

9 July 2013		ITEM: 5
Health and Well-Being Overview and Scrutiny Committee		
DEMENTIA – EARLY ADOPTER		
Report of: Sarah Turner – NDS Lead and Older People Commissioner		
Wards and communities affected: All	Key Decision: Non-key	
Accountable Head of Service: N/A		
Accountable Director: Roger Harris – Director of Health, Adults and Commissioning		
This report is Public		
Purpose of Report: To brief the Committee re: Thurrock being chosen as an early adopter in the pilot phase for the recognition process for Dementia Friendly Communities		

EXECUTIVE SUMMARY

With nearly 7 out of 10 people with dementia reporting that they have become stigmatised, have lost friends and do not feel part of their own community we all need to know how to help somebody with dementia.

Thurrock has been chosen by the Alzheimer's Society to be part of Dementia Friendly Community recognition process as we have made notable progress locally.

This report briefly details this initiative and the actions being undertaken locally to help people live well with dementia.

1. RECOMMENDATIONS:

- 1.1 For the Committee to support the initiative for Thurrock to become a Dementia Friendly Community and early adopter of the recognition process.**

2. INTRODUCTION AND BACKGROUND:

- 2.1** With 1 in 14 people over the age of 65 and 1 in 6 people over 80 years of age with a form of dementia and with a predicted increase of nearly 25% in the next 7 years in the amount of people in Thurrock with the condition, Dementia is a growing issue.

- 2.2 On 09 May 2013 the Alzheimer's Society invited Thurrock to register as an early adopter for the recognition process for Dementia Friendly Communities. This is because the Society 'recognise[d] the progress [we] have made to date locally in working to make [our] community dementia friendly'. Only those organisations/areas invited were able to register.
- 2.3 A Dementia Friendly Community is one that shows a high level of public awareness and understanding of dementia, is more inclusive of people with dementia, and improves their ability to remain independent and have choice and control over their lives.
- 2.4 The recognition process will ensure that Thurrock works towards a set of agreed standards based on what people with dementia feel is important (based on the seven quality of life outcomes that we know are important to people with dementia and carers, as outlined in the National Dementia Declaration).
- 2.5 By Thurrock becoming a Dementia Friendly Community we hope to ensure that local residents with dementia can live well with the condition and feel a part of their local community. It will take a number of years for Thurrock to fully become a Dementia Friendly Community. A number of steps we have taken/are taking to help us achieve this are as follows;
 - Nearly 80% of people who work for the Council also live locally. We are using this as a catalyst for change by signing up staff to be 'Dementia Friends' and attending a one hour information session. Our goal is to make Thurrock Council the first dementia friendly council.
 - Develop a Thurrock Dementia Action Alliance (DAA). A DAA is a collection of stakeholders brought together to improve the lives of people with dementia in their area. They would usually include a range of organisations within a community and examples would include bus companies, taxi firms, police forces, fire and rescue services, high streets, local authorities, charities, care providers and health trust, faith groups, local associations or schools.
 - Identifying key issues for people with dementia in Thurrock and addressing these through action e.g. Training and Development strategy, Thurrock Dementia Strategy Annual Action Plan
 - Continue to support events and initiatives that raise awareness and reduce stigma e.g. Alzheimer Society events at Libraries
 - Provide information on dementia, available service and support throughout the borough (including family carer support and training).

3. ISSUES, OPTIONS AND ANALYSIS OF OPTIONS:

- 3.1 With the growing number of people with dementia living in Thurrock we can not opt to do nothing but instead must act. Without the support of the community, people with dementia will continue to be stigmatised and isolated. This will result in increased strain on the health and social care system.

4. REASONS FOR RECOMMENDATION:

- 4.1 So that the Committee is aware and supportive of Thurrock's commitment to become a Dementia Friendly Community.

5. CONSULTATION (including Overview and Scrutiny, if applicable)

- 5.1 There is not a requirement for wider consultation as the Alzheimer's Society assessed our suitability to be part of this programme. Part of the purpose of this paper is to consult the Committee on this issue.

6. IMPACT ON CORPORATE POLICIES, PRIORITIES, PERFORMANCE AND COMMUNITY IMPACT

- 6.1 This should have a positive impact on our local community by reducing stigma, increasing awareness and helping people to live well with dementia and fully participate in their local community.

This initiative supports Thurrock's 'Living Well with Dementia strategy' and priority four of Thurrock's Community Strategy - 'Improve Health and Well-Being'.

7. IMPLICATIONS

7.1 Financial

Implications verified by: **Mike Jones**
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There is no cost involved in registering to be a Dementia Friendly Community. By the community knowing how to respond and help people with dementia this should result in less strain on health and social care services.

7.2 Legal

Implications verified by: **Shahnaz Patel, Senior Solicitor**
Telephone and email: **0208 227 3562**
Shahnaz.patel@BDTLegal.org.uk

There are no legal implications. The Alzheimer's society, not the Council has responsibility for administering the recognition process.

7.3 Diversity and Equality

Implications verified by: **Rachel Cole**
Telephone and email: **01375 652472**
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People with dementia are stigmatised and do not feel part of our community. There are no adverse implications but instead this initiative should reduce stigma and result in people with dementia continuing to be a full member of their community.

7.4 Other implications (where significant) – i.e. Section 17, Risk Assessment, Health Impact Assessment, Sustainability, IT, Environmental

N/A

BACKGROUND PAPERS USED IN PREPARING THIS REPORT (include their location and identify whether any are exempt or protected by copyright):

- General information on DAA - http://www.dementiaaction.org.uk/local_alliances
- Alzheimer's Society Response on the Recognition Process for Dementia Friendly Communities - http://www.dementiaaction.org.uk/local_alliances
- National Dementia Declaration - http://www.dementiaaction.org.uk/who_are_we/national_dementia_declaration
- Essex, Southend and Thurrock Dementia Strategy - <http://www.thurrock.gov.uk/socialcare/support/content.php?page=dementia>
- Dementia Care and Support Action Plan - <http://www.thurrock.gov.uk/socialcare/support/content.php?page=dementia>
- Thurrock Dementia Annual Action Plan – While the webpage is undergoing improvement, please contact Sarah Turner on the details below for an electronic copy.

APPENDICES TO THIS REPORT:

- N/A

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