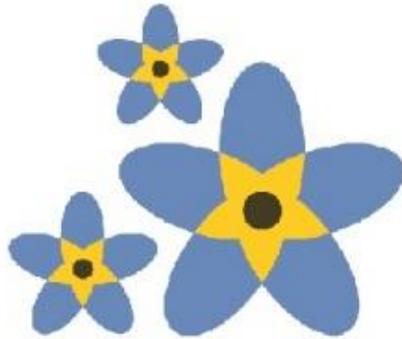


Kent

Communities



Working to become
**Dementia
Friendly**
2015-2016

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Two thirds of people with dementia live in the community, and they, their family and carers are either your friends, neighbours, potential customers/clients or members of staff.

82% of the public believe that people with dementia and those that care for them need more help and support (YouGov, 2011)

**It is bigger than Just Health and Social Care
We all have a part to play**

Dementia Friendly Communities (DFC)

A dementia friendly community is described by the Alzheimer's society as:

A geographic area where people with dementia are understood, respected and supported, and confident that they can contribute to community life. In a dementia friendly community people are aware of and understand dementia, and people with dementia feel included and involved, and have choice and control over their day to day lives.

This can be expanded to look at other types of community, such as 'communities of interest'

It is also fair to say that if a community is 'Dementia Friendly'
then it should be friendly for all residents

<https://www.youtube.com/watch?v=Fz8ACEu7Lho>
DFC – small changes

National Dementia Declaration

- I have personal choice and control or influence over decisions about me
- I know that services are designed around me and my needs
- I have support that helps me live my life
- I have knowledge and know-how to get what I need
- I live in an enabling and supportive environment where I feel valued and understood
- I have a sense of belonging and of being a valued part of my family, community and civic life
- I know there is research going on which delivers a better life for me now and hope for future

Dementia Friendly Communities

Building Blocks

Recognition

People
Place
&
Process

Areas
for action

Measuring
Progress

Recognition

Aspects of a 'Dementia Friendly Community' can be visible or invisible

Example of Visible:

A dementia friendly shop or business may have widened its aisles or made its signage easier to read.

Example of Invisible:

A police service may have received training and become prepared to serve people with dementia. However, these types of services are often invisible until a person with dementia uses the service

Recognition process 'Working to become Dementia Friendly'

Local communities can apply to become part of the Dementia Friendly Community programme To do this they need to demonstrate that they meet the foundation criteria and commit to working towards the 'areas of action' considering how community members with dementia may be supported by the three elements of People, Place and Process.

Areas for action

Recent British Standards PAS 1365 (code of practice for a dementia friendly community)

Identifies eight 'areas for action' that should be considered when developing a plan for dementia friendly communities

1. Arts, culture, leisure and recreation;
2. Businesses and shops;
3. Children, young people and students;
4. Community, voluntary, faith groups and organizations;
5. Emergency services
6. Health and social care
7. Housing
8. Transport

Each aspect should be considered with the three elements of People, Place and Process.

People Place & Process

People:

How can people within the community best interact with, and support, people who are living with dementia

Place:

Are the physical spaces such as shops, offices, museums and streets accessible and easy to navigate for people with dementia?

For example wider aisles in shops, clear signage in public spaces or at special events to encourage people with dementia to participate

Process:

Do local systems, organisations and infrastructures facilitate people and places to be successful in supporting people with dementia?

For example inclusion of topics in school curriculums, plans to help people with dementia in case of an emergency

Measuring Progress

Becoming a 'Dementia Friendly Community' is an evolving process

The local groups should identify ways to measure their progress and to evaluate what is and what isn't working so that improvements can be made and lessons learnt.

When registering as a Community Working to become Dementia Friendly you are asked to:

- State your own actions according to one or more of the 8 areas of action
- Give yourself SMART targets and explain how you will measure success
- Update progress regularly and share successes and failures
- Manage the use of the 'Working to Become Dementia Friendly' by local organisations and businesses

Once you have the building blocks you can then start to develop the 'Dementia Friendly Community'

Things which everyone should consider
These bridge across the aspects of People, Place and Policy

Use of language
Equal Opportunities
Environment and design
Your Stakeholder group and membership

Use of Language and media

Those 'Working to become dementia friendly' should consider the language and communications used

Positive language should be encouraged in discussions about people with dementia

DEEP have produced a guide called Dementia Words Matter

DFC's should discourage the media using negative representations of people with dementia as 'victims' and 'sufferers' and discourage use of fear producing images such as isolated people with dementia primarily in the later stages or at the end of life.

<https://vimeo.com/122528299>

Equal Opportunities

Communities and local DFC's should be open for all and encourage inclusion of people with dementia in the community irrespective of any of the protected characteristics:

- Age
- Disability
- Race/Ethnicity
- Religion or Belief
- Sex
- Gender
- Sexual Orientation
- Marriage or Civil Partnerships

They should also recognise the health inequalities which may be associated

- Socio-economic status
- Geography
- Seldom heard/vulnerable groups
- Mental Health
- Long term or acute medical conditions

Environment and design

External spaces, both built and natural, contribute to the physical context of a dementia-friendly community.

Well-designed environments have the power to stimulate, refresh, remind and give pleasure to people with dementia and other disabilities. We should pay particular attention to those spaces that contribute to the risk of:

- falls;
- confusion or disorientation;
- getting into difficulties;
- embarrassment;
- any consequential stress responses that arise;
- inhibiting independence.

The group should also look at ways to solve specific problems encountered with the following activities:

travelling from one space or place to another;
finding the way to and around familiar and unfamiliar locations;
participating in every day tasks such as shopping, parking, or posting a letter.

Environment and design continued...

environments should be accessible and adaptable for people with physical and sensory needs, as well as being aware of how the sensory environment can affect people with dementia.

Public places and spaces should accommodate people with dementia and their carers.

Public places and spaces should be:

- a) easily accessible and approachable;
- b) navigated easily externally and internally.

Public places and spaces should have:

- 1) wide pathways/corridors and even surfaces without confusing patterns or reflections;
- 2) positive sights, sounds and smells without causing sensory stress or confusion;
- 3) available seating, shade and shelter from the weather;
- 4) available and accessible activities; and
- 5) available and accessible receptions, toilets, restaurants, entertainment spaces, and workplaces.

<https://www.youtube.com/watch?v=PahxFaQ2Dxc>

Your Stakeholder group and membership

So who should be involved?

Think about who you may interact with in a normal day....

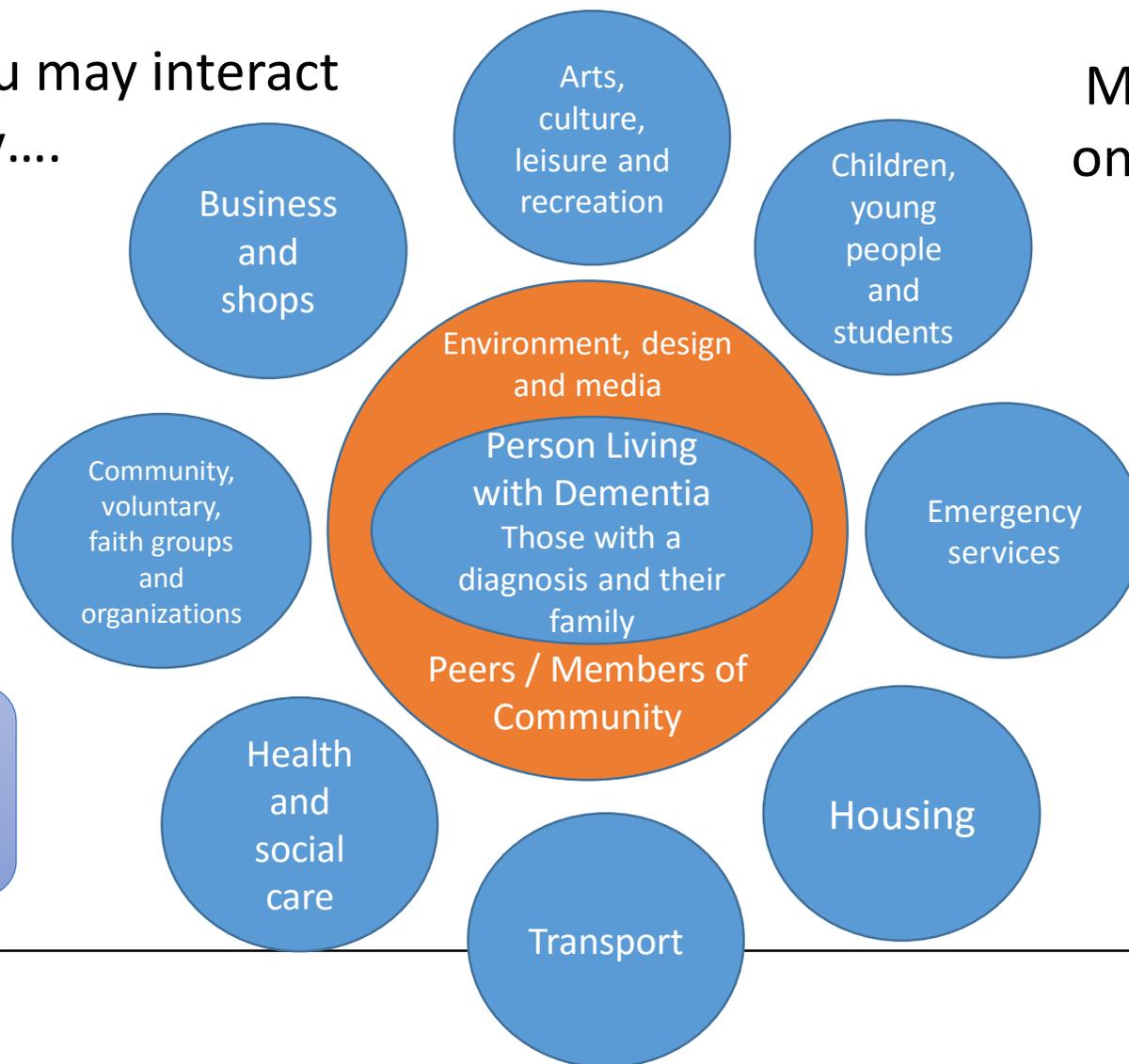
Most (if not all) would fit into one of these 'areas for action'

Ability to take part in more 'normal' mainstream activities.

With confidence they won't be patronised or humiliated

Social networks:

Friends stay in touch, Develop new friends and networks

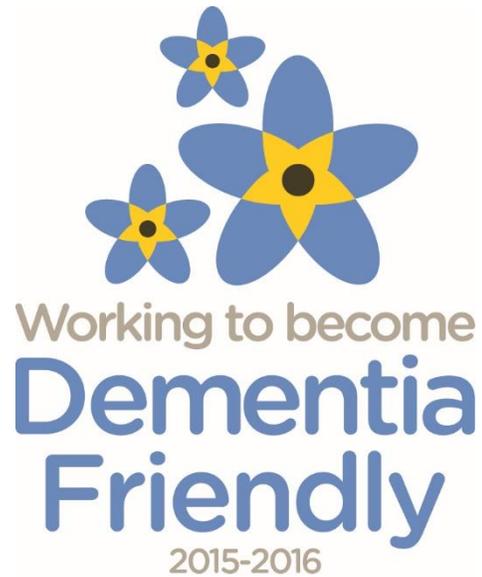


Social inclusion means giving, receiving and recognising the contribution people living with dementia can make

Access to more places:
Not confusing, Well signposted, Transport, Attitudes of others

Would (should) a person living with dementia be any different?

<https://www.youtube.com/watch?v=P77EuUZyqZ0>



Dementia Friendly ‘Organisations’

Once a community has demonstrated that it meets the foundation criteria it is issued with a symbol which it can then give to any local organisations and businesses in the community that wish to be part of the ‘dementia friendly communities’ initiative

These businesses need to have stated what actions they will take towards ‘Working to become Dementia Friendly’

This is where you all come in!

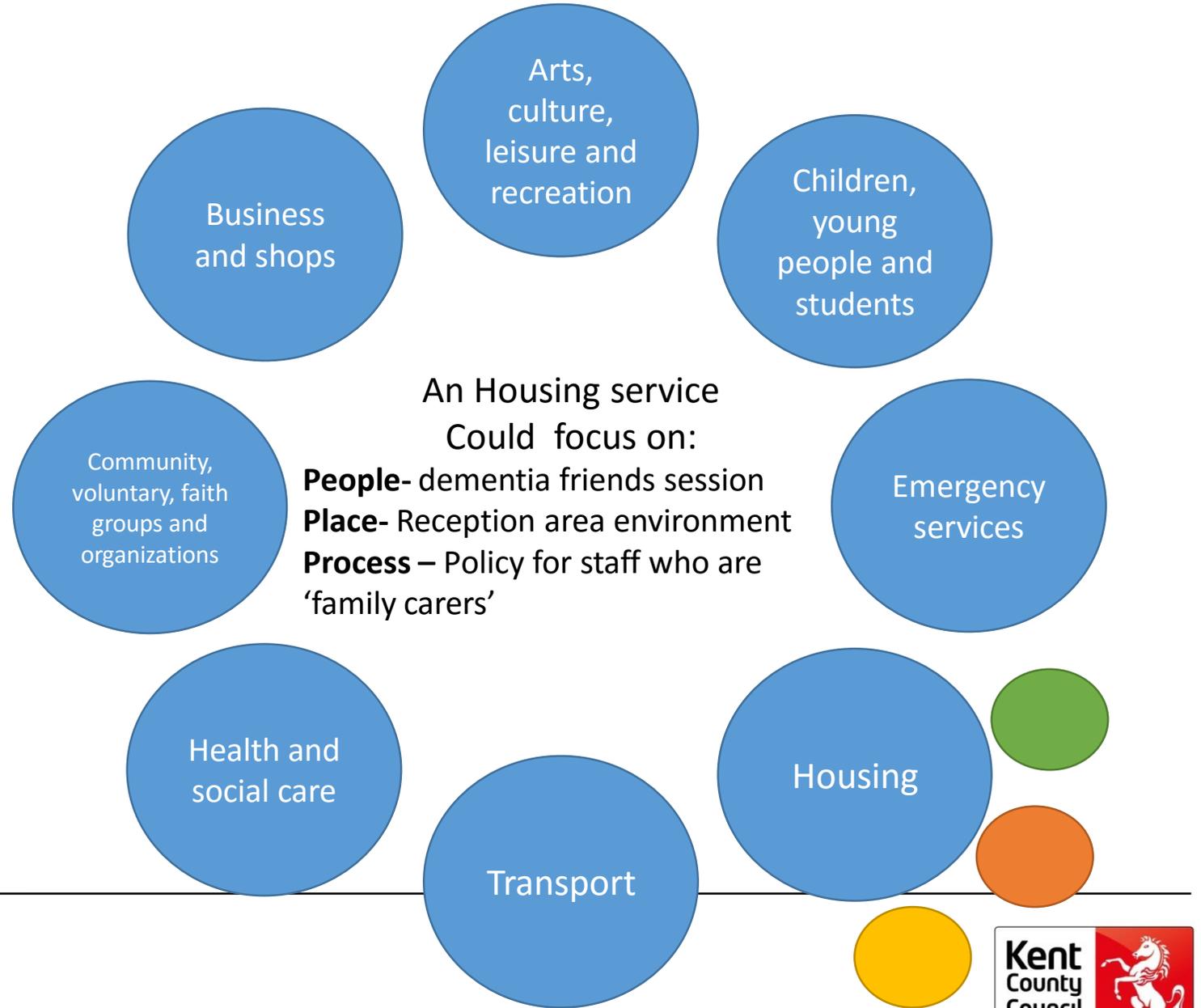
In the same way that communities are asked to pledge actions according to the 8 areas of action, Local organisations are asked to do similar – also taking into account the elements of People, Place and Process

In Kent we want to work with you all to come up with some local guidance and suggestions for local organisations and businesses.

Each Organisation or Business
Should fit into one of these 8 areas for action

If we can find some examples of what each
area can do both practically and economically
taking into account the elements of People,
Place and Process

We can encourage more organisations to join
us in 'working to become dementia friendly'
and therefor provide greater support for those
living with dementia



<https://www.youtube.com/watch?v=XFKG503UNGo> rotherham bus

<https://www.youtube.com/watch?v=nAIVM3Jc0sE> co-op

But... Why stop there?

A community where all areas of the community are working to become dementia friendly is a great start

However what makes a community **strong** is good leaders, good connections and shared goals

This is a great opportunity to look at building and strengthening those local connections

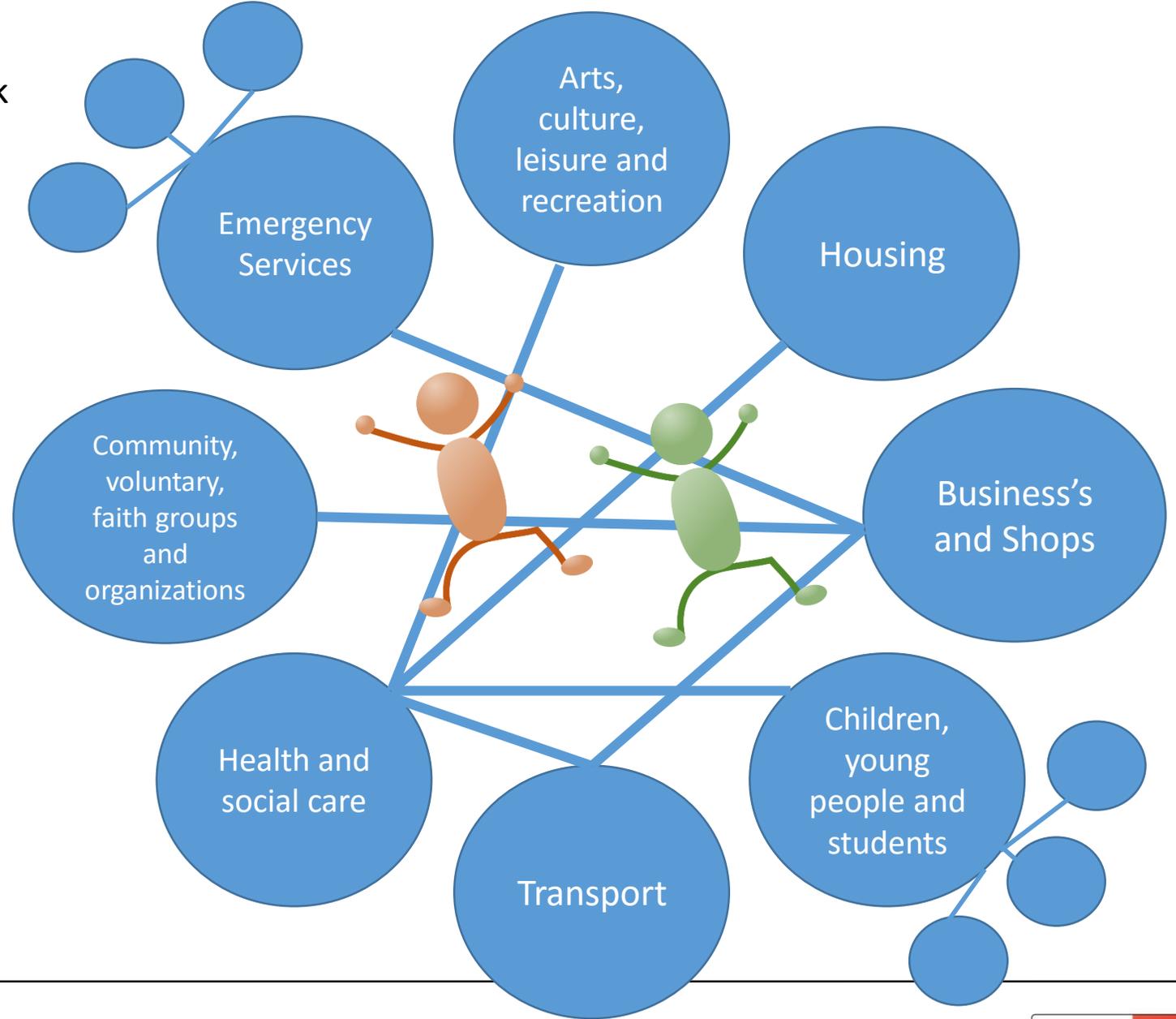
Rather than focusing on action plans which look just on what we can do individually

Which may leave us with a gap in the middle which people fall through

If we focus actions on how we can link up and support each other ...

Such as Care Homes working with Arts, Schools, Transport or Housing
Or Businesses working with emergency services, community groups or transport

We can start to build a network that stops people falling through the gaps



Every one has something to contribute.
It's our work to understand how we can best involve people,
at what level, and for what outcomes.

**Even small steps, in the right direction
are steps worth taking**

Workshop

Part 1 (40 min)

- What should we expect as a 'starting point / minimum' commitment from businesses and organisations?
- How do we encourage participation from across the sectors?
- What do you see as the benefits of becoming a dementia friendly organisation?
- What guidance and examples can we give of individual actions for the sectors?

Part 2 (30 min)

- How can we encourage reach out across sectors?
- What guidance and examples can we give about reaching out?
- How can we encourage networks to grow making local communities stronger?