



Adult Social Care Select Committee
6 March 2014

Dementia Friendly Surrey

Purpose of the report: Performance Management

Dementia Friendly Surrey was launched in March 2013 to support communities to become more inclusive and supportive of people with dementia and their carers. This report will provide an update on progress one year on and consider the legacy and sustainability of this initiative.

Introduction:

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, an increase of almost 23%. There are also approximately 300 people under the age of 65 living with dementia in the County (young onset).
2. National research suggests that two thirds of people with dementia live in the community and 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 community¹.

Project background and structure

3. Dementia Friendly Surrey is a partnership between Surrey County Council and three GP Clinical Commissioning Groups (CCGs) including Guildford and Waverley, North East Hampshire and Farnham, and North West Surrey. The project has a total budget of £464,000 and uses this to supports communities to work towards a more dementia-friendly future. It is part of the wider Ageing Well programme and is an example of Family, Friends and Community Support in practice.
4. In 2012 Surrey County Council and NHS Surrey commissioned a dementia awareness survey of Surrey residents. Of the 2306 respondents, 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 to².

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5. In Surrey, people living with dementia and their carers have told us that a dementia friendly community is one that enables them to:
 - Carry on doing the things they have always done.
“... a bit more help in shops with choosing items.”
 - Find their way around and feel safe.
“... I think that signposts could be placed at a low level too with larger lettering.”
 - 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.”³
 6. The project has six key areas of work, progress on which is covered in the sections below:
 - 6.1 Dementia Friendly Surrey Champions
 - 6.2 Recognition symbol
 - 6.3 Dementia awareness training offer
 - 6.4 Innovation Fund
 - 6.5 Public awareness campaign
 - 6.6 Peer support and carers needs

Dementia Friendly Surrey Champions

What we set out to achieve

7. 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

8. 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.
9. 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. A list of Champions by Borough and District can be found in **Annex 1**.

10. Champions are taking action in a variety of ways including:
- Delivering dementia awareness workshops to hundreds of people across Surrey.
 - Working with Dementia Friendly Surrey to deliver public awareness events.
 - Committing to train their staff and volunteers through the training programme offered by Dementia Friendly Surrey.
 - Establishing new peer support groups or making existing community groups, clubs and services more dementia friendly.

Champion case studies are shared on a regular basis through the Ageing Well newsletter.

Next steps

11. We will organise a celebratory event for Champions to showcase their work and form links with each other.
12. 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.
13. 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.

Recognition symbol

What we set out to achieve

14. 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

15. 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 retailers' 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: Recognition symbol

Next steps

16. 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.

Dementia awareness training offer

What we set out to achieve

17. 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

18. 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.
19. 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.

- 19.1 DC Leisure runs leisure centres in Waverley and Surrey Heath. The company has committed to training staff in these centres and two short courses have been delivered. 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.

Next steps

20. 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.
21. 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.
22. 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.

Innovation Fund

What we set out to achieve

23. 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 have achieved

24. 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.
25. 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. For a full list of projects please refer to **Annex 2**.

Next steps

26. 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.

Public awareness campaign

What we set out to achieve

27. 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.

What we have achieved

28. 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:

- 28.1 Champions and others continue to run their own events using materials available on the Dementia Friendly Surrey website at www.dementiafriendlysurrey.org.uk. For example, we are working with Guildford Borough Council and local partners to hold Dementia Friendly Guildford week from 22-28 February 2014. The week will offer residents the opportunity to find out more about dementia and local services at an information hub in the town centre and encourage individuals and organisations to take action to make their community more dementia friendly.
- 28.2 The Dementia Friendly Surrey team attend public events and meetings of community groups, such as the Rotary Club, and business networks, such as the Farnham Chamber of Commerce.



Figure 2 Project Officer Liz Tracey with Reigate Rotary Club President David Spurrell

- 28.3 To help young people to understand dementia copies of an informative and easy to read book called *The Dementia Diaries* have 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. Several colleges have expressed interest in supporting Dementia Friendly Surrey. For example, Brooklands College in Weybridge organised a dementia day with their health and social care students.
29. Independent evaluation showed that the campaign had a high impact on those who had seen it. 300 members of the public were interviewed in eight towns across Surrey and key findings include:
- 94% of those who had seen the campaign claimed it had changed their perceptions or increased their understanding of dementia.
 - Campaign awareness was higher in those aged 50 and over.
 - People thought the campaign was empathetic (90%), informative (almost 90%), educational (almost 80%) and thought provoking (65%).

Next steps

30. 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.

Peer support and carers needs

What we set out to achieve

31. 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

32. A mapping exercise of peer support provision across the county has identified the gaps and enabled us to focus efforts to fill these.
33. A number of new peer support groups have been funded through the Innovation Fund. We are also working with some District and Borough Councils to encourage them to use Personalisation, Prevention and Partnership (PPP) funds to establish groups.

34. 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

35. 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 will be made to the Carers Commissioning Group.

Within Surrey County Council

36. 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 3**.
37. 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.
38. 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.

Legacy and sustainability

Local structures

39. 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.
40. 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

41. 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.

Evaluation

42. 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 4** for the draft evaluation plan.

Consultation

43. 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.

Conclusions:

44. Since March 2013 considerable progress has been made in raising the profile of dementia friendly communities work across Surrey and many strands will continue beyond the initial one year project. Achieving real and lasting change requires a sustainable social movement which empowers people with dementia and their carers to have a stronger voice in this work, challenges stigma and reinforces their right to play a full part in their community.
45. Working towards a Dementia Friendly Surrey does not have to cost a lot of money, but maintaining momentum will require a coordinated approach with clear leadership. It will rely on continued commitment from partner organisations and political and community leaders, as well as ongoing campaigns and publicity.
46. As work to grow Family, Friends and Community Support progresses it is important that consideration is given to how this programme can contribute to achieving the vision for a Dementia Friendly Surrey. The Dementia Partnership Board, DLIGs and Ageing Well Steering Group will play a central role in maintaining oversight and ensuring the embedding of good practice.

Recommendations:

47. It is recommended that the ASC Select Committee invites comments on the programme, commends progress and endorses the Directorate approach for taking forward.

Next steps:

48. We will continue to implement the main strands of Dementia Friendly Surrey and begin to conduct a rigorous evaluation.
49. We will continue to report on progress to the Dementia Friendly Surrey Steering Group, Dementia Partnership Board, funding bodies and the Select Committee, as necessary.

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Sources/background papers:

¹ Alzheimer's Society (2012) 'Dementia 2012: a national challenge'. Available at: http://www.alzheimers.org.uk/site/scripts/download_info.php?fileID=1389

² 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

³The full summary of feedback from people with dementia and carers can be found at www.dementiafriendlysurrey.org.uk