

**Committee:** **Healthier Communities and Older People Overview and Scrutiny Committee**

**Date:** **10<sup>th</sup> January 2016**

**Wards:** **All**

**Subjects:** Dementia Friendly Merton' and Merton's 'Dementia Action Alliance' (MDAA).

**Lead officer:** Dagmar Zeuner, Director of Public Health

**Lead member:** Tobin Byers, Cabinet Member for Adult Social Care and Health

**Contact officer:** Daniel Butler, Senior Public Health Principal

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**Recommendations:**

- A That the panel note the updated plans and structures to support a sustainable approach to the delivery of Dementia Friendly Merton
  - B That the panel note the requirements and actions necessary to enable Merton to register for the national recognition process as a Dementia Friendly Borough
  - C That the panel note the official launch of Dementia Friendly Merton on 22<sup>nd</sup> February 2017
  - D That the panel note the approach taken to engage as many organisations who can help people with dementia and their carers continue to live quality lives in the community
  - E That the panel note the re-energising of Merton's Dementia Alliance which will lead on implementing the agreed local priorities for Dementia Friendly Merton
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**1 PURPOSE OF REPORT AND EXECUTIVE SUMMARY**

**1.1. Purpose**

- a) to set out the requirements for, and actions being taken for Merton to become a formally recognised Dementia Friendly Borough.
- b) to set out the proposed structures for Dementia Friendly Merton and its delivery vehicle, Merton's Dementia Action Alliance<sup>1</sup>.
- c) to raise awareness about the launch of Dementia Friendly Merton and seek support across the Council for Merton's Dementia Action Alliance.
- d) to seek support for a range of Dementia Friendly projects across the Council's portfolio.

**1.2. Executive Summary**

- 1.2.1 Nationally, 779,528 people (65 and over) in England are predicted to have dementia by 2020. This represents a 14% increase from 2015.

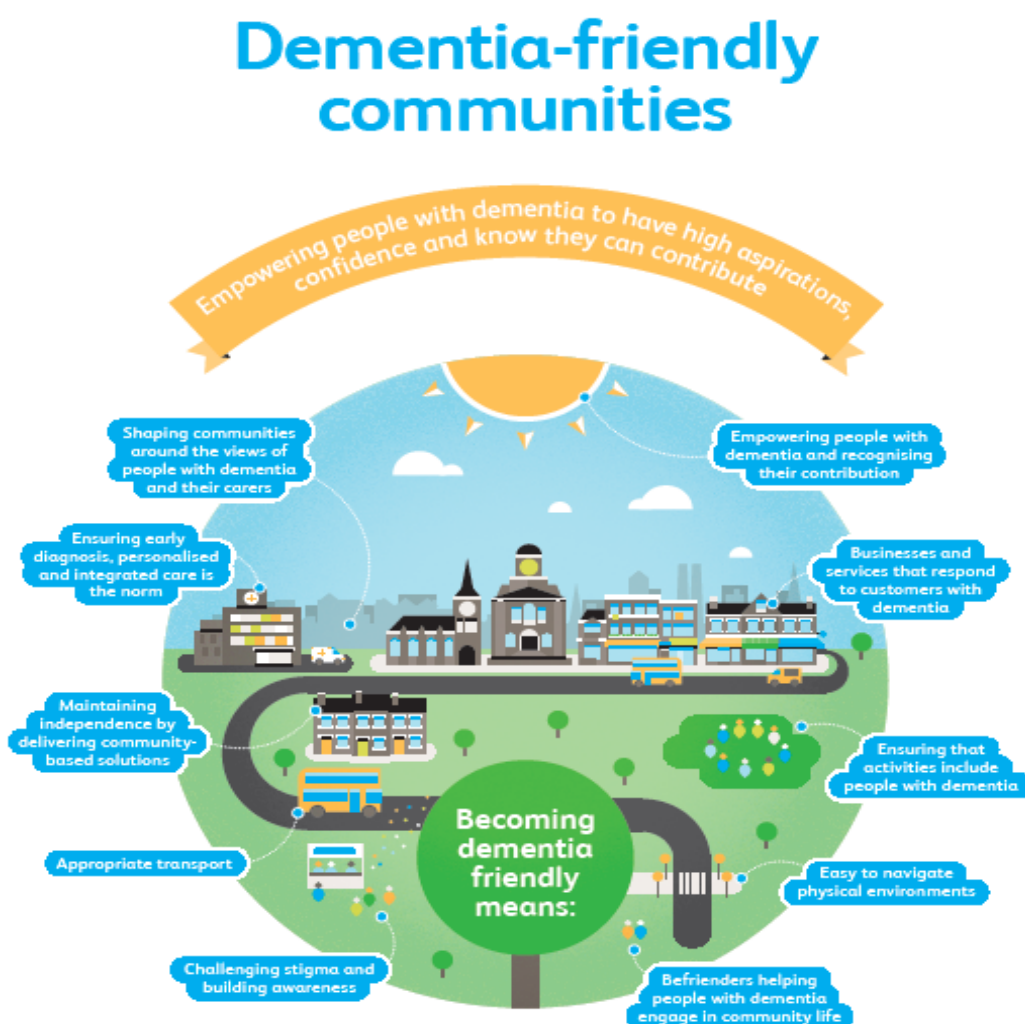
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<sup>1</sup> [http://www.dementiaaction.org.uk/who\\_we\\_are/ldaa\\_and\\_dfc](http://www.dementiaaction.org.uk/who_we_are/ldaa_and_dfc)

Similarly, in Merton, the predicted number of people with dementia in 2015 (65 and over) was 1782 with an expected rise to 2017 (13%) by 2020<sup>2</sup>. This is 7% of the over 65 population.

- 1.2.2 Two thirds of people with dementia live in the community, of which nearly a third live on their own. While incredibly important, social care, health and voluntary services alone cannot ensure people with dementia in the community live good quality lives. Support from the wider Council and community are essential.<sup>3</sup>
- 1.2.3 Being Dementia Friendly is therefore about engaging the whole community and by extension all Council departments in supporting people to live well with dementia.

*'Everyone, from governments and health boards to the local corner shop and hairdresser, share part of the responsibility for ensuring that people with dementia feel understood, valued and able to contribute to their community'<sup>4</sup>*



<sup>2</sup> <http://www.poppi.org.uk/index.php?pageNo=334&areaID=8648&loc=8648>

<sup>3</sup> [https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/262139/Dementia.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/262139/Dementia.pdf)

<sup>4</sup> <https://www.alzheimers.org.uk/dementiafriendlycommunities>

- 1.2.4 The Dementia Friendly team has also sought support from CMT members. The Council has the opportunity through its roles in areas such as planning, housing, the environment, leisure and schools to play not just an active role through its front facing staff but significantly through its ability to influence the planning and design of neighbourhoods, facilities and services.
- 1.2.5 Becoming dementia friendly is a long-term project. To be formally recognised as a 'Dementia Friendly Community' Merton needs to demonstrate a sustained commitment to the following:
- the right local structure
  - a person responsible for driving forward the work
  - a plan to raise awareness about dementia in key organisations and businesses to support people with dementia
  - giving a strong voice for people with dementia in the community
  - raising the profile of the work to increase reach and awareness
  - plans focussed on key areas that have been identified locally
  - a plan for 6 monthly updates to the community
- 1.2.6 Dementia Friendly Merton will be launched on the 22<sup>nd</sup> February 2017. An essential element of this will be the re-energising of Merton's Dementia Action Alliance (MDAA) which was originally set up in 2014.
- 1.2.7 Organisations and people who join the Alliance commit to three actions which help deliver the locally agreed priorities to become dementia friendly. Progress on the action plans is reported on six monthly.
- 1.2.8 This paper sets out the arrangements in place and our future plans to deliver the requirements in 1.2.4. A particular emphasis is being put on establishing a structure based around the Dementia Action Alliance that is sustainable and integrated into existing arrangements such as the Dementia Strategy Steering Group and Aging Well. In part this emphasis results from the learning derived from the original DAA and subsequent slow-down in activities.

## 2 DETAILS

### 2.1. Introduction

Whilst this paper focuses on our future plans it is recognised that considerable positive work is already underway as was seen in the paper presented to this Panel in March 2016. These efforts, however, need to be more co-ordinated and focused on an agreed list of locally agreed priorities.

#### 2.1.1 What is a dementia friendly community?

A quick reminder that a dementia friendly community is defined as:

*'A city, town or village where people with dementia are understood, respected and supported, and confident they can contribute to community life.'*

*'In a dementia friendly community people will be aware of and understand dementia, and people with dementia will feel included and involved, and have choice and control over their day-to-day lives'<sup>5</sup>*

People with dementia describe a dementia-friendly community as one that enables them to:

- find their way around and be safe
- access the local facilities that they are used to and where they are known (such as banks, shops, cafes, cinema and post offices)
- maintain their social networks so they feel they belong<sup>6</sup>.

It is also important to remember that being dementia friendly need not be complicated. A lead from one Dementia Friendly initiative said quite simply that *"Being dementia-friendly comes down to kindness."*<sup>7</sup>

2.1.2 The principles highlighted here are ones which could apply to other population groups and the work and learning from establishing Dementia Friendly Merton would be transferable to other areas.

### 2.1.3 **Guiding principles for Dementia Friendly Merton**

Putting the person with dementia and the people that care for them at the very centre is fundamental to being dementia friendly. Merton is therefore mindful in its planning of the following points:<sup>8</sup>

- people with dementia and their carers should stand at the centre of what it means to be dementia friendly.
- the focus of priorities should be on the views of people with dementia<sup>9</sup>
- individuals, businesses, shops, transport, voluntary organisations, health and social care services, faith and community groups can all contribute to making a community Dementia Friendly

2.2. The plans outlined below have been devised to meet the requirements and points outlined in 1.2.4 and 2.1; with the aim of providing sustainable support and impetus to the Dementia Friendly Merton project.

#### 2.2.1 **'The right local structure'**

The body which will take the actions based on locally identified priorities<sup>10</sup> forward is Merton's Dementia Action Alliance (MDAA) which will be chaired by the Director of Public Health. Merton's Alliance existed previously but has not met since the previous coordinator left.

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<sup>5</sup> Alzheimer's Society 2013

<sup>6</sup> Developing dementia-friendly communities Learning and guidance for local authorities

<sup>7</sup> roshnisheffield.org.uk.

<sup>8</sup> PAS 1365:2015 Code of practice for the recognition of dementia-friendly communities in England

<sup>9</sup> PAS 1365:2015 Code of practice for the recognition of dementia-friendly communities in England

<sup>10</sup> [http://www.dementiaaction.org.uk/who\\_we\\_are/ldaa\\_and\\_dfc](http://www.dementiaaction.org.uk/who_we_are/ldaa_and_dfc)

Organisations and teams who join Dementia Action Alliances commit to three actions that will actively contribute to making the community more dementia friendly.

DAA's are invaluable for sharing experiences and learning and they also have significant potential for networking, partnerships and advocacy. The more members a DAA has, the more effective these elements are likely to be.

2.2.2 The Dementia Steering Group (soon to become the Older People's Steering Group) will provide the strategic overview for Dementia Friendly Merton as part of its implementation of the Dementia Strategy (draft 2016). The Alliance will provide six monthly updates on the action plan to the Dementia Steering Group.

The Dementia Steering Group will report to the Commissioning Subgroup of the One Merton Meeting.

2.2.3 The Senior Public Health Principal is the operational lead for Dementia Friendly Merton. They will be supported by the Merton Dementia Action Alliance Coordinator (Dementia HUB information worker)

### **2.3. Raising awareness about dementia in key organisations and businesses that support people with dementia'**

2.3.1 The range of stakeholders from the community that guidance says should be engaged with fall into the broad categories listed below. <sup>11</sup>

- arts, culture, leisure and recreation
- businesses and shops
- children, young people and students
- community, voluntary, faith groups and organizations
- fire and police
- health and social care
- housing and planning
- transport

2.3.2 Merton Council has the opportunity through its roles in areas such as planning, housing, the environment, leisure and schools to play not just an active role through its front facing staff but significantly through its ability to influence the planning and design of neighbourhoods, facilities and services.

2.3.3 Feedback from other DAA leads and the London DAA Alzheimer's Society lead is that numbers of members, breadth of organisational representation and diversity of membership is what helps make a DAA successful. Following on from point 2.3.2 above, engagement from teams in a wide range of Council departments would add to the effectiveness of the Alliance.

2.3.4 The key stages in the plan to raise awareness are:

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<sup>11</sup> PAS 1365:2015 Code of practice for the recognition of dementia-friendly communities in England

- December 2016 to February 2017 - Engage with individuals and organisations across Merton to encourage them to join MDAA. The London lead for Dementia Alliances is providing support and advice for this process.
- Link into existing forums and contacts in the community to raise awareness about Dementia Friendly Merton and joining the Alliance. As an example, the Healthy Workplace lead employed by Merton Chamber of Commerce is happy to give out information and encourage businesses to contact the Dementia Friendly team.
- Mapping activities already underway. For example, the number of trained Dementia Friends and Champions in Council teams and other organisations.
- Launch Dementia Friendly Merton and Merton's Dementia Action Alliance on 22 February 2017.
- Plan a range of activities as part of National Dementia Week in May 2017.
- Throughout 2017 consider longer term engagement plans with organisations and community groups via the MDAA

#### **2.4. 'A strong voice for people with dementia in the community'**

Dementia Friendly Merton aims to promote the needs of everyone with dementia in the population and will pay particular attention to giving a voice to the local diverse populations affected by dementia.<sup>12</sup> Formal and informal channels will be used. For example:

- The MDAA membership includes people with dementia and carers of people with dementia.
- In recognition that some people may not wish or be able to attend the Alliance regular informal contact will be maintained with people attending the Dementia HUB and other community organisations
- The Dementia Friendly lead and co-ordinator will also work closely with the Dementia HUB to ensure that any views expressed through the HUB's existing feedback mechanisms are captured.

#### **2.5. 'Increase reach and awareness about Dementia Friendly Merton and Merton DAA to the different groups in the community'**

The publicity for the launch of Dementia Friendly Merton and DAA will be used to raise the profile across the community in the first instance.

- The engagement plan includes the range of people with dementia, carers and organisations / stakeholders that have been reached or will be contacted.

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<sup>12</sup> <sup>12</sup> PAS 1365:2015 Code of practice for the recognition of dementia-friendly communities in England

- The team plans to draw on the resources and knowledge held within the Council to ensure that community groups are made aware of the DAA and feel included in the process of developing Dementia Friendly Merton.
- A Communications plan is being developed with the support of the Council communications team.

## **2.6. 'Plans focussed on key areas that have been identified locally'**

What people with dementia and carers say needs to be done to make Merton and the different communities within it more Dementia Friendly will inform Merton's priorities. To achieve this:

- Conversations with people with dementia and carers will be held between November 2016 and January 2017. The output of these will be used to inform the discussions at the launch of Dementia Friendly Merton and the MDAA in February 2017

Priorities will also be informed by the 2016 Dementia Strategy and ongoing discussions and feedback at the MDAA meetings.

## **2.7. Action planning and reporting**

At the first MDAA meeting organisations and individuals will be asked to sign up to the Merton DAA and devise three actions which will help them contribute to the key priorities. The co-ordinator will support organisations in this work. The action plan will be monitored and regular updates given to the Dementia Strategy Steering Group.

## **2.8. Next steps - Dementia Friendly Merton Launch – February 22<sup>nd</sup> 2017**

The theme for the Launch is '**A day in the life**' of a person with dementia and carer of a person with dementia. There will be an interview with a person with dementia and a carer to draw attention to the daily issues people face.

- Feedback from the pre-consultation activities with people with dementia and their carers and stakeholders will be fed into the Launch.
- Attendees will have the opportunity to take part in a Dementia Friends awareness session.
- The team is consulting with the London Dementia Action Alliance lead on what contributes to a successful Alliance Launch.

## **2.9. Possible projects for Merton and examples from other communities**

A straight forward action is ensuring that as many front facing staff in organisations that people encounter on a daily basis are trained as Dementia Friends. Broader projects for consideration which Merton Council could play an important role are shown in Background paper 1..:

**3 ALTERNATIVE OPTIONS**

N/A

**4 CONSULTATION UNDERTAKEN OR PROPOSED**

The consultation about Dementia Friendly Merton is ongoing and will initially focus on the launch in February 2017 for external organisations. Reports went to ASSM, Housing and Communities DMT and CMT and the Faith and belief Forum in December 2016.

**5 TIMETABLE**

Key timescales include:

February 2017 - Launch of DFM Merton and Merton Dementia Action Alliance

February 2018 - Submit to be formally registered as part of the national Dementia Friendly Community programme

**6 FINANCIAL, RESOURCE AND PROPERTY IMPLICATIONS**

There is a need for an information worker to support the DAA. The costs of this worker will be built into any future specification for the Dementia HUB contract.

**7 LEGAL AND STATUTORY IMPLICATIONS**

N/A

**8 HUMAN RIGHTS, EQUALITIES AND COMMUNITY COHESION IMPLICATIONS**

Actions to develop the DAA has positive impacts for the protected characteristics of disability and age. The Dementia Friendly Communities project encourages participation by all diverse groups with dementia and its priorities are based on the needs of those communities. This will include a particular focus on engaging BAME community organisations.

**9 CRIME AND DISORDER IMPLICATIONS**

N/A

**10 RISK MANAGEMENT AND HEALTH AND SAFETY IMPLICATIONS**

N/A

**11 APPENDICES – THE FOLLOWING DOCUMENTS ARE TO BE PUBLISHED WITH THIS REPORT AND FORM PART OF THE REPORT**

N/A

**12 BACKGROUND PAPERS**



**Table 1 Possible and example projects**

<b>Engagement area (requirements in 2.3.1)</b>	<b>Examples</b>
<b>Arts, culture, leisure and recreation</b>	<p>Dementia Friendly Parks – Richmond upon Thames has received positive feedback from the Alzheimer’s Society on their work around parks and there are many opportunities in Merton.</p> <p>Libraries – a dementia friendly library is currently being planned in Merton</p> <p>Cinemas and theatres – one of the chains has developed dementia friendly film sessions and is expanding the project to its other cinemas</p> <p>Leisure activities - Greenwich Leisure (Better) is working nationally on dementia friendly leisure facilities and the Dementia Friendly team is engaging with them locally</p>
<b>Businesses and shops</b>	<p>‘Love Wimbledon’ are happy to work with us on creating a ‘Dementia Friendly High Street’ in Wimbledon</p> <p>The same principles could be applied to different neighbourhoods across the Borough</p>
<b>Children, young people and students</b>	<p>Linking into schools’ Community Engagement and PHSE programmes.</p> <p>There are also possibilities through the Duke of Edinburgh and citizenship schemes.</p>
<b>Community, voluntary, faith groups and organizations</b>	<p>With the Social Value Act, there are opportunities to build Dementia Friendly actions into Merton contracts</p>
<b>Fire and police</b>	<p>Hampshire police were registered as dementia friendly in 2016. Neighbourhood policing teams are receiving awareness training and police vehicles used by dementia friendly trained staff have dementia friendly stickers</p>
<b>Health and social care</b>	<p>The redevelopment of the Wilson provides an opening to incorporate dementia friendly principles in partnership with the community from the early planning stages.</p> <p>There are opportunities to work in partnership with local NHS organisations through the DAA. St. Helier Hospital was a 2016 finalist for dementia friendly organisation of the year. Kingston Hospital has just opened a dementia friendly ward. Pharmacies now have to have dementia friendly environments as part of their quality premium payment system.</p>
<b>Housing and planning</b>	<p>Working with Future Merton and Master Planning teams to consider dementia friendly principles in development and regeneration projects.</p>
<b>Transport</b>	<p>Working with TFL and local bus companies to ensure people still feel able to use public transport. Other projects include dementia friendly taxi companies</p>

N/A

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