

SURREY COUNTY COUNCIL

LOCAL COMMITTEE (REIGATE & BANSTEAD)

DATE: 16 SEPTEMBER 2013
LEAD OFFICER: DONAL HEGARTY
 SENIOR MANAGER, ADULT SOCIAL CARE

SUBJECT: DEMENTIA FRIENDLY SURREY CHAMPIONS – REIGATE AND BANSTEAD

DIVISION: ALL REIGATE AND BANSTEAD DIVISIONS

**SUMMARY OF ISSUE:**

The Prime Minister's Dementia Challenge aims to bring about radical improvements to the lives of people with dementia and their carers. In response to this challenge, Dementia Friendly Surrey was launched to help communities become more inclusive and supportive places for those affected by dementia. By signing up as a Dementia Friendly Surrey Champion, the Local Committee can play a key role in inspiring individuals, groups and organisations to take action in Reigate and Banstead.

RECOMMENDATIONS:**The Local Committee (Reigate & Banstead) is asked to agree:**

- (i) to collectively become a Dementia Friendly Surrey Champion
- (ii) to sign up to the Ageing Well Commitment and select one or more of the pledges set out in Annex 1
- (iii) to identify steps to action these pledges in order to nurture a dementia friendly borough.

REASONS FOR RECOMMENDATIONS:

The number of people affected by dementia in Surrey is high and expected to grow over the next decade as people live longer and diagnosis rates improve. At present the word dementia remains a stigma amongst many people especially those who have little understanding of the condition. As ambassadors for the local community, borough and county councillors can engage local people and partners in this new and important part of the disability rights movement and bring about the greatest positive change in the community.

1. INTRODUCTION AND BACKGROUND:
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1.1 Prime Minister's Dementia Challenge

The Dementia Challenge was launched in March 2012 to bring about radical improvements to the lives of people with dementia and their carers. In response to the Challenge, three of Surrey's Clinical Commissioning Groups (North West Surrey, North East Hampshire & Farnham, and Guildford & Waverley) successfully bid for Government funding to assist in the development of Dementia Friendly Communities. Surrey County Council agreed to contribute additional funding and host the project on behalf of the CCGs to help ensure a strategic and consistent approach across the whole county.

1.2 The project

The Dementia Friendly Surrey project has six main strands of work:

- Training
- Dementia Champions
- Peer Support
- Recognition Scheme
- Rising Community Awareness
- Carer Support

The project has set some very clear targets and objectives against each of these strands to achieve by the end of 2013/14. Progress is good and we are on target to achieve all of the targets. As part of this, Dementia Friendly Surrey wants 120 Champions.

Governance

Dementia Friendly Surrey is sponsored by a wider collaborative programme of work called Ageing Wellⁱ. In response to the growing needs of an ageing population Surrey has developed an Ageing Well Commitment, which describes what ageing well means and what kind of place Surrey needs to be to make it somewhere that people want to live and age in. The Commitment also wants to challenge our views of older people and to look at the many positives that older people bring to local communities.

The Ageing Well Commitment contains 10 pledges that were developed with older people to help ensure that Surrey is a good place to age well in. The first step to becoming a Dementia Friendly Surrey Champion is to pick a pledge or a number of pledges.

In 2012 Reigate and Banstead Borough Council established an Ageing Well group which is attended by borough and county Council officers. The Borough Council has an innovative programme of work in place to deliver schemes and services which help residents to age well in the community. The Dementia Friendly Surrey team will work with borough council officers to identify areas of this programme and any other initiatives which could contribute to developing a dementia friendly borough.

1.3 Equality Act 2010

The Equality Act 2010 places a legal duty on organisations to make reasonable adjustments in their working practices, services and buildings so as not to discriminate and applies equally to people with dementiaⁱⁱ. This is a powerful lever for change.

1.4 The National Dementia Strategy

'The National Dementia Strategy provides a framework for re-engineering health and social care services. The work on dementia-friendly communities is designed to complement that strategy rather than stray into its territory' (Local Government Association, 2010). Understanding the role of the wider community beyond health and care is a relatively new area in dementia.

2. ANALYSIS:

2.1 The challenge we are addressing

Dementia prevalence

In Surrey there are a predicted 15,100 people aged 65 and over living with a dementia and this number is expected to rise by almost 25% by 2020ⁱⁱⁱ. It is important to note that dementia can also affect younger people.

In Reigate and Banstead it is estimated that there are 1,862 people living with dementia^{iv}.

National estimates suggest that two thirds of people with dementia live in the community^v. Therefore there may be approximately 1241 people with dementia living in the community in the borough.

The experience of people with dementia and their carers

61% of respondents to a national survey conducted by the Alzheimer's Society felt that their community does not understand how to help them to live well and 41% felt that they do not have a voice in their community^{vi}.

In a subsequent survey over a third of respondents living with dementia reported feeling lonely^{vii}. Having dementia can mean that people avoid you just when you need your family and friends most.

Public awareness and perceptions

A 2009 review of surveys about dementia in the UK indicated that there is widespread misunderstanding that memory loss and dementia are an inevitable part of ageing^{viii}. This perception is reflected in findings from a survey of 2306 Surrey residents where 80% believed that as we get older, its normal for memory loss to be a problem and affect our lives.

The review of surveys also found that people are not aware of the risk factors for dementia. In the Surrey survey, 25% of respondents were not aware that a healthy lifestyle can reduce the risk of dementia.

The national review also revealed that people generally have negative views of dementia, associated with the later stages of the condition. There is a lack of awareness of the support options available and as a result, people fear dementia and believe nothing can be done to improve quality of life. This perception is not so widespread in Surrey where only 25% of survey respondents believed that once you have a dementia diagnosis there's little that can be done to help you.

2.2 Vision for a Dementia Friendly Surrey

By 2015, the national ambition is to have 20 cities, towns and villages signed up to become dementia-friendly.

The Dementia Friendly Surrey steering group which is made up of representatives from the public, private and voluntary sector, has outlined its vision for what we are trying to achieve.

A Dementia Friendly Surrey

- recognises and values the diversity among individuals with dementia and their carers,
- empowers them to have a strong individual and collective voice with which to communicate their needs and preferences and is responsive to these,
- makes sure they are safe both inside and outside their home, and
- promotes their inclusion in all aspects of community life.

Dementia Friendly Champions can play an important part in spreading the message of the Vision.

2.3 The Prime Minister's Challenge followed several key policy initiatives which provide the context for dementia friendly communities work:

- The World Health Organizations Age-friendly communities programme^x.
- National Dementia Strategy (2009) as outlined in section 1.4,
- Dementia Action Alliance formed in 2010 to provide further impetus for the strategy. The Alliance now has almost 500 member organisations and SCC is one of these^x.

In Surrey the five year joint strategy for dementia and older people's mental health focuses largely on the transformation of health and care services^{xi}. Dementia Friendly Surrey is a complementary programme of work.

3. OPTIONS:

- 3.1** Signing up as a Dementia Friendly Surrey Champion is considered to be the most appropriate and effective way for the Local Committee to contribute to developing dementia friendly communities in the borough. The Champion role is flexible meaning that the Committee can commit to whatever dementia-friendly actions they feel are appropriate and feasible.

Actions could include, but are not limited to:

- attending an information session to improve their own understanding of dementia,
- signposting people in their community to relevant support and services,
- ensuring the needs of people with dementia and their families are considered when decisions are made about borough council services,
- considering use of budget allocations to establish, or support existing schemes that promote the social inclusion of people with dementia and their carers,
- putting dementia on the agenda of community groups and organisations by supporting the community awareness campaign.

4. CONSULTATIONS:

4.1 Nature and extent of consultation

The views of people with dementia and their carers were captured through a survey and group discussions. 23 surveys were completed and 25 group discussions held. Seven surveys were received from the Reigate and Banstead area. Two day centres and two support groups were attended.

4.2 Findings of consultation

Many people reported a positive experience of their local community including helpful shop staff, however, some reported negative experiences such as people staring or making insensitive comments and being rushed by staff in shops and on public transport. Participants called for awareness raising focusing on the general public, customer facing staff and young people.

Poor physical environment and difficulties accessing appropriate transport were felt to be considerable barriers. Poor pedestrian arrangements, lack of suitable parking and poor signage were amongst the factors identified. Maintaining meaningful relationships and strong social networks was highly important to people. Some reported losing friends as the condition progressed. People reported an uneven distribution of peer support groups across the county and called for more informal support such as voluntary buddy schemes specifically for those with dementia.

5. FINANCIAL AND VALUE FOR MONEY IMPLICATIONS:

- 5.1** Becoming a Dementia Friendly Surrey Champion should not entail considerable costs although this would depend on the dementia-friendly actions selected by the Local Committee. Dementia Friendly Surrey can fund any information sessions aimed at improving the Committee's understanding of dementia, provide publicity materials to use in the local area, and offer training to the local community. Councillors may want to consider using some of their budget to support community led initiatives.

6. EQUALITIES AND DIVERSITY IMPLICATIONS:

6.1 An Equality Impact Assessment is currently being undertaken. It is expected that all elements of the Dementia Friendly Surrey project will have a positive effect on people living with dementia and their carers.

Specific effort is being made to engage populations with protected characteristics such as Black and Minority Ethnic communities.

Although dementia largely affects those aged 65 and over, we are ensuring that the perspective and needs of younger people with dementia are considered and addressed.

There is a strong association between Down's Syndrome and dementia. When consulting with people who have a dementia we made an easy read version of the survey available.

7. LOCALISM:

7.1 It is anticipated that as a Champion the Local Committee will be able to engage with communities across the Borough. Encouraging communities to identify the steps they can take to make life better for people with dementia and their families will promote self-reliance.

The dementia-friendly communities movement aims to build on what already exists and make best use of resources. For example, local businesses and services could be encouraged to raise awareness amongst their staff and offer venues for peer support groups, community groups and clubs could consider how they can support members living with dementia, and neighbourhoods could identify ways of supporting neighbours who have a dementia (such as informal buddy schemes).

8. 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.

8.1 Crime and Disorder implications

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.

8.2 Safeguarding responsibilities for vulnerable children and adults implications
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.

8.3 Public Health implications

The campaign will 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.

9. CONCLUSION AND RECOMMENDATIONS:

9.1 Nurturing dementia-friendly communities requires the commitment and action of whole communities. 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 become a Dementia Friendly Surrey Champion.

10. WHAT HAPPENS NEXT:

10.1 Upon agreement that the Committee will become a Champion:

- Dementia Friendly Surrey can arrange a dementia information session for Committee members
- At this session the Dementia Friendly Surrey team can help the Committee finalise what actions they will take as a Champion
- The Committee would then complete the Champion commitment and begin implementing actions.

Contact Officer:

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Consulted:

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 Reigate and Banstead Borough Council Officers.

Annexes:

Annex 1 – Champion Organisation Commitment

Sources/background papers:

ⁱ 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>

ⁱⁱ 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

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- iii Surrey JSNA Dementia Chapter.
 - iv Surrey JSNA Dementia Chapter.
 - v Alzheimers Society. Statistics. <http://www.alzheimers.org.uk/statistics>
 - vi Alzheimers Society. Dementia 2012: A national challenge.
<http://www.alzheimers.org.uk/dementia2012>
 - vii Alzheimers Society. Dementia 2013: The hidden voice of loneliness.
<http://www.alzheimers.org.uk/dementia2013>
 - viii Alzheimers Society. Public awareness of dementia: What every commissioner needs to know. http://www.alzheimers.org.uk/site/scripts/download_info.php?fileID=778
 - ix World Health Organization. http://www.who.int/ageing/age_friendly_cities/en/
 - x Dementia Action Alliance. <http://www.dementiaaction.org.uk/>
 - xi 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