

# North Tyneside Health & Wellbeing Board Report Date: 29 October 2015

## ITEM 13

Title: Dementia Friendly  
Communities

Report from : Jacqui Old – Head of Health, Education, Care and Safeguarding

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### 1. Purpose:

This report provides the Board with an update on the progress made toward North Tyneside becoming a Dementia Friendly Community (DFC) and establishing a Local Dementia Alliance.

### 2. Recommendation(s):

This report is for information purposes only.

### 3. Policy Framework

This item relates to the **Strengthening our communities** section of the Joint Health and Wellbeing Strategy 2013 – 23.

The following groups have been identified by the Joint Health and Wellbeing Board, as key vulnerable or high priority groups who are more likely to experience poorer health and wellbeing and may have greater difficulties accessing health and community services:

- Frail elderly people
- People with dementia
- Socially isolated people

Dementia Friendly Communities seek to improve the ability of people with dementia to remain independent and have choice and control over their lives.

### 4. Information:

#### 4.1 Background

In North Tyneside there were over 2,800 people with dementia in 2013 and this is expected to rise to over 4000 by 2030. Often people with dementia become isolated because they find it harder to get out and about and have to give up the things they used to do.

On the 4th June 2013 the Health and Wellbeing Board approved the establishment of a North Tyneside Dementia Alliance which would support North Tyneside to become a Dementia Friendly Community. Since that time the Adult Social Care Team and colleagues in Health and the community and voluntary sector, have been exploring what being dementia friendly means in practice and how we could progress this work locally.

In February 2015 North Tyneside Council and Age UK North Tyneside entered into a partnership, to pilot an approach that would support this work and also to determine what resources would be required to establish a Dementia Action Alliance.

The work has been led by Isabel Owens (Age UK North Tyneside) and overseen by Sheila Watson and Susan Meins (North Tyneside Council).

## **4.2 Scope**

It was agreed initially that the Wallsend area of North Tyneside (including Northumberland, Battle Hill, Wallsend and Howden wards) would be the focus of the Dementia Friendly Communities work.

The advantage of focusing on one small area was to allow us to work quickly to build stakeholder interest. It would also enable us to use the learning from this approach to identify key issues and barriers which could be addressed, prior to extending the work to the remainder of the borough.

In addition, a further aim of the project was to help the Council establish what would be required to enable North Tyneside to register as a Dementia Friendly Community, against the Alzheimer's Society national criteria and also to scope out what would be required to establish a Dementia Action Alliance for North Tyneside.

## **4.3 Progress**

The initial stages of the project focused on identifying key stakeholders and raising awareness. This involved engaging key organisations working in the Wallsend area across the public, private and voluntary sectors. Information sessions were held with several tenant and community groups and as part of Community Conversations meetings in all wards within the Wallsend area.

Wider consultation with stakeholders and the public on the priorities for making the Wallsend area a dementia friendly community has also been conducted. This focused on Dementia Awareness Week (18<sup>th</sup>- 24<sup>th</sup> May). A programme of events involving a variety of stakeholders was organised. Overall the week was successful in promoting the Dementia Friendly Community agenda across North Tyneside. There were a wide range of events held and the work was covered in the News Guardian.

Using information from this consultation and engagement, a Dementia Friendly Action Plan for Wallsend was developed and a Steering Group for the project was established. The group has a wide membership, with representation from a variety of organisations and individuals. This includes:

- North Tyneside Council
- GP practices
- Voluntary sector organisations- Dementia Care, Age UK and Alzheimer's Society

- Newcastle University
- Mental Health Service for Older People (formerly POAS)
- Grow and Eat North Tyneside
- Safe and Healthy Homes
- Memory Support Service
- Carers of people with dementia
- North Tyneside Living
- Tyne and Wear Archives and Museums
- Churches
- Care and Connect
- North Tyneside Carers' Centre

The group has met monthly since July and has worked to make progress on the Dementia Friendly Community agenda in three areas. These are:

- Challenging stigma and increasing understanding
- Access to community services
- Consistent and reliable transport options

#### **4.4 Challenging Stigma and Increasing Understanding**

It is hoped that challenging stigma and increasing understanding about dementia, will enable people with dementia in North Tyneside to engage in their community and use local resources. Significant progress has been made in this area, examples include:

- The Wallsend Dementia Friendly Steering Group has worked to encourage the public and organisations to engage with Dementia Friends Sessions. These brief interventions provide information about dementia and also help to increase understanding of the condition and how to support people living with the condition. The sessions have been delivered to a number of organisations in Wallsend and also to the general public.
- Dementia Friends sessions have also been used as a starting point by several organisations to help them think about how they can become more dementia friendly. Both Segedunum and Battle Hill Health Centre are undertaking work to make their organisations and premises more dementia friendly. Age UK North Tyneside is supporting this work and will produce a number of case studies which can be used to encourage other organisations to do the same.
- A session was also held with the Senior Leadership Team of North Tyneside Council. Patrick Melia, Chief Executive, has committed to ensuring all front-facing staff receive Dementia Friends sessions and also to help raise awareness of dementia across all Council services.
- The June edition of the resident's magazine 'Our North Tyneside' included a piece aimed to raise awareness of dementia within the local community. This has been circulated to all residents in North Tyneside.

#### **4.5 Access to Community Services**

Work has been undertaken to organise activities that are specific and appropriate to the needs of people with dementia, for example:

- North Tyneside Council Sports and Leisure Services have been undertaking work to ensure that leisure and entertainment activities are more inclusive of people with dementia and to make libraries more dementia friendly. This work will encourage people with dementia and their carers to use existing community resources.

- Numerous groups and activities have been set up across North Tyneside. These have included Memory Cafe's and the development of a Dementia Friendly Garden. The garden is being developed through a partnership between Age UK North Tyneside and North Tyneside Grow and Eat and will be used to deliver a dementia gardening group and intergenerational work with local schools.
- A history group for people with dementia has been created at Segedunum. This group is a partnership between Tyne and Wear Archives and Museums (TWAM) and Age UK North Tyneside and uses TWAM's archive collection in addition to objects and photos participants bring along themselves.

These groups give people with dementia the opportunity to engage in their community and helps build their resilience.

The Care and Connect team in Adult Social Care have been supporting these groups and signposting people with dementia and their carers to them. This helps people with dementia engage in the community, making them less reliant on formal services. Work is also underway to ensure that people with dementia are appropriately signposted to community services and activities by the SIGN network of information providers.

#### **4.6 Consistent and Reliable Transport Options**

The group has worked to try and ensure that people with dementia can be confident that transport will be consistent, reliable, responsive and respectful to their needs. Currently this has focused on ensuring taxi providers become more dementia friendly. Further work is needed to engage bus and metro providers.

#### **4.7 Summary and Next Steps**

Age UK North Tyneside and North Tyneside Council have worked in partnership to begin the work to establish North Tyneside as a Dementia Friendly Community. The work has initially focused on the Wallsend area and good progress has been made in raising awareness of the dementia friendly community agenda. Furthermore the project has now gained momentum and more organisations and individuals are expressing interest and are beginning to engage with the project.

Capitalising on this success we now intend to register Wallsend (including Northumberland, Battle Hill, Wallsend and Howden wards) as a Dementia Friendly Community. Over the next 6 months using the learning gained from the project to date, we will begin work to make Whitley Bay a dementia friendly community.

During this time we plan to establish a Dementia Action Alliance which will support this approach across the whole of North Tyneside. Work will also be undertaken to establish the level of resource required to support the Dementia Friendly Community agenda in the longer term.

A further report will be provided to the Health and Wellbeing Board in April 2016 to seek a decision on the future direction of North Tyneside as a Dementia Friendly Community.

### **5. Decision options:**

This report is for information only and to provide the Board with an update on progress.

**6. Reasons for recommended option:**

Not applicable

**7. Appendices:**

Not applicable

**8. Contact officers:**

Susan Meins, Commissioning Manager, People Based Commissioning, Tel: (0191) 643 7940

Sheila Watson, Strategic Commissioning Manager, Adults and Older People, People Based Commissioning, Tel: (0191) 643 7007

**9. Background information:**

The following background documents have been used in the compilation of this report and are available from the author:

Not applicable

**COMPLIANCE WITH PRINCIPLES OF DECISION MAKING**

**10. Finance and other resources**

There are no financial implications arising from this report.

**11. Legal**

There are no legal implications arising from this report.

**12. Consultation/community engagement**

During the initial stages of the project active engagement was undertaken with key organisations working in the Wallsend area. In addition, information sessions were held with several tenant and community groups as part of Community Conversations meetings in all wards within the Wallsend area, to raise awareness and engage with the community.

Wider consultation with stakeholders and the public on the priorities for making the Wallsend area a dementia friendly community has also been conducted. This focused on Dementia Awareness Week (18<sup>th</sup>- 24<sup>th</sup> May).

### 13. Human rights

The proposals and actions contained in this report support the following Human Rights principles:

Article 5: Right to liberty and security

Article 8: Right to respect for private and family life

Article 10: Freedom of expression

Article 14: Prohibition of discrimination

### 14. Equalities and diversity

Dementia-Friendly Communities ensure that people with dementia are respected as individuals, that diversity is embraced and that they are treated with dignity and are active citizens within their communities.

### 15. Risk management

Any significant risks will be considered during the progression of this work will be evaluated and actioned as appropriate.

### 16 Crime and disorder

There are no crime and disorder implications directly arising from this report.

### SIGN OFF

Director of Public Health

Chair/Deputy Chair of the Board

Chief Finance Officer

Head of Law & Governance