

SURREY COUNTY COUNCIL

LOCAL COMMITTEE (WAVERLEY)

DATE: 21 MARCH 2014

LEAD OFFICER: LEAH O'DONOVAN, PROJECT OFFICER – DEMENTIA

SUBJECT: DEMENTIA FRIENDLY SURREY

DIVISION: ALL WAVERLEY DIVISIONS



SUMMARY OF ISSUE:

This report updates the Committee on the work of Dementia Friendly Surrey.

RECOMMENDATIONS:

The Local Committee (Waverley) is asked to note:

- (i) The progress of the Dementia Friendly Surrey project;
- (ii) The particular work being done to make Waverley more dementia-friendly; and
- (iii) The suggestion that the Committee either appoint one Dementia Friendly Surrey Champion or the whole Committee becomes a collective Champion.

REASONS FOR RECOMMENDATIONS:

Local Committees and Members are very well-placed to help carry on the work of Dementia Friendly Surrey, making our communities better places to live for people with dementia, their family and carers.

1. INTRODUCTION AND BACKGROUND:

1.1 Dementia is the umbrella term for a set of symptoms that may include memory loss and difficulties with thinking, problem-solving or language. There are many types of dementia, the most common of which is Alzheimer's Disease. Attached at **Annex 1** is a factsheet on the different types of dementia.

1.2 Dementia Friendly Surrey is a partnership between Surrey County Council and three GP Clinical Commissioning Groups (CCGs), including Guildford and Waverley. The project has an overall budget of £464,000 and uses this to work towards a more dementia-friendly future. It is part of the wider Ageing

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Well programme and is an example of Family, Friends and Community Support in practice.

2. ANALYSIS:

- 2.1 There are an estimated 15,500 people aged 65 and over living with dementia in Surrey and this is expected to rise to 19,000 by 2020, which is an increase of almost 23%. There are also approximately 300 people under the age of 65 (known as young onset) living with dementia in Surrey.
- 2.2 In Waverley, it is estimated that 1,895 people aged 65 and over are living with dementia. This is expected to rise to 2,396 by 2020, which is an increase of more than 26%.
- 2.3 National research suggests that two-thirds of people with dementia live in the community, with only one-third in care homes. In a 2012 national survey by the Alzheimer's Society, 61% of respondents said they felt that their community does not understand how to help them live well and 41% felt they do not have a voice in their community.

3. PROGRESS TO DATE:

- 3.1 The project has six key areas of work, progress on which is covered in the sections below:
 - a. Dementia Friendly Surrey Champions
 - b. Recognition symbol
 - c. Dementia awareness training offer
 - d. Innovation Fund
 - e. Public awareness campaign
 - f. Peer support and carers needs

4. CHAMPIONS

What we set out to achieve

- 4.1 We set out to build a pool of individual and organisational Dementia Friendly Surrey Champions who are supported to become more dementia friendly and act as advocates in their local community. A target was set for a total of 120 Champions across Surrey.

What we have achieved

- 4.2 A Champion certificate and pack has been designed and is issued to all new Champions. This pack and the Dementia Friendly Surrey website provide useful resources such as awareness raising materials, to help Champions take action.

4.3 We have exceeded the target and there are now 125 Champions (84 groups, services or organisations and 41 individuals) across Surrey including: Councillors, Surrey Fire and Rescue service, Surrey Library service, Trading Standards, care homes and domiciliary care services, District and Borough Councils, pharmacies, dental practices, GP practices, legal and financial services, leisure providers, small businesses and voluntary sector organisations.

4.4 In Waverley, there are 15 Champions (two individuals, 13 organisations). These include local Councillors Steve Cosser and David Munro, Farnham Maltings, the Farnham, Godalming and Herons Leisure Centres, Busbridge and Hambledon Church, home care agencies, care homes and Waverley Borough Council.

4.5 Waverley Champions are taking action in a variety of ways, including:

- a. Delivering dementia awareness workshops to people in the Farnham area;
- b. Working with Dementia Friendly Surrey to deliver public awareness events, including the recent Dementia Friendly Guildford week;
- c. Committing to train their staff and volunteers through the training programme offered by Dementia Friendly Surrey; and
- d. Establishing new support groups and improving befriending and other community services to ensure they're dementia-friendly.

Next steps

4.6 We will organise a celebratory event for Champions to showcase their work and form links with each other.

4.7 We will continue to recruit Champions and support them to take action. This will be supported by Adult Social Care Commissioning and aligned to Ageing Well and the Local DLIGs, and overseen by the Dementia Friendly Surrey Steering Group.

4.8 Champions will play a key role in taking forward dementia friendly communities work in their local area beyond the lifetime of the project. We are looking at how the Champions, and any local alliances they wish to form, can be aligned with their local DLIG.

5. RECOGNITION SYMBOL

What we set out to achieve

5.1 We also set out to develop a kite mark to demonstrate to the public which organisations and services in Surrey are dementia friendly.

What we have achieved

5.2 We have been guided by national developments and guidance around dementia friendly communities work and adopted the national recognition symbol issued by the Alzheimer's Society. The symbol can be placed in

retailer's windows or on websites and demonstrates that an organisation is working towards becoming more dementia friendly. Dementia Friendly Surrey registered as an early adopter of the symbol and has permission to issue the symbol to Champion organisations across Surrey.



Figure 1 Dementia Friendly Recognition Symbol

Next steps

5.3 This scheme is not an accreditation and no formal assessment is made of the organisations that adopt the symbol. However, a yearly self-assessment is required to demonstrate progress towards becoming a dementia friendly County and Champions will be asked to provide updates on what action they have taken. The first self-assessment will be in summer 2014 and will be undertaken by Adult Social Care Commissioning, and overseen by the Dementia Friendly Surrey Steering Group.

6. DEMENTIA AWARENESS TRAINING OFFER

What we set out to achieve

6.1 A need was identified for dementia training across whole communities, particularly for staff and volunteers in customer facing roles. We set out to establish a menu of training options to flexibly meet the needs of a range of groups and organisations with a target of at least 50 different organisations taking up this training.

What we have achieved

6.2 Following a competitive tendering process, The Dementia Training Company Ltd has been commissioned to provide training throughout 2014. Three training formats have been developed and courses are offered free of charge:

- a. Cascade courses which bring together representatives from across sectors. These courses give delegates knowledge and resources to share their learning with others in their group or organisation.
- b. Tailored short courses for specific organisations or groups of organisations from the same sector.
- c. A self-study pack.

6.3 Across Surrey over 100 services or organisations have expressed interest in receiving training. Cascade courses have been established in Surrey Heath, Woking, Runnymede and Elmbridge and courses will be scheduled in the remaining Districts and Boroughs. Five short courses have been scheduled for specific organisations, including GP practices.

6.4 In Waverley, DC Leisure runs the leisure centres. The company has committed to training staff in these centres and two short courses were delivered in January. Learners completed a self-assessment quiz pre and post course and comparison shows that knowledge and confidence more than doubled. Course evaluations show that participants valued the opportunity to learn how dementia may affect their customers and reflect on how they can support those customers in real life situations.

6.5 Farnham Maltings held a short course on 3 March and is in talks with the training administration team to host the borough's cascade course in April.

6.6 Cranleigh Medical Practice will be running a short course at the end of April.

Next steps

6.7 Further work is needed to encourage businesses to commit to train staff. We will continue to promote training through business forums and make contact with head offices as appropriate. We will write to top employers to encourage them to take up this training offer.

6.8 Administrative support for cascade courses will be provided by the Shared Services Centre Training Administration Team and administration of short courses and self-study packs will be undertaken by Adult Social Care Commissioning.

6.9 We are working with the Dementia Training Consortium and colleagues from the Surrey County Council HR and Organisational Development service to look at how The Surrey Skills Academy, an online platform from which to deliver training, could support this training beyond 2014.

7. INNOVATION FUND

What we set out to achieve

7.1 We set out to support communities to promote social inclusion and improve the quality of life of people with dementia and their carers by establishing an Innovation Fund of £50,000.

What we achieved

7.2 The Innovation Fund was launched in June 2013 and the total pot of funding was increased to £55,000. Community groups and organisations were given the opportunity to bid for up to £5000 and £5000 was ring-fenced for projects with Black and Minority Ethnic populations.

7.3 The fund had 64 applications totalling almost £250,000. From the 64 applications, 14 projects were awarded funding across Surrey. These range from befriending services and peer support groups to awareness raising campaigns. A briefing has been circulated to Members previously to make them aware of projects funded in their area.

7.4 In Waverley, there were four successful Innovation Fund bids:

Age UK Guildford and	Care for a cuppa?	The aim is twofold; to provide activity sessions for older people with early
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Waverley		stages of dementia whilst enabling carers to attend support and information meetings at the same venue. In addition we will be giving dementia awareness training to our 200 home helpers and our volunteers.
Carers at Home Waverley	Dementia carers support group	The aim is to give carers of those living with Dementia/Alzheimer's somewhere to go with their loved ones at no cost to themselves. Once there to have someone watch over and stimulate their loved ones while they receive a welcome break and can socialise with other carers.
Farnham Maltings	Mindful Maltings	The Mind Full project aims to make a shift in the culture and thinking of Farnham Maltings so that it is informed by and responds to the needs of people with dementia and their carers. Through a programme of training, adjustments and activities the project will establish the venue as a welcoming, safe and responsive set of spaces long past the initial investment.
Two Counties Care Ltd	Farnham Alzheimer's Cafe	<ul style="list-style-type: none"> • To establish an Alzheimers Cafe in the Farnham Maltings, where our visitors can also be introduced to the wide variety of arts & craft activities on offer at the Maltings which may be of interest to them. • The café will operate on one evening per month, be run by volunteers and be based on the Bere Miesen model, for which we have been formally trained by Dr. Gemma Jones.

7.5 Following on from the Innovation Fund, Guildford & Waverley CCG has used their remaining funding from the countywide project to fund additional local projects aimed at making Guildford and Waverley more dementia-friendly. The following bids will be based in the Waverley area:

Alzheimer's Society	Peer support group for people diagnosed with early onset dementia and their carers	The aim is to provide the opportunity for learning with and from peers, in a safe and non-clinical environment where people with dementia and their carer's can share the experience of living with dementia whilst socially integrating within their
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		<p>community.</p> <p>The aim is to meet on a monthly basis in designated local pubs, run by volunteers and supported by a dementia navigator. We also aim to offer other professionals a platform from which to discuss topical issues relevant to the younger person</p>
Busbridge & Hambledon Church	Befriending support programme for people with Dementia	<p>The Church will develop its befriender scheme to include those with the early and advanced stages of Dementia, with trained volunteers and a befriender coordinator ensuring the scheme is available to all in the community.</p> <p>Utilising the Church's Prime Time activities for older people and young people they will look to expand the network to bring people with dementia and their carers/family together to offer support and kindness</p>
Surrey Arts	Carers Choir	Inspired by Gareth Malone's 'Military Wives' Choir this project aspires to create a carers choir in every borough and district across Surrey and bring them together for a performance opportunity at a celebratory concert to mark the 800th Magna Carta anniversary in 2015.
Waverley Borough Council	Dementia Diaries iPods project	The aim is to undertake a project based on creating better interaction and awareness between primary school children and those faced with dementia. The project seeks to use a number of innovative and interesting ways to engage children and older adults, involving; music, reminiscence, art, storytelling and interviewing. Educating children at an early age about dementia will increase confidence and insight into a condition increasing affecting communities in the UK.
Surrey Association of Visually Impaired (SAVI)	Dementia and Visual Impairment – the Link Training Course	To develop a new course which will highlight the many links between Dementia and Visual Impairment. To deliver this course free of charge to

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		care and health providers across Guildford and Waverley enabling them to understand the links and provide them with information and skills on how to recognise and support clients who have both conditions.
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Next steps

7.6 Projects are required to provide a progress report by April 2014 and a final evaluation report by April 2015. Key learning points from projects will be shared with partners through Dementia Local Implementation Groups (DLIGs), the Dementia Partnership Board and other networks.

7.7 Guildford & Waverley CCG will also monitor the local projects they have funded.

8. PUBLIC AWARENESS CAMPAIGN

What we set out to achieve

8.1 The 2012 dementia awareness survey and subsequent engagement with people with dementia and their carers as part of Dementia Friendly Surrey indicated a need to improve public understanding of dementia. We set out to develop and deliver a high impact public awareness campaign to challenge the myths surrounding dementia.

8.2 The campaign was launched in September 2013 and a range of channels were used to reach the widest possible audience. These included: magazine advertorials; social media; local radio; bus and train panel advertising; local events; and distribution of over 70,000 myth busting flyers to key public places such as libraries and GP practices. People with dementia, carers and Champions shared their stories and experiences with Eagle Radio and the podcasts can be found at <http://www.964eagle.co.uk/newsextra/dementiamonth.php>. As well as concentrated activity during September there are ongoing aspects to the campaign including:

- a. Champions and others continue to run their own events using materials available on the Dementia Friendly Surrey website at www.dementiafriendlysurrey.org.uk. The Alzheimer's Society is putting on three events across Waverley with the Health Secretary and local MP, Jeremy Hunt. Two have already been held in Haslemere and Godalming. The third one is planned for Farnham in April.
- b. The Dementia Friendly Surrey team attend public events and meetings of community groups, such as the Cranleigh Rotary Club, and business networks, such as the Farnham Chamber of Commerce.
- c. To help young people to understand dementia, copies of an informative and easy to read book called The Dementia Diaries have

www.surreycc.gov.uk/waverley

been circulated to junior, primary, secondary and independent schools across Surrey, with a letter explaining how the book can be used. The book has also been distributed to 35 libraries. As mentioned above, Waverley Borough Council has been funded by the CCG to use the books on a project to improve awareness of dementia amongst primary school pupils. Students will interview local residents with dementia to learn about what music they like to listen to. They will then research this music and load it on to iPods purchased for the project for use by local care homes or day centres, using age-appropriate headphones.

8.3 Independent evaluation showed that the campaign had a high impact on those who had seen it. In eight towns across Surrey, 300 members of the public were interviewed and key findings include:

- a. 94% of those who had seen the campaign claimed it had changed their perceptions or increased their understanding of dementia.
- b. Campaign awareness was higher in those aged 50 and over.
- c. People thought the campaign was empathetic (90%), informative (almost 90%), educational (almost 80%) and thought provoking (65%).

Next steps

8.4 Evaluation suggests that further campaign activity is needed to reach more people and that this should continue to focus on challenging the myths surrounding dementia. A radio and social media campaign will be launched in February 2014. Future activity could also focus on increasing awareness of local services and support. We are currently strengthening the link between the Dementia Friendly Surrey web pages and dementia services on Surrey Information Point.

8.5 In Waverley, there are discussions with Champions on putting on a concert in the Farnham area at the Maltings. This would be for people with dementia and their carers.

9. PEER SUPPORT AND CARERS NEEDS

What we set out to achieve

9.1 We set out to address the gaps in carers support and peer support provision which were highlighted through engagement with people with dementia and carers.

What we have achieved

9.2 A mapping exercise of peer support provision across the county has identified the gaps and enabled us to focus efforts to fill these.

9.3 A number of new peer support groups have been funded through the Innovation Fund, particularly in the Waverley area. We are also working with some District and Borough Councils to encourage them to use Personalisation, Prevention and Partnership (PPP) funds to establish groups.

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9.4 A simple guide to setting up peer support clubs has been produced by the Runnymede Dementia Carers Support Group and this is being widely promoted to help people establish their own groups. Written by someone who set up her own group, it offers practical advice to anyone wanting to start a group.

Next steps

9.5 Commissioners of services for carers and services for people with dementia are discussing ways to address the specific needs of this group of carers and a presentation has been made to the Carers Commissioning Group.

10. WITHIN SURREY COUNTY COUNCIL

10.1 Surrey County Council is a member of the Dementia Action Alliance which is a coming together of over 900 organisations to deliver the National Dementia Declaration, a set of seven outcomes informed by people with dementia and their carers. The Council's action plan, against which regular progress updates are made, can be found in **Annex 2**.

10.2 A presentation was given to the HR Senior Leadership Network in late 2013 and subsequently a guide to becoming a dementia friendly employer has been circulated to this network.

10.3 Dementia Friendly Surrey is working with the Library service, Facilities teams and Trading Standards to up-skill staff who may be working with people with dementia. Surrey Fire and Rescue Service are also rolling out their own programme of dementia awareness training.

11. LEGACY AND SUSTAINABILITY

Local structures

11.1 Governance of Dementia Friendly Surrey is provided by a cross-sector Steering Group. The group will continue to meet beyond the initial one year funded project to oversee ongoing work strands including the training programme, progress of the Innovation Fund projects, recognition scheme and project evaluation.

11.2 The Steering Group is focusing on identifying the local structures necessary to maintain a sustainable dementia friendly community and the role of existing networks such as the Dementia Partnership Board, Dementia Local Implementation Groups (DLIGs), Ageing Well Steering Group, Older People's Forums, Wellbeing Centre partnerships, and a growing pool of Champions.

Giving people with dementia and carers a stronger voice

11.3 People living with dementia and their carers have contributed to the public awareness campaign, spoken at meetings and events, and helped to evaluate Innovation Fund applications and training provider bids. Strengthening the voice of people with dementia and carers in local decision making is a central aspect of the Dementia Friendly Surrey vision. The

Steering Group is exploring the options to achieve this and a paper will be taken to the Dementia Partnership Board in due course.

12. EVALUATION

- 12.1 Working to become dementia friendly is a journey and the evaluation will take place for a period of one year from March 2014 in order to reflect this. This will be undertaken by Adult Social Care Commissioning and overseen by the Dementia Friendly Surrey Steering Group. Evaluation will capture progress against targets for Champions and training, highlight examples of good practice from the pool of Champions, measure quantitative changes in outcomes such as diagnosis and service use, and explore changes in the experience that people with dementia and their families have of their community. See **Annex 3** for the draft evaluation plan.

13. CONSULTATIONS:

- 13.1 In 2012, Surrey County Council and NHS Surrey commissioned a dementia awareness survey of Surrey residents. Of the 2,306 25% believed that once you have a diagnosis of dementia there is little that can be done to help you and a further 25% believed that it is not possible to live a full and active life with a diagnosis of dementia. However, research suggests that it is often the attitudes and reactions of others, or fear of negative reactions, which lead to the person with dementia becoming isolated from the community and ceasing to be a part of the networks, groups and clubs they previously belonged to.
- a. In Surrey, people living with dementia and their carers have told us that a dementia friendly community is one that enables them to:
 - b. Carry on doing the things they have always done: "...a bit more help in shops with choosing items."
 - c. Find their way around and feel safe: "...I think that signposts could be placed at a low level too with larger lettering."
 - d. Keep in touch with people and feel that they belong in their community: "...it would be good if there were more support groups that we could attend together."

- 13.2 The content and future legacy proposal for dementia friendly Surrey was shared with the dementia friendly Surrey steering group in December. The report has also been shared with colleagues from ageing well who sponsored this project and the dementia training partnership forum.

14. FINANCIAL AND VALUE FOR MONEY IMPLICATIONS:

- 14.1 The project had a budget of £464,000. This has been spent in the financial year, with the exception of around £120,000 which is being rolled over to continue the training programme.
- 14.2 Monitoring of the Innovation Fund projects will continue throughout 2014/15 to ensure they are delivering on their objectives.

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14.3 The training provider will have regular quality assurance meetings with the project team throughout 2014.

14.4 The Steering Group will continue to monitor spend throughout 2014.

15. EQUALITIES AND DIVERSITY IMPLICATIONS:

15.1 An Equalities Impact Assessment has been completed as part of the project. The Department Equalities Group is currently reviewing the EIA and it is hoped that it will be approved by the end of March.

16. LOCALISM:

16.1 The Dementia Friendly Surrey project has benefits for all communities in Waverley. These include:

- a. Supporting people to live independently and safely at home resulting in reduction in avoidable admissions and less time needed in residential or hospital care.
- b. Greater awareness - supporting increase in presentation to primary care and diagnosis rate.
- c. Reduced social isolation and improved wellbeing of the person with dementia and carers.
- d. Benefits for the wider community including older people, families with children, people with other disabilities.

16.2 The local Innovation Fund bids and CCG-funded projects will especially benefit local people with dementia and their carers by providing much-needed activities and peer support groups.

16.3 Herons, Godalming and Cranleigh leisure centres are now better equipped to provide good customer service to people with dementia and their carers. Once the cascade course is set up for Waverley borough, this will be promoted widely among businesses and organisations, adding to the number of shops able to support people with dementia in their daily living.

17. OTHER IMPLICATIONS:

Area assessed:	Direct Implications:
Crime and Disorder	Set out below.
Sustainability (including Climate Change and Carbon Emissions)	No significant implications arising from this report
Corporate Parenting/Looked After Children	No significant implications arising from this report
Safeguarding responsibilities for vulnerable children and adults	Set out below.
Public Health	Set out below.

17.1 Crime and Disorder implications

- a. Contact between the police and people with dementia is most likely to happen in a crisis situation. Response teams and neighbourhood teams may interact with individuals on a regular basis. Dementia Friendly Surrey will work with Surrey Police to ensure their staff are appropriately trained.

17.2 Safeguarding responsibilities for vulnerable children and adults implications

- a. Safeguarding responsibilities will not be affected but we anticipate that improved awareness of dementia within communities will result in increased signposting to services and reporting of safeguarding issues.

17.3 Public Health implications

- a. The campaign has, and will continue to, increase awareness of the role of healthy lifestyle in reducing dementia risk. It is anticipated that increased awareness will also result in more people receiving an early diagnosis and accessing appropriate support.

18. CONCLUSION AND RECOMMENDATIONS:

- 18.1 Nurturing dementia-friendly communities requires the commitment and action of whole communities.
- 18.2 The Local Committee is ideally positioned to motivate the public, community groups, businesses and other organisations to identify the steps they can take. It is therefore recommended that the Committee either appoints one member to be a Dementia Friendly Surrey Champion or collectively becomes a Champion and formally endorses the project.
- 18.3 The Committee can also consider using its allowance to support local services, activities and groups for people with dementia and their carers.

19. WHAT HAPPENS NEXT:

- 19.1 Upon agreement that the Committee will become a Champion:
 - a. Dementia Friendly Surrey can arrange a dementia information session for Committee members;
 - b. At this session, the Dementia Friendly Surrey team can help the Committee finalise what actions they will take as a Champion; and
 - c. The Committee would then complete the Champion commitment and begin implementing actions. The commitment form is attached at **Annex 4** for information.

Contact Officer:

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Consulted:

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We have consulted a range of stakeholders on the subject of Dementia Friendly Communities including: people with dementia and their carers, stakeholders from the public, private and voluntary sector, SCC and Waverley Borough Council Officers.

Annexes:

- Annex 1 What is dementia? Factsheet
- Annex 2 Dementia Action Alliance action plan
- Annex 3 Draft evaluation plan
- Annex 4 Champion commitment forms

Sources/background papers:

- Alzheimer's Society (2012) 'Dementia 2012: a national challenge'. Available at: http://www.alzheimers.org.uk/site/scripts/download_info.php?fileID=1389
 - Alzheimer's Society (2013) 'Dementia 2013: The hidden voice of loneliness'. Available at: http://www.alzheimers.org.uk/site/scripts/download_info.php?fileID=1677
 - The full summary of feedback from people with dementia and carers can be found at www.dementiafriendlysurrey.org.uk
 - Ageing well in Surrey. Visit: <http://www.surreycc.gov.uk/social-care-and-health/adult-social-care/getting-involved-in-adult-social-care-plans-and-services/ageing-well-in-surrey>
 - Local Government Association (2010). Developing dementia-friendly communities: Learning and guidance for local authorities. http://www.local.gov.uk/c/document_library/get_file?uuid=0a7a291b-d6a3-4df6-9352-e2f3232db943&groupId=10171
 - Surrey JSNA Dementia Chapter.
 - Alzheimers Society. Public awareness of dementia: What every commissioner needs to know. http://www.alzheimers.org.uk/site/scripts/download_info.php?fileID=778
 - World Health Organization. http://www.who.int/ageing/age_friendly_cities/en/
 - Dementia Action Alliance. <http://www.dementiaaction.org.uk/>
 - Dementia and mental health services for older people in Surrey. http://www.surreycc.gov.uk/_data/assets/pdf_file/0020/175223/Surrey-Dementia-and-Older-Peoples-Mental-Health-Strategy-July-2011.pdf
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