

Adult Social Care Select Committee
23 October 2014

Dementia Friendly Surrey

Purpose of the report: Performance Management
This report offers a progress update on Dementia Friendly Surrey

Introduction:

1. As part of the Prime Minister’s Dementia Challenge, three of Surrey’s Clinical Commissioning Groups (CCGs) received funding to work towards creating dementia friendly communities in their respective areas.
2. Surrey County Council provided funding and project support to give a countywide scope.
3. Dementia Friendly Surrey was launched in March 2013. It represents a partnership between the NHS and Surrey County Council. It’s aims are to reduce stigma around the condition and create communities where people with dementia and their families can live for as long as possible, feeling supported and included.

Progress against objectives

4. Using the data from the 2012 Public Health Dementia Quiz and feedback from people with dementia and their families/carers, we drew up a set of realistic objectives to define success for the Dementia Friendly Surrey project. The Committee was provided with a report in March 2014, outlining the work streams and progress against our objectives in full (**Annexe 1**). These objectives are set out in the table below, along with a brief summary of progress to date.

Dementia Friendly Surrey Champions	
Recruit 120 Dementia Friendly Surrey Champions	As of 12 September: recruited 172 Champions (103 organisations, 69 individuals)

Dementia training	
Train 50 organisations in basic dementia awareness	As of 12 September: trained more than 500 people from 77 organisations
Recognition scheme	
Support 50 organisations/local communities to use the Alzheimer's Society recognition logo	Have distributed the logo to all organisation Champions
Innovation Fund	
Develop a range of Innovation Fund projects with demonstrable outcomes for people with dementia and their carers	Funded 15 projects (Progress report at Annexe 2)
Public awareness	
Hold 18 public awareness events across the county	Attended more than 20 public events and presented at more than 150 national, local and team meetings
Produce dementia awareness information for public places	Produced a new suite of publicity materials that were distributed to more than 2,000 locations across the county
Minimum of two positive local media features about dementia;	Four positive news features and collaboration with radio
Engage six schools or higher education institutions	Engaged one college and two primary schools and sent Dementia Diaries to all schools
Peer and carers support	
Increase the number of peer support groups in areas where there are gaps	Scoring matrix for Innovation Fund weighted to supporting new groups in gap areas
Increase local carers support	Several new peer support groups set up as part of Innovation Fund

Budget

5. The total budget for the Dementia Friendly Surrey project was as follows:

Project Item	Total spend
Carers	£12,000
Dementia diaries	£2,150
Devolved to CCGs (in line with contributions)	£86,667
Events and stakeholder engagement	£1,902
Innovation Fund	£59,382
Personnel	£94,841
Public Awareness Campaign	£56,494
Publications	£3,123

Training	£140,027
	£456,586

6. Each contributing CCG has received devolved funding in line with their original contribution, to allow them to fund local projects or services as they saw fit.

Lessons learned

7. As with every project, there have been lessons to be learned:
 - a) Engagement and co-design are critical to a successful outcome
 - b) Recruit local dementia champions who can drive forward local efforts
 - c) A flexible approach is required to meet the needs of diverse communities and the range of organisations

Upcoming opportunities

8. Building on the good work over the last year, we have identified the following opportunities to continue focusing our efforts on, to embed the concept of dementia friendly communities:
 - a) Dementia Friendly Towns – we will work with local partners to create towns that are officially ‘dementia-friendly.’
 - b) Encouraging more uptake of training – we will continue to engage with our business and retail sector to encourage their participation
 - c) Re-running the Dementia Quiz – we have appointed a market research company to carry out the survey during September
 - d) A renewed awareness campaign – this will begin in September
9. Dementia Friendly Surrey also supports the general responsibilities in the Care Act, including:
 - a) Prevention through our awareness-raising campaign
 - b) Promoting wellbeing by encouraging people with dementia to remain active and independent, as well as funding local projects to help them do so.
 - c) Giving information and advice through our Innovation Fund projects and various events and publicity materials, signposting to appropriate services.
 - d) Contributing to the Family, Friends and Community Support agenda, which supports the Care Act requirements in relation to assessment and eligibility, by connecting local dementia champions and encouraging people to do their part to make communities dementia-friendly.

Conclusions:

10. Dementia Friendly Surrey has begun to shift the attitudes of the general public, reducing some of the stigma surrounding the condition and helping to build foundations to create truly dementia-friendly communities.

Next steps:

Launch of Dementia Friendly Towns – 5 September 2014 at the Chairman's Dementia Friendly Surrey Champions reception

Dementia Quiz survey – September 2014

Renewed awareness campaign – September 2014

Continued monitoring of the project – final report March 2015

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