

# Doncaster Dementia Strategic Partnership



**Adults and Communities  
Overview and Scrutiny Panel  
Dementia Friendly Communities  
Progress Update  
March 2015**

## Appendix 1

### 1. Executive Summary

- 1.1 This Dementia Friendly Communities (DFC) Progress Update provides the Overview and Scrutiny Panel with details of the progress made with the work programme known as *“Doncaster is Working to Become Dementia Friendly 2014-2015”*.
- 1.2 The update will provide a brief summary of the background and context to the work programme before presenting the progress made thus far and in particular in the last 12 months and finally proposing the next steps for Panel members to consider and support making further recommendations as necessary.
- 1.3 A growing and ageing population and the fact that the biggest risk factor for developing dementia is age, presents health and social care and indeed our communities at large, with many challenges. One of those challenges is how communities can develop to ensure people with dementia can continue to live active and independent lives in a community that is safe and where they will remain valued citizens.
- 1.4 Much of the focus and work concerning dementia over the last several years has concerned improving the diagnostic rate for dementia. When the current coalition Government came to power the diagnostic rate nationally was reported to be 33%, with two thirds of people with dementia dying without a formal diagnosis. The Prime Minister set a challenge of reversing this statistic and set an ambition of achieving a diagnostic rate of 67% within the current government. As of January 2015 the national average diagnostic rate is 59% with Doncaster’s diagnosis rate being 60.25%.
- 1.5 It is widely accepted that having a diagnosis is important in being able to access the right services and support and it is also accepted that it is possible to live well with dementia; ensuring communities are dementia friendly is seen as a key action in ensuring people with dementia and their carers and families are able to live well.
- 1.6 It was recognised by Panel members in 2013 that to ensure Doncaster was regarded as being Dementia Friendly, leadership, integration, joint working, workforce development and awareness would be key to ensure delivery. In 2014 DMBC and CCG officers responded to this recognition and appointed an Integrated Lead for Dementia, initially for a 12 month period.
- 1.7 In summary there is evidence, both quantitative and qualitative, that Doncaster is becoming more dementia friendly and that this is having an impact on people with dementia and their carer’s lives: (See Annex 1 Health and Wellbeing Q3 performance report and Annex 2 the 2014 annual dementia progress report)
  - Doncaster’s diagnostic rate has increased month on month during 2014/15 to 60.25%, as of the end of January 2015.
  - There are now 56 Dementia Champions and 4439 Dementia Friends in Doncaster, as of 26 February 2015.

## Appendix 1

- There are now 56 members to the Doncaster Dementia Action Alliance (DDAA) a sub-group of the Doncaster Dementia Strategic Partnership (DDSP). It is the DDAA that is charged to deliver the DFC programme and members range from a variety of settings, including statutory provision, voluntary and community provision, care homes, business and leisure.
- People with dementia are being admitted less to hospital and if they are admitted their experience and outcomes have improved demonstrated by shorter length of stays, reduced readmissions and improved experience reports.
- Although the percentage of people with dementia living independently is stable, less carers have required emergency respite and more people with dementia are accessing community services such as the Dementia Support Service provided by the Alzheimer's Society.

1.8 Dementia is now being considered routinely by Strategic Housing and Planning and this is evident in both new housing schemes (Bentley, Thorne) and transport delivery (South Yorkshire Transport and British Rail).

1.9 The update concludes with proposed next steps during 2015/16 to ensure Doncaster continues to develop as a Dementia Friendly Community.

## 2. Background and context

2.1 The National Picture.

The UK's population of older people is increasing; since 2008, the number of people aged over 85 has increased by nearly a fifth and, according to current estimates, the population of 65-84 year olds is likely to be 40% larger by the early 2030s.

2.2 Dementia risk and prevalence increases with age and sometime during 2015 the number of people with dementia in the UK will reach 850,000. It is the most feared health condition for people over the age of 55, but touches people of all ages. Over 21 million people know close friends or family affected by the condition. Dementia costs the UK economy over £26 billion per year – higher than cancer, heart disease or diabetes. (Alzheimer's Society, 2014).

2.3 Dementia is now the leading cause of death in women and the third leading cause of death in men (ONS, Oct 2014).

2.4 An estimated 670,000 people in the UK act as primary carers for people with dementia, saving the state £11 billion per year. Two-thirds of people with dementia live in the community; of these, one-third live alone in their own homes. One-third of people with dementia live in care homes and up to 70% of care home residents in the UK have dementia or significant memory problems.

## Appendix 1

### 3. The Doncaster picture

It is estimated the number of people aged 65 and over in Doncaster will increase from 53,000 (17% of the population) in 2012 to 61,200 (19%) in 2020. This rise is greater than that predicted at a national scale.

- 3.1 As of end January 2015 there are estimated to be 4023 people with dementia in Doncaster. Of these 2424 have a formal diagnosis giving Doncaster a Diagnostic rate of 60.25%.
- 3.2 According to the Census of 2011, there are 33,150 carers providing unpaid care in Doncaster, 9,383 of which are providing 50 hours or more a week. There are 7,301 carers over the age of 65.
- 3.3 There were 2084 admissions of people with dementia admitted to acute beds (Doncaster Royal Infirmary) in 2013/14.
- 3.4 It is anticipated of the 2100 residential beds in Doncaster as much as 70% of will be occupied with someone with cognitive impairment/dementia.

### 4. What is Dementia?

- 4.1 Dementia is like brain failure. It describes a syndrome: a series of signs and symptoms, including changes to memory, emotional state and ability to manage. Common causes include Alzheimer's disease and vascular dementia. Dementia is progressive and there is currently no cure. Dementia is often treatable and it is possible to live well with Dementia.

### 5. What is a Dementia Friendly Community?

- 5.1 A dementia-friendly community is a city, town or village in which people with dementia are empowered to have high aspirations and feel confident, knowing they can contribute and participate in activities that are meaningful to them.
- 5.2 The Alzheimer's Society report Dementia 2012: A National Challenge, identified that 75% of the public do not think that society is geared up to deal with dementia, 61% of people with dementia think that the community doesn't understand and 58% of the public think that people with dementia have a bad quality of life.
- 5.3 For the first time, an economic analysis, within the Alzheimer's Society 2013 report entitled *A Priority for Everyone*, shows that Dementia Friendly Communities could save £11,000 per person per year by helping people with dementia to remain independent, stay out of care for longer and have a better quality of life.
- 5.4 The Alzheimer's Society 2013 report also details that that one in three people (35 per cent) with dementia surveyed only leave their homes once a week and one in 10 get out just once a month. The report identified 10 key areas for action represented in the diagram below.

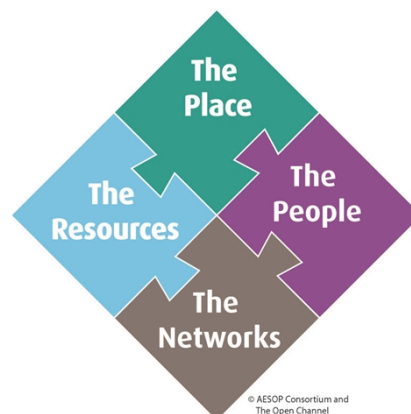
## Appendix 1



### 6. What has Doncaster done so far?

6.1 In 2012 Doncaster was one of two national pilot sites for an Accelerated Learning Programme focusing on developing Dementia Friendly Communities. This programme was jointly funded and was in association with AESOP consortium and The Open Channel. The four key themes known as Cornerstones are People, Places, Resources and Networks.

#### The Four Cornerstones Model



## Appendix 1

- 6.2 The Accelerated Learning Programme assessed Doncaster against these four cornerstones and produced an evaluation report which highlighted areas of strength and areas for improvement.
- 6.3 Summary of strengths was the involvement and commitment of key partners, openness, energy and willingness to challenge and clarity about the way forward. Areas for improvement were identified as the need to engage beyond health and social care, a need for a joined up pathway, the need to work from a strategic position and the need for political and senior leadership. Section 7 of this update provides a progress update on these areas for improvement.
- 6.4 The Doncaster Dementia Plan from 2013 combined the National Dementia Strategy objectives, the 10 key areas for action identified from the 2013 A Priority for Everyone Report and the areas for improvement identified from the Accelerated Learning Programme. The plan also considered and responded to the 12 recommendations made by the Overview and Scrutiny Panel in 2013.
- 6.5 Progress during 2013/2014 was presented to the Panel in March 2014 with a robust and comprehensive Dementia Friendly Communities Review produced by the Doncaster Dementia Strategic Partnership. This Review provided an in depth update to all the recommendations made by the Panel in 2013.

### 7. Progress made over the last 12 months

This section of the update will focus on the key achievements over the last 12 months and in particular refer to the recommendations made by the Panel in 2013 and the next steps identified in response to those recommendations in 2014.

#### 7.1 Recommendation 1

That Elected Members take a key role in leading the debate on Dementia Friendly Communities and champion the network within their local and business communities.

##### 7.1.1 UPDATE ON PROGRESS

Several Councillors have supported championing Doncaster to become a Dementia Friendly Community. Councillor Knight has been supported by Councillor Cordon, Councillor Mills, Councillor Fox and Councillor Johnson in various aspects of the DDSP work. This has been through regular attendance at meetings of the DDSP and through the work of the Health and Wellbeing Board (HWB).

7.1.2 Councillor Johnson provided advice on engagement with businesses. As a result an offer to business has been developed entitled 'Dementia is everyone's business' which sets out clearly why business should become Dementia Friendly, what the benefits to them are and how they can take action including pledging or committing to membership of the local DDAA.

7.1.3 Member leadership has been visible and consistent throughout the year through events such as the Frenchgate Flashmob, the HWB and DMBC

## **Appendix 1**

partnership video and the recent launch at the Central Library of Dementia books as part of the Books on Prescription programme.

- 7.1.4 Dementia data is now available in finer detail at Ward, GP and hospital level. This helps in developing future campaigns and action plans to ensure communities are dementia aware and dementia friendly.

### **7.2 Recommendation 2**

That Elected Members have the opportunity to participate in scheduled dementia training at a suitable opportunity and are made aware of the e-learning facility.

#### **7.2.1 UPDATE ON PROGRESS**

14 Councillors have received the Dementia Information session, two of whom were Councillor Knight and Councillor Mordue. Mayor Jones and 7 Cabinet Members received a Dementia Information session on 25<sup>th</sup> Feb 2015. I can now be claimed the Doncaster Cabinet, just like the National Cabinet is now Dementia Friendly.

- 7.2.2 The DDSP set an ambition of achieving 3000 Dementia Friends by the end of 2014/15. As of February 26 2015 there are 4439 Dementia Friends with 3762 of these receiving information through a face to face session with remainder being completed on-line.

### **7.3 Recommendation 3**

For consideration to be given to the role of the Council's Area Teams in driving forward Dementia Friendly Communities and supporting the local and business community as part of this role.

#### **7.3.1 UPDATE ON PROGRESS**

Councils Area Teams are now active partners in the work being delivered by the DDSP and are represented by the membership of the Councils Stronger Communities Manager – Well Being on the DDSP.

- 7.3.2 The Wellbeing Officers provide low level support to individuals, families and carers including assisting in community activity and group development to improve people's social isolation, wellbeing and active health and signposting to other professional, community and voluntary sector providers. The Area Teams now have nominated Dementia Champions. The Dementia Champions are active members of the Dementia Champions forum and have worked to provide Dementia Friends awareness sessions within the community. Many staff have now attended Dementia Friends awareness sessions in order to support their front line engagement and development of community activities with this understanding and awareness to ensure that they are suitable for people with dementia to participate.

- 7.3.3 There have been key developments in all areas through the use of the Better Care Fund:

## **Appendix 1**

- The Dementia Support Service (Inc. Dementia Cafes) provided by the Alzheimer's Society is now available in Cantley, Central (Trades and Labour Club), Conisbrough, Tickhill, Carcroft, Braithwell, Wheatley, Askern and Thorne.
- Dementia Peer Support has been developed by Sue Ryder.
- Sprotbrough and the local faith community has embarked on its dementia friendly community work and has provided a template for other faith communities.
- A pilot has commenced in Central to provide all carers of people with dementia support to uptake the appropriate elements of the current carers offer. This service is provided by Avalon and if the pilot proves successful it is anticipated the service will be expanded to all areas.

### **7.4 Recommendation 4**

That Doncaster Council and its partners takes a role in promoting awareness raising and dementia training with employers across the Borough in order that they are better equipped to support their employees, particularly those who may be caring for someone with dementia.

#### **7.4.1 UPDATE ON PROGRESS**

As of February 2015 there are now 56 members of the DDAA which is 1 of 2 subgroups that support the work of the DDSP. Members come from a wide variety of settings including 16 from local businesses such as Atherton Godfrey Solicitors, leisure such as Yorkshire Wildlife Park, transport such as First Buses and education such as Thomas Wharton School along with community and voluntary groups.

7.4.2 The DDSP set an ambition of achieving 200 members by the end of 2014/15 and appreciate current numbers are well below this, however on benchmarking national against other Action Alliances Doncaster has almost double the membership against the national average.

7.4.3 A variety of awareness and information campaigns have taken place promoting "5 things people should know about dementia". This has been through radio and bus advertising: press releases, social media, Doncaster Rovers and a pharmacy bag campaign.

### **7.5 Recommendation 5**

That Doncaster Council and its partners are assured that all health and social care staff are appropriately trained to support people with dementia.

#### **7.5.1 UPDATE ON PROGRESS**

In addition to the Dementia information sessions that have delivered 4439 Dementia Friends, NHS Education England made a mandate of delivering training to 37,553 healthcare staff in Yorkshire and Humber and as of the end of December 2014, 30,815 members of staff have received either Tier I or Tier II training. Doncaster NHS services are extensive contributors to these numbers.



## Appendix 1

7.5.2 There has been 4 cohorts of an Advanced Dementia Course with 54 people trained (1 course still to run this year with 13 places booked up). Two Dementia Awareness Courses have been delivered with 33 people being trained. Two cohorts of the Activities, Motivation & Creativity course saw 11 people trained and the SCIE e-learning programme saw 1291 people completing 3365 modules on various aspects of dementia from the programme.

### 7.6 Recommendation 6

That the CCG gives consideration as to how early diagnosis can be increased in Doncaster including as a result of GP and Mental Health referrals.

#### 7.6.1 UPDATE ON PROGRESS

There have been a number of local and national initiatives during 2014/15 to assist in increasing the diagnostic rate:

- A variety of awareness and information campaigns.
- Workforce education events such as care homes.
- GP education through 2 Target events.
- Employment of a primary care liaison nurse.
- Delivery of NHS initiatives such as the GP Enhanced Service and the running of a “toolkit” that helps identify people with dementia on GP lists.
- Screening of residents in care homes who have symptoms of dementia but are not known to service.
- Aligning of dementia coding with hospital and Primary Care systems so people with dementia are counted accurately.

7.6.2 All the work above has helped deliver a continuous improvement in diagnostic rates for Doncaster at each quarter during 2014/15. NHS England now provides this data monthly and as of January 2015 the diagnostic rate is 60.25. This means there are 2424 people diagnosed with dementia against a prevalence of 4023. Doncaster’s prevalence is weighted due to the 2100 residential beds in Doncaster and that research shows as much as 70% of residents can have dementia.

### 7.7 Recommendation 7

That support continues for work being undertaken to ensure that carers receive appropriate and timely advice and are enabled to form positive and supportive networks.

#### 7.7.1 UPDATE ON PROGRESS

According to the Census of 2011, there are 33,150 carers providing unpaid care in Doncaster, 9,383 of which are providing 50 hours or more a week.

## Appendix 1

There are 7,301 carers over the age of 65.

7.7.2 Meeting the needs of carers is a national and local priority. It is accepted carers of people with dementia can face increased challenges with their resilience frequently tested. Lots of work has taken place during 2014/15 to improve and support that resilience:

- Launch of [www.Dementiacarer.net](http://www.Dementiacarer.net) a web based resource designed to help carers learn from others experience and gain support from peers. The site also includes information of local dementia services including the Doncaster Directory of Dementia Services.
- Commencement of the pilot provide by Avalon referred to in 7.3.3 above. This commenced 1<sup>st</sup> December 2014.
- The Dementia Support Service provided by the Alzheimer's Society, also referred to in recommendation 3, and provides services for the person with dementia and the carer. The enhanced service will also deliver their Carer Information and Support Programme (CrISP) programme to carers. Evaluative evidence from the Rotherham CrISP project suggests that this programme not only improves the confidence of carers and improves care, thus keeping people out formal services for longer, but also that the relationships formed whilst on the course, leads to the formation of resilient peer support groups.
- Relate, Doncaster Community Arts and the MAC Gallery have been commissioned through the SMIP to provide an innovative service supporting families and including relationship counselling and support for people involved with caring for someone with dementia.
- All commissioned providers are using Quality of Life indicator questionnaires within their services to enable feedback from users and carers and the data derived will be used to inform/develop services in the future.
- Members of the DDSP and the Director of Adults and Wellbeing, supported the Carers Rights event in December at the Trades and Labour club reassuring the carers community that Doncaster will continue to see meeting the needs of carers as a priority.

7.7.3 Monthly meetings of the Doncaster Dementia Forum, a user and carer led forum, for carers and people living with dementia, provide a platform for the user and carer voice to be heard from the "doorstep to Team Doncaster". The chair of the Dementia Forum is a member of the DDSP and the DDAA. This ensures that the user/carer voice is fed back through the DDSP to the Health and Well-being Board.

## Appendix 1

### 7.8 Recommendation 8

That consideration is given to:

- How Dementia Awareness Week (DAW) can be expanded upon to raise awareness about dementia, in particular to support early diagnosis: provide information about how to help people with dementia and about local services and events.
- Investigate how Committee Members can promote such information within their local communities.

#### 7.8.1 UPDATE ON PROGRESS

DAW remains a key part of the DDSP's work programme. DAW in 2014 saw a week full of activities designed to raise the communities' awareness of dementia. Plans are now underway to make DAW more of a Dementia Festival like the Town's famous Leger Festival with different events taking place throughout the week.

7.8.2 The DDSP appreciate DAW although a key part of the awareness programme is only part of a sustained programme of events that take place throughout the year.

7.8.3 Panel members and Senior Officers have been instrumental in supporting this awareness programme.

7.8.4 A specific focus in 2014 has been to raise the profile of dementia with schools and colleges as part of our "*Dementia Generations*" work. This has included:

- Staff from the Community Memory Therapy Service within RDaSH Mental Health Foundation Trust, have continued to work with two primary schools involving a programme of education and visits to local care homes where the young people have interacted and engaged in activities with residents who have Dementia.
- Representatives from local primary schools were involved in the Dementia Flashmob held in the Frenchgate Shopping centre.
- Doncaster Arts (Darts) have delivered a programme of commissioned interactive performances entitled 'Unlocking Dementia' across Doncaster to a number of schools and to Doncaster College; for example, a performance took place at Doncaster College on 14<sup>th</sup> January to 91 students and staff including Level 1, 2 and 3 social care students and Year 11 students from Ridgewood school who attend the College once a week. Very positive feedback has been received.
- Members of DDAA are currently planning inputs to the 'Be Well' Festival (week commencing 20<sup>th</sup> April) and the Staff Development (week commencing 6<sup>th</sup> July).

## Appendix 1

- It is also planned to offer a Dementia Friends Awareness session to the Board of Governors at the College.
- Members of the Youth Council have been working with the College during December to produce a short video which they plan to use to raise awareness amongst peers in their own schools/academies.
- Members of the Youth Council will also be trained as Dementia Friends Champions once the national pilot of the under 18 Dementia Friends training programme becomes available later in 2015.
- Sir Thomas Wharton Community College have committed to becoming a Dementia Friendly school. They are now members of the Action Alliance and attend meetings. They have plans to deliver Dementia awareness as part of their super learning days and students have recently participated in the 'Unlocking Dementia' performances delivered by darts. They are also looking at submitting an entry for the Parliamentary Speaker Awards next year based on their Dementia work.

### 7.9 Recommendation 9

That there is a better understanding of the transport issues faced by people with dementia and their carers, in particular those with mobility difficulties.

#### 7.9.1 UPDATE ON PROGRESS

Dementia Information sessions have been delivered to a variety of transport services including rail, buses and taxis.

7.9.2 Contact has been made with British Rail and Doncaster Station and the partnership has adopted and adapted initiatives first delivered by York Station. Dementia Information sessions have been delivered to customer service staff by Doncaster CVS who are an active member of the DDAA.

7.9.3 First Buses (South Yorkshire) has joined the DDAA and have committed through an Action Plan to becoming more dementia friendly.

7.9.4 We have also promoted good practice – for example, through distributing the video produced by First Buses South Yorkshire to raise awareness of dementia amongst their drivers.

7.9.5 A member of British Transport Police attends the local Dementia Action Alliance.

### 7.10 Recommendation 10

That information for people with dementia and their carers about what allowances they are entitled to (for example, carers allowance) is improved along with clarity on how Personal Budgets can be fully utilised.

#### 7.10.1 UPDATE ON PROGRESS

An Independent Living Guide has been produced by the Council that helps people with social care needs and their carers to access services that can

## Appendix 1

help them maintain their independence either practically or through appropriate signposting.

7.10.2 AGE UK provides the Council's information service for carers, Carers Moving Forward. A helpful information pack is backed up by short term one to one support.

7.10.3 The services provided by Avalon were commissioned in direct response to this recommendation. Doncaster has a very substantial carers offer for adults in caring roles in Doncaster however activity data informs us the provision within the current offer is underused. To understand if this current offer is fit for purpose we need to ensure carers are aware of it and are supported to access it. The Avalon service is the first step in gathering this information and will help inform our future commissioning decisions, not just for carers of people with dementia but all carers in Doncaster.

7.10.4 DDAA has been briefed on how Personal Budgets can work well for people living with dementia and their carers providing appropriate support and flexibility is in place.

7.10.5 The Rowan Organisation continues to provide the managed account facility for people wishing to take a Direct Payment in lieu of social care services. This enables the wider uptake where the service user lacks capacity and family members are unwilling to take on the additional responsibility Direct Payments entail.

### 7.11 Recommendation 11

When undertaking community planning developments, consideration is given to the specific needs of people with dementia and their carers.

#### 7.11.1 UPDATE ON PROGRESS

Improvements have been made to the physical environments of care in which people live through securing a £1 million investment from the Department of Health Dementia Friendly Environments National Pilot Programme. The funding has made a significant sustainable difference to people living with dementia in care settings through:

- The enhancement of dementia facilities at Doncaster Royal Infirmary.
- The enhancement of an existing capital approved scheme to equip inpatient community and mental health wards and the external environment (Windermere Lodge and Hawthorn Ward St Catherine's Hospital, Doncaster) to the highest dementia-friendly standards.
- The creation of dementia friendly facilities to Extra Care housing provision with dementia.
- The needs of people with dementia and their carers are now considered as standard and will be considered as part of new schemes in Thorne and Bentley.

## Appendix 1

- 7.11.2 The needs of people with dementia and their carers are now considered as standard and will be considered as part of new schemes in Thorne and Bentley.
- 7.11.3 **How does Strategic Housing support people with Dementia:**  
Doncaster's Housing Strategy identifies 3 key objectives, of these; Supporting Independent Living offers to provide a range of housing options to meet the wide variety of customer needs present in Doncaster, including those with Dementia.
- 7.11.4 To help deliver this ambition we need to:
- Providing a housing offer which can be flexible to the changing needs of customers with dementia.
  - Increase the range and supply of appropriate housing options for people with dementia, for example Extra Care.
  - Work with our partner housing providers and ensure links are made via the planning process to ensure key design principles and good practice are incorporated into new housing schemes.
  - Give people choice and control over the services they require.
- 7.11.5 Through these actions we will be able to offer people choice and quality in housing and assist them to live an independent life for as long as possible either in their own home and / or in specialist housing within their community.
- 7.11.6 Elements of nationally recognised Dementia Friendly design (for example from the Kings Fund and Stirling University Dementia Centre) have been incorporated into the Doncaster housing standards so these provide a useful checklist when working with developers to design new schemes.
- 7.11.7 Key learning from the Dementia Friendly environments work to date have been identified and will be disseminated to planners, developers, strategic housing and commissioners.
- 7.11.8 The external environment needs to also consider:
- Providing Sensory experience – for example, plants that have a distinctive smell such as Lavender.
  - Bedding for plants e.g. raised beds at chest height to enable people to access/tend plants.
  - Potting shed/summer house (note: need to be of a meaningful; size) – ensuring use of the outdoor space, interaction with the environment and others and for that can, the opportunity to engage in physical exercise.

## Appendix 1

- Safe pathways leading from entrance doors.

7.11.9 There is a lot of evidence from research and also the experience through the Department of Health capital investment locally (in both Charles Court and Rokeby Gardens) which shows that attention to the internal layout and décor is important to help orientate people and also help to provide a calm environment which in turn helps reduce stress and anxiety. Examples include:

- Clear signage which is age/dementia friendly e.g. pictures, at reading height.
- Contrast in colours and textures for wall and floor coverings.
- Attention to lighting to avoid areas of shadow and also 'create' moods.
- Dementia/Age friendly reminiscence items.
- Orientation Boards.
- Consideration of areas for communal/community activity – e.g. such as the Starlight Suite at Charles Court and Fitness room with Dementia/Age Friendly equipment.

7.11.10 Work continues with the Art and Design Research Centre at Sheffield Hallam University Centre to build on the Department of Health Dementia Friendly Environments National Pilot programme. The Centre has proven academic and applied expertise in visual communication and design approaches relevant to health and social care settings for older people.

7.11.11 This work will enable the Council and its partners in the DDAA to learn the lessons from these environmental improvements and then transfer this knowledge and learning to influence the planning and design of future developments. This will play a key role in the creating and developing dementia friendly physical environments.

### 7.11.12 **Role of Technology**

At the Panel in March 2014, some Panel members highlighted the importance of technology in assisting people to remain independent in their own homes. DMBC now captures data to inform us that there are currently 1765 people living at home with a telecare package. 23% of referrals to the service this year (up to Q3, 2014/15) have been from people with dementia. The main reasons for referral are property sensors (97), bogus caller buttons (91), medication reminders (19) and gas detectors (12).

## 7.12 Recommendation 12

That support is provided for the use of a nationally recognised logo across the Borough and to publicise and encourage use of it in the business communities.

## Appendix 1

### 7.12.1 **UPDATE ON PROGRESS**

In line with other Dementia Friendly Communities across the country, Doncaster has adopted the national logo of the 'Forget-me-not' flower. This has been localised to include 'Doncaster is' as part of the 'Working to become Dementia Friendly 2014-2015' strap line. Promotional tools have been developed to promote Doncaster as being Dementia Friendly. This logo also forms part of the initiative to encourage organisations to become members of the local DDAA and to display the Doncaster Dementia Friendly Community logo and strapline.

### 7.13 **Recommendation 13**

That a more co-ordinated and joined up approach to supporting people with dementia is established including the work being done through the Older Peoples Mental Health Steering Group (OPMHSG) which is now known as the DDSP.

### 7.13.1 **UPDATE ON PROGRESS**

The OPMHSG was replaced by a new robust governance structure to ensure delivery of the full Dementia programme. The DDSP membership consists of both statutory and non-statutory representatives, 3<sup>rd</sup> sector providers and users and carer's representation. Many of the members are either Dementia Champions or Dementia Friends. The DDSP reports to the HWB through the HWB officer's group.

7.13.2 Dementia remains a priority for both Doncaster CCG and the HWB and a key area of focus is to ensure Doncaster continues to work towards becoming a Dementia Friendly Community. The DDSP has 2 subgroups, the DDAA and a Health group. Both subgroups work towards ensuring there is a joined up approach to developing and delivering dementia services.

7.13.3 Doncaster CCG and DMBC have worked together to support the pilot of Integrated Leadership post across Doncaster. This post commenced April 1<sup>st</sup> 2014 and is for 12 months initially to allow for an independent evaluation of the role by Sheffield Hallam University.

### 7.14 **Recommendation 14**

That consideration is given to developing a dedicated role such as a nurse or a specialist social worker to ensure that necessary support is provided to those with dementia and their carers.

### 7.14.1 **UPDATE ON PROGRESS**

Although support for people with dementia and their carers is given through commissioned services it is recognised that a fit for purpose post diagnostic offer is required for people with dementia and their carers living in Doncaster.

7.14.2 Consultation and engagement with the dementia community has reaffirmed national drivers that people with dementia and their carers want, need and require one point of contact once discharged from services.



## Appendix 1

- 7.14.3 The Prime Ministers Dementia Challenge 2020 released at the beginning of March 2015, identifies peri (when cognitive difficulties are first noticed) and post diagnostic dementia care and support as a national priority moving forward. This has been captured in the Draft Dementia Strategy for Doncaster currently circulated for comment.
- 7.14.4 Carer support is a priority for the Doncaster partnership and the DMBC Carers Strategy is currently being refreshed to ensure it is fit for purpose.

## 8. Next Steps

- 8.1 Although much has been achieved since the last update to the Panel it is accepted there is still much more to do before we can say *Doncaster is Dementia Friendly*.
- 8.2 Success so far will be presented at a Celebration Event on 20 March 2015. This event will have a dual purpose and not only showcase the success achieved in 2014, but also assist in the DDSP identifying priorities for 2015-2017.
- 8.3 A *Dementia Strategy for Doncaster* is currently being developed and will be the key driving document for the continued dementia work programme. The Strategy will set out the vision for dementia care and support in Doncaster and detail how this vision will be achieved over the next 2 years. The Strategy will state what the DDSP will do over the next 2 years and that the DDSP are committed to do what the Strategy states.