues presented by the findings of the survey as detailed in ‘Setting the scene’ on page 2, the following roadmap aims to address some of these concerns. This roadmap incorporates the Alzheimer’s Society’s guidance on creating a dementia friendly community.

Commercial

Effective engagement with organisations within the local community is key to building confidence amongst people with dementia and their friends, family and carers. By providing education to front-line staff and decision makers, it is possible to provide services that are sensitive to the needs of people with dementia.

The following steps (detailed fully in the ‘Actions’ section on page 10) aim to engage with organisations, be those sole traders, small businesses and local occurrences of small and medium sized enterprises (**SME**) and those of national or international businesses.

Particular focus has been given to customer facing organisations as detailed below. Where specific organisations are listed, these are examples only. For a full list of target organisations, please see ‘Target organisations’ on page 13:



Figure 6 - Organisation types and examples

These are front-line services with which people engage, potentially on a daily basis. It also makes good business sense to tailor services to people with differing needs as:

- a) In a competitive market, being a provider of choice can give a commercial edge;
- b) People are more likely to recommend a service provider that has provided a good service;
- c) Contributes to an organisation's Corporate Social Responsibility (CSR) offering, which is particularly relevant to larger organisations;
- d) Enhances any organisational employee welfare programme by giving employees additional life skills.

Below are the two specific approaches to full and effective engagement with commercial entities. This is particularly important to ensure that organisations do not pay 'lip-service' to initiatives and that any impact is the result of systemic change.

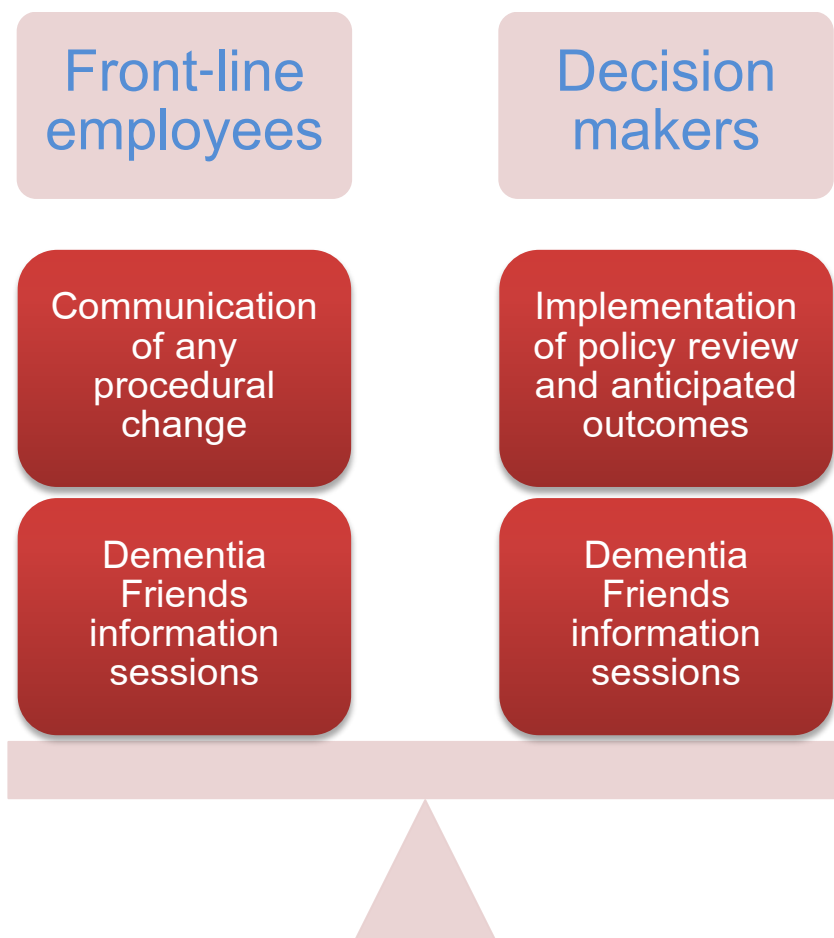


Figure 7 - Dual approach to commercial entities

In addition to private sector organisations, by adopting positive action in respect of dementia can assist public sector bodies in achieving their Public Sector Equality Duty as defined in the Equality Act 2010.

Community

Community engagement is key to delivering this initiative. It is vitally important to ensure that representation is gained from people who are living with dementia, their support network, and the wider community. This is partly to ensure that the views of those most impacted by dementia are represented and partly to ensure that there is a general awareness across the three wards to enable a reduction in barriers.

By creating a Filwood, Knowle & Windmill Hill (FKWH) Dementia Friends Alliance, a formal approach to understanding and addressing barriers can be created. This would enable clarity in respect of what can be achieved and by when it can be achieved. It would also ensure that responsibility for the delivery of actions can be shared and does not become the responsibility of one person, or one agency. This promotes the culture that everyone has a part to play in creating a dementia friendly community.

There are a number of community groups within the three wards that would hopefully have an interest in being represented on this particular group.

Outcomes

The anticipated outcomes of undertaking this initiative have been broken down into four main areas.

Commercial

By adopting initiatives in respect of dementia, organisations can:

- a) Meet their legal duties to make adjustments, as defined in the Equality Act 2010;
- b) Be more desirable as a provider of services in an increasingly competitive marketplace;
- c) Demonstrate a positive impact on their local community;
- d) Foster improved relationships with their existing customer base;
- e) Promote their services to the wider community;
- f) Demonstrate commitment to their Corporate Social Responsibility agenda;
- g) Further any Employee Assistance Programmes that are in place.

Community

By adopting initiatives in respect of dementia, the community can:

- a) Create an inclusive environment for those living with dementia;
- b) Ensure that people living with dementia can 'live well' with their condition;
- c) Open up community events to those living with dementia;
- d) Ensure that people living with dementia have a voice in their community;
- e) Reduce isolation and the associated impacts that this can bring;
- f) Ensure that official and unofficial carers can work effectively to support those who are living with dementia.

Public sector

By adopting initiatives in respect of dementia, public sector bodies can:

- a) Demonstrate compliance with Public Sector Equality Duty as defined in the Equality Act 2010;
- b) Promote its services appropriately to the wider community;
- c) Ensure that the views of everybody, including those living with dementia, are represented in decision making;
- d) Provide appropriate healthcare tailored to the needs of those living with dementia;

Neighbourhood Partnership

By adopting initiatives in respect of dementia, the Filwood, Knowle & Windmill Hill Neighbourhood Partnership can:

- a) Promote its activities to the wider community;
- b) Encourage active involvement from its residents, including those living with dementia;
- c) Act as a mentor to other Neighbourhood Partnerships who are interested in undertaking similar initiatives;
- d) Demonstrate a commitment to Bristol City Council's objectives in respect of inclusion.

Actions

This section details the individual actions to be undertaken in order to achieve the 'Dementia Friendly Community' status with the Alzheimer's Society.

Key implementation stages

Action code	Name	Description	Lead	Dependencies	Commencement date	Completion date	RAG status
A1	Undertake commercial fact finding	To survey local organisations to gauge buy-in from the commercial entities within each of the wards. See 'Commercial fact-finding questionnaire' on page 14.	Lee Reed	None	1 June 2015	14 June 2015	
A2	Undertake community fact finding	To survey individuals to gauge community buy-in. See 'Community fact-finding questionnaire' on page 14.	Lee Reed	None	1 June 2015	14 June 2015	
A3	Collate responses to actions A1 & A2.	Process the information provided through fact-finding to gauge level of interest and active support from individuals and organisations.	Lee Reed	A1 A2	14 June 2015	21 June 2015	
A4	Create and agree proposal	Using survey responses and guidance from the Alzheimer's Society, present proposal to Neighbourhood Partnership	Lee Reed	A3	21 June 2015	28 June 2015	
A5	Draw up 'FKWH Dementia Friends Alliance contract', roles and terms of reference	Create a 'FKWH Dementia Friends Alliance contract' to set out the expectations of all volunteers and representatives. Establish a list of roles and responsibilities. Create 'Terms of Reference' for the group.	Lee Reed	A4	1 July 2015	8 July 2015	

Action code	Name	Description	Lead	Dependencies	Commencement date	Completion date	RAG status
A6	Call FKWH Dementia Friends Alliance meeting	<p>Arrange for initial meeting for those who have expressed an interest in taking an active role.</p> <p>Two meetings to be called. One during the day and one during the evening of 8 July 2015.</p> <p>Establish statement of commitments from volunteers and put names against roles.</p>	Lee Reed	A5	1 July 2015	8 July 2015	
A7	'Dementia Friends' information session for all volunteers	To ensure that all community volunteers and other representatives attend a Dementia Friends information session to set a benchmark of understanding surrounding the topic.	Lee Reed	A6	23 July 2015	23 July 2015	
A8	Assess the criteria for registration as Dementia Friendly Community (DFC) status	<p>Circulate assessment criteria to all volunteers in respect of DFC.</p> <p>Collate feedback and ideas from volunteer group.</p>	Lee Reed	A6	8 July 2015	23 July 2015	
A9	Create submission for registration as DFC.	Create detailed submission for registration of DFC. Seek approval from volunteer group and present to Neighbourhood Partnership for information.	Lee Reed	A8	23 July 2015	23 July 2015	
A10	Review response from the Alzheimer's Society and, where necessary update and resubmit.	<p>Review and circulate the response from the Alzheimer's Society.</p> <p>If there are any recommendations made in terms of approach, actions, etc., incorporate changes and resubmit.</p>	FKWH Dementia Friends Alliance	A9	6 August 2015	20 August 2015	

Delivery stage

This section can only be populated once the FKWH Dementia Friends Alliance has set its goals and deliverables, and after the Alzheimer's Society has completed its review of the submission.

Action code	Name	Description	Lead	Dependencies	Commencement date	Completion date	RAG status
A11							

Appendices

Appendix I - Map of wards



Figure 8 - Map highlighting the three target wards

Appendix II - Target organisations

Filwood

Knowle

Broadwalk Shopping Centre

99p Stores

B&M

Belles

BetFred

Bon March é

Broadwalk Dental Centre

Card Factory

Cash Generator

Club 3000

E-Vapor

Friendsfone Shop

Greggs

House of Fashion

Iceland

JP Locksmiths

Kew's Fruit & Veg

Lloyds Pharmacy

Martin's

MW Fresh Foods

Pink Planet Games Exchange

Play

Practically Perfect

QuickSilver

Select

Shoe Zone

Singar Beauty

Snooker City

St Peter's Hospice

Subway

Superdrug

The Children's Society

Thomson

Wilkinsons

Wells Road

Co-Op

Totterdown

Asia Garden

Banana Boat

Banco Lounge

Beauty Standard

Bond News

Cabot Tyres

Continental Food Store

Domestic Appliances

Fig

Fitness & Martial Arts

NICE Takeaway

Oxford Grill

Patco

Tesco Express

Thali Caf é

The new bread shop place(?)

The New Found Out

The Oxford

The Shakespeare

The Star & Dove

Trzynastka

William Hill

Windmill Hill

Appendix III - Fact finding questionnaires

These are the proposed questionnaires for review.

Commercial fact-finding questionnaire

Community fact-finding questionnaire

Contact information
