Why form a Local Dementia Action Alliance (LDAA)
Why take action on dementia?

- 850,000 people with dementia in the UK by 2015, soaring to over 2 million by 2051
- £26.3 billion per year (£11.6 billion unpaid care)
- Two thirds of people with dementia live in the community
- 51% carers in work
- Equalities Act 2010
Why take action on dementia?

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In this film we see Mary as she encounters people in her community, and see how a little bit of time and consideration for people living with dementia can make all the difference to their daily lives.

https://www.youtube.com/watch?v=Fz8ACEu7Lho
Dementia costs the UK £26.3 billion a year

That's enough to pay the annual energy bill of every household in the country.

Total cost
£26.3bn

£11.6bn
Unpaid care

£4.3bn
Health care

£4.5bn
State social care

£5.8bn
Individual social care

£0.1bn
Other costs

Hertfordshire – pop change 2012-37

Percentage projected population change 2012 to 2037 by age group for Hertfordshire.

- Hertfordshire
- East of England
- England

dementiaaction.org.uk   BiC July 15   alzheimers.org.uk
Hertfordshire – pop % over 65

Legend
- Middle Super Output Area (MSOA)
- 6.6 - 13.0
- 13.1 - 15.2
- 15.3 - 17.3
- 17.4 - 19.5
- 19.6 - 26.7

JSNA Data Map
Population >> % of All persons : Aged 65+ (2012)

Comparator
- East & North Herts CCG
- England
- Hertfordshire

% of All persons : Aged 65+ (2012)
- 16.28
- 10.93
- 16.11

Microsoft Excel

Print
Help
Share
Aspirations in the Prime Minister’s Challenge on Dementia 2020

• Alzheimer’s Society delivering an additional 3 million Dementia Friends in England,

• Over half of people living in areas that have been recognised as Dementia Friendly Communities.

• All businesses encouraged and supported to become dementia friendly, with all industry sectors developing Dementia Friendly Charters, (especially but not exclusively FTSE 500 companies).

• All employers with formal induction programmes invited to include dementia awareness training within these programmes.

• National and local government taking a leadership role, with all government departments and public sector organisations becoming dementia friendly and all tiers of local government being part of a local Dementia Action Alliances.
What is a dementia-friendly community?

• Able to remain active and included members of their communities

• Met with understanding rather than stigma

• Given support where necessary

• Able to remain as independent as possible
Empowering people with dementia to have high aspirations, confidence and know they can contribute.

- Shaping communities around the views of people with dementia and their carers
- Empowering people with dementia and recognising their contribution
- Ensuring early diagnosis, personalised and integrated care is the norm
- Businesses and services that respond to customers with dementia
- Maintaining independence by delivering community-based solutions
- Ensuring that activities include people with dementia
- Appropriate transport
- Easy to navigate physical environments
- Challenging stigma and building awareness
- Befrienders helping people with dementia engage in community life

Becoming dementia friendly means:
What is a local Dementia Action Alliance?

- Organisations across England committed to transforming the lives of people with dementia and their carers

- A local DAA brings together regional and local members to improve the lives of people with dementia in their area.

- Everyone that people with dementia come into contact with including Council, NHS, Transport, Police, Fire, Ambulance, Shops, Leisure

- A local DAA is seen as the **vehicle** for developing a **dementia-friendly community**, programme run by Alzheimer’s Society

- ‘alliance’ relates to process, and ‘community’ to outcome
What's the difference?

Dementia friendly communities are where we want to be

Local Dementia Action Alliances are how we get there
Why have a DAA?

• Be part of a social movement – mobilise community resilience

• Vehicle for creating a Dementia Friendly Community

• Partnership working

• Access to resources

• Recognition

• Guidance from national secretariat

• Be part of national campaigns
What actions are members asked to undertake?

Encourage members to adopt as a minimum for three actions:

1. Join DAA
2. Roll out Dementia Friends awareness to all customer facing staff, volunteers, members.
3. Offer DF Champions training and role as a personal development opportunity to a staff, volunteer, member.

If organisations want to adopt other measures there is a wealth of guidance available through the DAA, on:

- Training & Awareness / Environments / Employers

- Sector Toolkits; covering ten different areas of service delivery,

  Customer facing staff / Business / Call centres / Finance / GP practices / Dementia Friendly Communities / Arts & Leisure / Local Authorities / Faith communities / Sexual orientation / (Transport in preparation)

Search nearly 15,000 actions posted on the DAA website by over 4,000 members
What makes a successful DAA?

<table>
<thead>
<tr>
<th>Local authority District</th>
<th>Local authority County/Unitary</th>
<th>Health</th>
<th>Vol orgs</th>
<th>Leisure / Sports</th>
<th>Financial / Legal</th>
<th>Retail</th>
<th>Other local significant employers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health &amp; Wellbeing Boards</td>
<td>County Chief Execs / Public Service Boards</td>
<td>CCGs</td>
<td>Age UK</td>
<td>Swimming Pools Sports centres</td>
<td>Banks</td>
<td>Supermarkets</td>
<td>Luton (Vauxhall)/ Airport Feltham (Hutchinson Port Holdings)</td>
</tr>
<tr>
<td>Environmental Health Community Safety</td>
<td>Adult Social Care</td>
<td>Hospitals</td>
<td>Mind</td>
<td>Football / Rugby / Golf clubs</td>
<td>Local Building Socs</td>
<td>Dept stores</td>
<td>Thurrock (Tilbury Dock) (Royal Opera) Tendring (Harwich Port)</td>
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<tr>
<td>Environmental Health Community Safety</td>
<td>Public Health</td>
<td>Ambulance</td>
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<tr>
<td>Housing &amp; Council tax Benefit</td>
<td>Libraries / Adult Learning &amp; Skills</td>
<td>Pharmacies</td>
<td>Carers Trust</td>
<td>Healthy walks (Env Health)</td>
<td>Solicitors</td>
<td>Shopping Centres</td>
<td>Norwich (Aviva)</td>
</tr>
<tr>
<td>Housing advice</td>
<td>Schools</td>
<td>Community services Trusts</td>
<td>CVS’s</td>
<td>Cinemas Theatres Museums Art galleries</td>
<td>Post offices</td>
<td>Garden Centres Bookshops</td>
<td>Fenland (Princes Food)(Elgoods Brewery)</td>
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<td>Home Imp Agencies</td>
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<td>• Secondary</td>
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<td>Housing providers</td>
<td>Social care Providers</td>
<td>British Legion</td>
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<tr>
<td>Local Regional National Sheltered housing</td>
<td>LA Blue light services</td>
<td>Dom’ Care</td>
<td>Rotary Club</td>
<td>C of E Catholic Methodist Baptist Synagogue Mosque Sal/ Army Sikh temple Hindu temple</td>
<td>Bus Co’s Rail operators Taxi firms Airports</td>
<td>Coffee shops Restaurants Pubs (check Pub is the Hub) Breweries</td>
<td>East Herts (GlaxoSmithKline) Ipswich (Willis Insurance) Dacorum (Dixons) Braintree(Cofunds)</td>
</tr>
<tr>
<td>Parish / Town Councils</td>
<td>Higher Education</td>
<td>Skills for Care</td>
<td>Guides Scouts Woodcraft Folk Cadets</td>
<td>Veterinary practices</td>
<td></td>
<td>Chambers of Commerce Business in the Community</td>
<td>Uttlesford (Stansted Airport) Kings Lynn &amp;W Norfolk (Frigoscandia Processing)</td>
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<td>• FE Colleges</td>
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<td></td>
<td>• Universities</td>
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dementiaaction.org.uk alzheimers.org.uk
What makes a more successful DAA?
Peterborough Dementia Action Alliance

Latest News:

Peterborough Dementia Action Alliance Newsletter January 2015

Peterborough Dementia Action Alliance Newsletter February 2015

DAA

Peterborough Dementia Action Alliance

Alliance Members

- Age UK Peterborough
- Alysia Caring - Cherry Blossom Care Home
- Alzheimer's Society Cambridgeshire & Peterborough
- Axiom Housing Association Ltd
- Boots Peterborough
- Buckles Solicitors LLP
- Cambridgeshire and Peterborough NHS Foundation Trust
- Cambridgeshire Fire & Rescue Service
- ComForcare Senior Services
- Hegarty LLP Solicitors
- Home Instead Senior Care, Peterborough, Oundle & The Deepings
- Nene Park Trust
- NHS Cambridgeshire and Peterborough CCG

History:

Peterborough City Council has held Dementia Steering Group since November 2012. Membership of this includes local voluntary sector organisations involved in supporting people with memory problems as well as Cambridgeshire clinical commissioning group and Cambridgeshire and Peterborough NHS Foundation Trust who deliver the Memory Clinic in Peterborough.
Boots UK is a member of Alliance Boots, an international pharmacy-led health and beauty group. Our purpose is to help our customers look and feel better than they ever thought possible. We have close to 2,500 stores from local community pharmacies to large destination health and beauty stores. We offer fantastic products and services and you'll be cared for by expert, friendly people.

**Updated:** 29 October 2014

**Location:** East of England

**Sectors:** Care, Pharmaceutical, Other

**Local Alliances:** Peterborough Dementia Action Alliance
How the programmes work together

**Dementia Action Alliances**
- Own web-page on DAA website
- Member Action Plans
- Supporters registered

**Local Dementia Action Alliances**
- DAA Annual Event
- DAA Sec Network

**Dementia Friendly Communities**
- Foundation stage recognition process
  - Complete form with 7 Criteria
  - Six monthly update

**Enhanced recognition process**
- To be determined by British Standards Institute

**Increased prescriptiveness**

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dementiaaction.org.uk alzheimers.org.uk

BiC July 15
DFC Recognition Process

Nationally Assured Framework

| DFC Symbol Recognition process | BSI code of practice Calls to action |

Ongoing Support

| Guidance and toolkits DFC Awards | Partnerships, LGA, DAA |

Community Ownership

| Local leadership through a network LDAAs | Dementia Friends Champions |
Individuals become a Dementia Friend by attending a 50 minute session or by watching the online video and registering at dementiafriends.org.uk

A Dementia Friend can become a Champion by attending a one day course enabling them to deliver sessions to others.

National Social Movement
Local organisations taking action to support people affected by dementia
Working together with other DAA members to make their local area dementia-friendly
DFC Foundation Criteria

1. Right local structure
2. Person to drive it forward
3. Plan to raise awareness in key organisations and businesses
4. Strong voice for PWD
5. Raise profile of work
6. Focus plans on key areas identified locally
7. Plan to update progress after 6 months and one year
DFC areas for action (min two)

• Areas for Action
• Arts, culture, leisure and recreation
• Businesses and shops
• Children, young people and students
• Community, voluntary, faith groups and organisations
• Emergency services
• Health and social care
• Housing
• Transport

http://shop.bsigroup.com/forms/PASs/PAS-1365-2015/
also has a wealth of practical advice on what constitutes dementia friendly in these areas.
### DAA activity in Herts

<table>
<thead>
<tr>
<th>Name</th>
<th>District</th>
<th>Total pop</th>
<th>Population over 65 ('000s)</th>
<th>Dementia Prevalence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broxbourne DAA</td>
<td>Broxbourne</td>
<td>93,609</td>
<td>15,914</td>
<td>1,179</td>
</tr>
<tr>
<td>Tring DAA</td>
<td>Dacorum</td>
<td>144,847</td>
<td>23,465</td>
<td>1,887</td>
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<tr>
<td>East Herts Ageing Well and Dementia Action Alliance Steering Group</td>
<td>East Hertfordshire</td>
<td>137,687</td>
<td>22,305</td>
<td>1,692</td>
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<tr>
<td>Hertsmere DAA</td>
<td>Hertsmere</td>
<td>100,031</td>
<td>17,005</td>
<td>1,400</td>
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<tr>
<td>North Herts DAA</td>
<td>North Hertfordshire</td>
<td>127,114</td>
<td>22,372</td>
<td>1,795</td>
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<tr>
<td>Wheathampstead DAA</td>
<td>St Albans</td>
<td>140,664</td>
<td>22,506</td>
<td>1,809</td>
</tr>
<tr>
<td>St Albans DAA</td>
<td>St Albans</td>
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<td></td>
<td>Stevenage</td>
<td>83,957</td>
<td>12,258</td>
<td>965</td>
</tr>
<tr>
<td>Chorleywood DAA</td>
<td>Three Rivers</td>
<td>87,317</td>
<td>15,106</td>
<td>1,230</td>
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<tr>
<td></td>
<td>Watford</td>
<td>90,301</td>
<td>11,468</td>
<td>920</td>
</tr>
</tbody>
</table>
Join a social movement

4072 Members
222 Local Alliances
14738 Actions

*figures as of mid-April 2016
Join a social movement
Gayl Staines
Operations Manager – Alzheimer’s Society
Hertfordshire

42 staff / 139 volunteers delivering a range of one to one and group services across Herts.

Working in partnership with HPFT as part of EMDASS (Early Memory Diagnosis & Support Service.)
One to one & group services

EMDASS DSW’s
EMDASS Support Groups
Community DSW’s
Carers Support Groups
Younger On-set Dementia Groups
Dementia Cafes
Singing for the Brain
CRiSP – Carers Information & Support Programme

dementiaaction.org.uk alzheimers.org.uk
Contact details

Central Herts Office
Venture House – Ground Floor, 6 Silver Court, Watchmead, Welwyn Garden City Herts AL7 1LT
01707 378365

East Herts Office

Millars 3, Southmill Road, Bishop’s Stortford, Herts CM23 3DH
01279 508448