



# Cabinet Meeting

## 23 July 2014

<b>Report title</b>	Refreshed Joint Dementia Strategy and Implementation Plan 2014-2016	
<b>Decision designation</b>	AMBER	
<b>Cabinet member with lead responsibility</b>	Councillor Steve Evans Cabinet Member for Adult Services	
<b>Key decision</b>	Yes	
<b>In forward plan</b>	Yes	
<b>Wards affected</b>	All	
<b>Accountable director</b>	Sarah Norman, Community Directorate	
<b>Originating service</b>	Commissioning – Older People	
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<b>Report to be/has been considered by</b>	Adult and Community Scrutiny Panel Health and Wellbeing Board Clinical Commissioning Board Group	8 July 2014 9 July 2014 3 September 2014

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### Recommendation(s) for action or decision:

The Cabinet is recommended to:

Approve the refreshed Joint Dementia Strategy and Implementation Plan 2014 -2016.

## **1.0 Purpose**

- 1.1 To seek approval from Cabinet for the draft Refreshed Joint Dementia Strategy and Implementation Plan 2014-2016.

## **2.0 Background**

- 2.1 The National Dementia Strategy was published in February 2009, setting out a vision for transforming dementia services by achieving better awareness, early diagnosis and high quality treatment at whatever stage of the illness and in whatever setting.
- 2.2 In 2010/11 the Department of Health set four priority areas to support local delivery of the Strategy. These areas provided a focus on activities that are likely to have the greatest impact on improving quality outcomes for people with dementia and their carers.

- 1. Good quality early diagnosis and intervention for all**
- 2. Improved quality of care in general hospitals**
- 3. Living well with dementia in care homes**
- 4. Reduced use of antipsychotic medication**

- 2.3 These areas provided a focus on activities that are likely to have the greatest impact on improving quality outcomes for people with dementia and their carers.
- 2.4 In response to the above requirements Cabinet approved a two year Joint Dementia Strategy on the 23 March 2011. This strategy has now been reviewed with an updated implementation plan in response to current drivers. The Draft Refreshed Joint Dementia Strategy is attached to this report attached to the report.

## **3.0 Progress**

- 3.1 The Health and Social Care Act (2012) set out a new responsibility for the National Institute for Clinical Excellence (NICE) to develop guidance and associate quality standards in order to better serve people with dementia. These standards are also supported by the Social Care Institute for Excellence (SCIE).
- 3.2 In 2012, the Prime Minister issued a dementia challenge setting the goal of ensuring that the diagnosis, treatment and care of people with dementia in England should be among the best in Europe. A Central Government Mandate to NHS Commissioning Boards followed focusing on tackling barriers that stop services working together to serve people with dementia.
- 3.3 A number of actions have been completed from the current strategy:
- Development of health and social care managers and staff across the city in the care economy to becoming leaders and champions of dementia
  - Dementia ward and outreach service at New Cross Hospital
  - A Dementia Friendly Communities Conference in response to the Prime Minister's Challenge on dementia
  - Established Wolverhampton's local Dementia Action Alliance Forum

- Evaluation and Value for Money Review of Inpatient/Residential Facilities for People with Dementia
- Improving standards in care homes in response to quality concerns
- Raising awareness for GP through a GP education event
- Wolverhampton Arts and Culture Services (WAVE) engage and support people living with dementia to access arts and cultural activities
- Development of six Dementia Cafés across the city, one for people who speak Asian languages and one for the Black African/Caribbean community
- A two year programme raising public awareness of dementia
- Development of pilot project using ‘Smart Technology’ and smartphones to raise awareness of dementia and local services

### **3.4 Consultation and review**

3.4.1 The current strategy has been subject to the following consultation process:

- Alzheimer’s Society consulted with people living with dementia and their carers regarding their experiences and views on the services they receive and the support they require as their journey with dementia progresses
- GP’s and other health care professionals were consulted at the GP Education Event
- A local Dementia Review was carried out by Public Health for Wolverhampton

### **4.0 Financial implications**

4.1 The recommended strategy is consistent with the approved Medium Term Financial Strategy; there are therefore no financial implications arising from the report. Any additional actions ensuing from the strategy will be subject to the normal governance requirements, including if appropriate, budget approvals.  
[DK/19062014/A}

### **5.0 Legal implications**

5.1 There are no legal implications associated at this stage with the report.  
[RB/23062014/G]

### **6.0 Equalities implications**

6.1 This report has equality implications and Equalities Analysis has been undertaken. It will continue to be reviewed and monitored as part of the future implementation plan

### **7.0 Environmental implications**

7.1 There are no environmental implications associated at this stage with the report.

### **8.0 Human resources implications**

8.1 There are no human resources implications associated at this stage with the report

**9.0 Corporate landlord implications**

9.1 There are no corporate landlord implications associated at this stage with the report

**10.0 Schedule of background papers**

10.1 There are no additional supporting papers

# Refreshed Joint Dementia Strategy for Wolverhampton

## 2014- 2016

**Wolverhampton**  
City Council



**Wolverhampton City**  
Clinical Commissioning Group

**Black Country Partnership**   
NHS Foundation Trust

**The Royal Wolverhampton**   
NHS Trust

## Foreword

Currently one of the biggest challenges facing health and social care is dementia. Here in Wolverhampton we have developed our first Joint Dementia Strategy to reflect the significant national and local vision for transforming dementia services. However, bearing in mind the range of needs of people and families, the increasing prevalence of dementia and the pressure on finances, it is critical that we identify and harness all the resources to serve people with dementia well.

I'm really pleased with the work we've done so far and the commitment we've seen from individuals and organisations to improve services for people with dementia. Now we want to take things one step further by becoming, and being recognised as, a dementia-friendly city. To do this we need the help and support of local businesses, religious groups and other organisations, including health and social care, which everyone, including people with dementia need to access on a daily basis.

As described in the strategy we are setting up a framework and programme for delivering improvements over the next two years. Throughout this time we will be searching for good practice and innovation and checking with people with dementia and their families that we are achieving the outcomes they expect.

I look forward to seeing all of these aspirations become a reality.

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**Wolverhampton**  
City Council



**Wolverhampton City**  
**Clinical Commissioning Group**

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**Black Country Partnership**   
NHS Foundation Trust

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**The Royal Wolverhampton**   
NHS Trust

## Introduction

This Refreshed Joint Dementia Strategy brings together the learning from the previous strategy along with the outcomes of locally commissioned research to effect change over the next eighteen months.

The strategy strives to deliver:

- Commitment and energy – to generate enthusiasm from all partners
- A person centred approach in response to people with dementia
- A standard of excellence and quality improvements

This Strategy is inclusive of all citizens, including those of working age, adults who may have a learning disability or other long term health conditions that impact on their cognitive abilities.

This strategy should be read in conjunction with the Joint Carers' Strategy; Joint Intermediate Care and Reablement Forward Plan, and Living Well in Later Life.

## What is Dementia?

Dementia is an umbrella term used to describe many different types of dementia. The following are the most prevalent:

- *Alzheimer's Disease*
- *Vascular Dementia*
- *Dementia with Lewy bodies*

All dementias produce a decline in a person's cognitive (intellectual) abilities, affecting memory, language, understanding, reasoning, problem solving, and concentration, but each person's dementia is unique and will impact on individual lives in very different ways.

The prevalence of dementia increases with age with 1 in 50 people between the ages of 65 and 70 having a form of dementia, compared to 1 in 5 people over the age of 80. However, there are a number of people under 65 living with dementia and this number is increasing.

Dementia makes demands on families, local support networks and communities, and services supporting the person with dementia need to be flexible and responsive to the individual needs being presented.

## Person Centred Approach

Professor Tom Kitwood (1997) pioneered a new culture approach to dementia care, developing an enriched model of support that moved the focus away from the neurological impairment (brain damage) and back on the person.

Kitwood's emphasised the need to consider and protect all of the things that make every person, including people with dementia, unique human beings:

- Personality
- Biography
- Social Psychology
- Health
- Fitness

These are described as the things that enrich everyone's life and represent the elements that need to be supported in order to retain a healthy, positive well-being.

Brooker (2007) further developed this new person centred culture as a VIPS model:

**V** = a *value* base that asserts the absolute value of all human lives

**I** = an *individualised* approach, recognising uniqueness

**P** = Understanding the world from the *perspective* of the person with dementia

**S** = Promotion of a positive *social psychology* in which the person living with dementia can experience relative well-being

This is the person-centred value base adopted by the Department of Health and is the foundation of Wolverhampton's Joint Dementia Strategy.

A key objective for this strategy is to ingrain this approach across all pathways and journeys serving people with dementia. In short,

*'A person centred approach towards people with dementia is what we do.'*



## What are the key drivers for change?

### Demographic Growth/Prevalence

In the context of a 26% contraction in budgets, serving the needs of a growing number of people with dementia is a high priority item for all public sector organisations. This driver can be summarised as more people to serve with less money.

The following are the main headlines in relation to demographic growth:

- 21 million people in the UK know a close friend or family member with dementia – 42% of the population
- Dementia costs the UK economy £23 billion a year, more than cancer and heart disease combined (Alzheimer's Society, 2014)
- In the 65 plus population, the likelihood of developing dementia doubles every 5 years and 1 in 3 will have dementia by the time they die
- There is a new case of dementia every four seconds and by 2020 there will be 70 million people living worldwide with the condition (World Health Organisation)

A 2014 Public Health review of dementia in Wolverhampton has highlighted the following:

- The 'Putting Dementia on the Map' tool estimates 3,600 people living with dementia in the city
- 1,604 people are registered with a formal diagnosis, a diagnosis rate of 44.5% similar to the national average
- The above figures mean that 2000 people with dementia do not have a formal diagnosis
- An estimated 68% of people with dementia live in the community, whilst 32% live in residential care
- The population of people with dementia living in Wolverhampton will increase by 61 people per year between 2015 and 2020

### State of the Nation Report

In 2013 the Department of Health (DH) published '*Dementia: A state of the nation report on dementia care and support in England*'. This report included data from a range of organisations and delivered an interactive online map to show the quality of dementia care and support in local areas – <http://dementiachallenge.dh.gov.uk/map/>

The report highlights the following:

1. The scale of the challenge

- a. There are approximately 670,000 people in England living with dementia
- b. This number will double in the next 30 years
- c. Dementia in England costs the economy £19 billion a year
- d. There are an estimated 550,000 carers of people with dementia

## 2. Prevention and diagnosis

- e. More needs to be done to prevent dementia through the impact of healthy lifestyle choices; for example, smoking, alcohol and obesity can affect many types of dementia, in particular vascular dementia
- f. Timely diagnosis is important as it helps people with dementia and their families to get the support they need and to plan for the future

## 3. Living with dementia

- g. Two thirds of people with dementia live in the community, which means services need to be tailored towards enabling people to continue living independently and avoid crisis situations which can lead to unnecessary hospital or care home admission
- h. Where admission to hospital cannot be avoided, people with dementia should receive high-quality compassionate in-patient care
- i. One third of people with dementia live in residential care (*two thirds of the care home population*), which means there is need for *all* care homes to provide high quality, personalised care, helping individuals to live as fulfilling a life as possible
- j. It essential to ensure that antipsychotic drugs are appropriately prescribed, and, if prescribed, reviewed on a regular basis
- k. People with dementia should receive early support to discuss palliative and end of life care as part of planning for their future

## 4. Dementia education and training

- l. All staff involved in the care of people who may have dementia should have the necessary knowledge and skills to provide the best quality of care

5. Dementia friendly communities

- m. The development of dementia friendly communities should be a priority
- n. Communities should be addressing and raising public understanding, challenging attitudes which prevent people with dementia living life to the full

**What are the national and local priorities?**

The National Dementia Strategy was published in February 2009, setting out a vision for transforming dementia services by achieving better awareness, early diagnosis and high quality treatment at whatever stage of the illness and in whatever setting.

In 2010/11 the Department of Health set four priority areas to support local delivery of the Strategy. These areas provided a focus on activities that are likely to have the greatest impact on improving quality outcomes for people with dementia and their carers.

**Good quality early diagnosis and intervention for all** – Two thirds of people with dementia never receive a diagnosis; only a third of GPs feel they have adequate training in diagnosis of dementia

**Improved quality of care in general hospitals** – 40% of people in hospital have dementia; compared to the general population, people with dementia have worse outcomes, stay longer as an inpatient; have higher mortality rates and are at increased risk of becoming institutionalised

**Living well with dementia in care homes** – One-third of people with dementia live in care homes and at least two-thirds of all people living in care homes have a form of dementia; dependency is increasing; behavioural disturbances are highly prevalent and are often treated in-appropriately with antipsychotic drugs

**Reduced use of antipsychotic medication** – There are an estimated 180,000 people with dementia on antipsychotic drugs. In only about one third of these cases are the drugs having a beneficial effect, with 1800 excess deaths per year as a result of this prescription

The Health and Social Care Act (2012) set out a new responsibility for the National Institute for Clinical Excellence (NICE) to develop guidance and associate quality standards in order to better serve people with dementia. These quality standards are contained in the Appendices of this strategy and cover the care and support provided by all staff, including a range of quality statements intended to improve the structure, processes and outcomes across health and social care. These standards are also supported by the Social Care Institute for Excellence (SCIE).

Also in 2012, the Prime Minister issued a dementia challenge which, whilst recognising dementia as the most feared illness in England by those over 65, accepted it had not received

the attention and resources it deserves. To rectify this position, the Prime Minister set the goal of ensuring that the diagnosis, treatment and care of people with dementia in England should be among the best in Europe. This was followed by the Central Government Mandate to NHS Commissioning Boards which included a focus on tackling barriers that stop services working together to serve people with dementia.

### **What have we done so far?**

To implement the first Joint Dementia Strategy, a multi-agency steering group was charged with the delivery of a number of actions in response to national and local priorities:

#### **Developing Leaders and Champions**

In 2012, the University of Worcester, Association of Dementia Studies were commissioned to deliver bespoke training for managers and frontline care staff from across health and social care. The work undertaken by Wolverhampton City Council is providing the Action Learning Sets in Leadership and in Dementia Champions and has been a real innovation in helping staff involved in the care of people living with dementia across the city, to skill-up to an advanced level of practice. Of particular benefit has been including staff from health, social care, third sector and private providers in coming together for an extended period to learn and develop practice using the same frame-work. This has led to real added value in breaking down barriers between services at the same time developing knowledge and skills in working with people with dementia and their families.

This commission resulted in 80 dementia leaders and champions working across the city to deliver a number of local projects: For example,

- A care home developed their business plan by involving residents, resulting in a much improved physical environment.
- A story book approach was introduced in a care home, providing staff with the information about the person, helping in the delivery of a person centred approach
- A Day Centre introduced 'History Life Books' that captured memories and stories about a person's life.
- A Nursing Home underpinned the work from the leaders and champions training with the gold standards framework, incorporating the principles of VIPS across their life care pathway. This is embedded in the nursing home's statement of purpose, training and supervision
- A work book approach was developed in a Community Resource Centre giving members of staff the opportunity to reflect on their care practice before and after the dementia training workshops

- I-Pads have been introduced in a Resource Centre , giving people with dementia the opportunity to access movies and music from the past and to research local areas and topics of interest – this content is used in subsequent group and one-to-one discussions
- iPods; headphones and docking stations have been introduced in care homes, enabling people with dementia to access music of choice for use in group activities; reminiscence therapy or simply individual, private enjoyment and relaxation

## **Dementia Ward and Outreach Service**

In 2009, a dementia ward and outreach service was commissioned at New Cross Hospital.

This project developed and delivered a range of interventions to improve in-patient outcomes for people with dementia and their families: For example,

- A Care Bundle approach for patients with dementia – ensuring that information was gathered from families to maximise communication, nutrition & hydration, and the physical environment for each individual patient
- A specialist dementia acute medical ward providing an appropriate environment for people with dementia where staff can implement the care bundle
- A Dementia Outreach Team identifying patients for admission to the specialist ward and supporting use of the care bundle on other wards caring for people with dementia
- Trained volunteer buddies supporting staff and patients on the specialist ward by following the principles of the care bundle approach;
- Staff training and development: The Dementia Training Programme providing courses for all staff at all levels
- Dementia-friendly physical environment implementing dementia-friendly design principles in the specialist ward and across the wider hospital
- The integrated dementia pathway ensuring people with dementia and their families receive a quality service from beginning to end
- Organisational leadership and commitment to implementing excellence in dementia support and engagement to make the delivery of high quality care a priority and bring about a culture change at all levels across the Trust

In June 2012 The University of Worcester was commissioned to evaluate the project by the Strategic Health Authority and Royal Wolverhampton Hospitals.

This was followed in 2013 by an independent evaluation in by Dementia Care Matters, including a comparator inpatient experience perspective of other wards at New Cross Hospital and two wards at Queen Elizabeth Hospital in Birmingham. This evaluation delivered the following recommendations:

- Setting the minimum standards for all wards regarding dementia specific design and costs would begin to prepare for the projected increase of people living with dementia using acute services and in the longer term might lead to less need for a hub ward of excellence
- Expanding opportunities for an increased Outreach team into the hospital and also into the community/other care services would likely achieve the greatest cost savings on bed usage in hospitals
- Investing in enhanced dementia care training across the hospital, but not at an awareness raising level but at a measurable skills level, would continue to improve the quality of lived experience on wards
- Examination of a comprehensive range of dementia services joining together acute services, mental health services and rehabilitation and reablement is required as there are gaps in community base services

### **The Prime Minister's Challenge on Dementia**

The local response to the Prime Minister's challenge was launched at a one day Dementia Friendly Communities conference held at Wolverhampton Science Park in October 2012.

The focus of the conference was to encourage and involve a number of commercial sector companies and religious organisations to do more to help and support people with dementia in Wolverhampton. With this in mind, 300 invitations were sent to banks, building societies, retailers, churches, temples. Over 200 people attended the event.

People with dementia were at the forefront of the day, speaking from the main stage about their lives, delivering the message that it is possible to lead a fulfilling life with care and support that is both sensitive and flexible.

A number of organisations, including Asda, Costa Coffee; Wolverhampton Interfaith Network, West Midlands Police; West Midlands Fire Services all declared their support for the campaign and their aspiration and intention to become more dementia friendly – A number of organisations in Wolverhampton have registered their commitment and Action Plan towards becoming a dementia friendly city.

There were several key messages and recommendations that emerged from the conference:

- Wolverhampton City Council will bring together organisations from across the city by hosting a Dementia Action Alliance Forum
- Receiving a diagnosis of dementia is a major life event and ignorance of dementia among family and friends as well as the general population may mean that others respond negatively. A better awareness and understanding on the condition needs to be well publicised reaching out to every section of the communities including institutions such as schools, universities and places of worship

- Everyday community activities can be challenging such as withdrawing money at the bank, paying bills, shopping and using public transport, and trying to carry on daily life as before becomes more difficult and problematic. Commercial sector businesses need to ensure that they make the necessary adjustments and train all their frontline staff in order to deliver a flexible sensitive service
- People with dementia can feel disconnected from groups, friends, activities and places. A public awareness campaign needs to ensure that the information on dementia reaches all sections of the community and individuals in their spoken language
- A major incentive for businesses to become more dementia friendly is the increase in the numbers of people with dementia over the next twenty years and their purchasing power. If people with dementia are not welcomed into everyday activities or organisation the loss will be felt by the commercial sector

### **Wolverhampton Dementia Action Alliance Forum**

A Wolverhampton Dementia Action Alliance Forum has been established, which is open to all organisations operating in Wolverhampton wanting to become dementia friendly. The first meeting was held in April 2014 attended by sixteen commercial sector business organisations and Terms of Reference on the purpose of the group has been agreed. All participating organisations will develop their Action Plans to improve services for people living with dementia.

Organisations were asked to encourage other businesses in their network to join the dementia friendly campaign for Wolverhampton.

### **Evaluation and Value for Money Review of Inpatient/Residential Facilities for People with Dementia**

Community Gateway, an independent sector organisation was commissioned to undertake an evaluation and value for money review on inpatient and residential facilities across the City for people with dementia.

This evaluation was completed in February 2013 and reached the following recommendations:

- A refreshed joint commitment to deliver the priorities of the Dementia Strategy should be made by all key stakeholders
- The Memory Service should be formally commissioned
- The GP register should be brought up to date and a study undertaken to understand the reasons for the wide variation of diagnostic rates for people with dementia

- A market review and commissioning plan should be completed to improve care homes and day care experience for people with dementia, particularly for people with more challenging needs
- Consideration should be given to better alignment of services across health and social care, including a care pathway
- Reablement and rehabilitation services need to be more accessible for people with dementia

### **Improving Standards in Care Homes**

In response to safeguarding and quality concerns, in 2012 the University of Bradford (School of Dementia) were commissioned to work with a number of care homes to evaluate and improve practice with the use of Dementia Care Mapping (DCM).

DCM delivers the perspective of the person with dementia on the quality and impact of the care received, including how they spend their time; the impact of intervention and their levels of well-being. The following was delivered as part of this commission:

- Each home received a six hour map of a formal care environment by 2 mappers
- Using the data collected and Action Plan was produced for the home to improve person centred care and well-being
- A follow-up six hour review map was completed three months later to check progress against the Action Plan
- A second Action Plan was produced

The general recommendations for care homes across the city from this work can be summarised under three themes:

#### *People with dementia*

- To have increased opportunities for interaction meaningful activities and occupation and have access to objects in the environment and enhance opportunities for engagement
- To have opportunities to go outside into the garden areas and engage in community outings

#### *Staff*

- To work with residents and their families to develop life stories and apply their knowledge of the person's life story to assist individuals to engage in life in a meaningful way



- To develop personalised rummage boxes for individuals based on knowledge of their life history
- To eliminate care practices which risk undermining people's psychological needs and understand how to enhance psychological well-being for residents
- To look at reasons why people are disengaged, in low mood or in distress
- To review sleep patterns for the residents

### *The environment*

- To enhance orientation throughout the homes by use of appropriate signage and contrasting colour
- To look at ways of making the units less noisy and consider provider alternative stimulation and relaxation for residents instead of the television
- To consider how to make mealtimes a social, calm and enjoyable experience for people

### **Wolverhampton Arts and Culture Services**

In 2013, Wolverhampton Arts and Culture Services (WAVE) in partnership with the Grand Theatre and the English Touring Opera Company were commissioned to deliver the following:

1. Engage and support people living with dementia to access arts and cultural activities
2. Raise awareness of people living with dementia participating in normal and enjoyable activities in the local community
3. Improve the wellbeing and quality of life of older people and those living with the various forms of dementia
4. Raise the profile of the Arts and Social Care Programme at WAVE
5. Contribute towards making Wolverhampton a Dementia Friendly City

Inspired by objects in the collection of Wolverhampton's Arts and Heritage Service, 30 people with dementia came together and worked with a writer, composer and musicians to write their own songs and deliver a staged opera in front of a specially invited audience of family and friends at the Grand Theatre on 17 April 2013. The publicity surrounding this event helped to raise awareness demonstrating that by providing the right support, people with dementia can continue to take part in activities and lead fulfilling lives.

In addition, the 'Memories in the Making' work undertaken by Wolverhampton's Arts and Heritage service (WAVE) has sought to integrate people with dementia into activities at the Art Gallery and Bantock House Museum: for example,

- Conversation groups have been designed and delivered for people with dementia

- The sculpture gallery includes poetry written by people with dementia – a powerful reminder to visitors that people with dementia are capable of creative, insightful and personal interpretation of works of art
- People with dementia living in care homes have taken part in art and reminiscence activities including the innovative use of iPads – evaluation showing that these activities improved participants' concentration, mood and general wellbeing

In total, 30 sessions have been delivered in 4 care homes. By creating a familiar combination of gentle exercise, memory games, reminiscence sessions and creativity, participants are encouraged to rediscover their prior selves within a safe setting.

### **Dementia Cafes in Wolverhampton**

Wolverhampton City council has commissioned the Alzheimer's Society to facilitate six Dementia Cafes held at carefully selected venues throughout the city.

Three of the Cafes were opened in 2011 and a further three in April 2013.

Two Cafes offer a specialist provision – one for people who speak Asian languages and one for the Black African/Caribbean community.

The Cafes provide an opportunity for people with dementia to socialise in a friendly peer group atmosphere, with a variety of guest speakers delivering information and advice, talks, reminiscence and entertainment therapies.

A critical part of the Cafes remit is the support it provides for carers, and carers have said that their relative with dementia is much calmer; it lifts their mood, they don't feel so isolated and it is great to have somewhere to go where they can 'fit in' and be themselves.

In addition, the cafes are supported by a Dementia Support Worker to work with individuals requiring more detailed or emotional support on either a 1:1 or group basis. These interventions are issue-based and help to avoid crisis situations developing for either the person with dementia or their carer.

The following table highlights a steady rise in Café attendance figures for 2013;

<b>April</b>	<b>May</b>	<b>June</b>	<b>July</b>	<b>August</b>	<b>Sep</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>
<b>67</b>	<b>78</b>	<b>79</b>	<b>99</b>	<b>106</b>	<b>90</b>	<b>126</b>	<b>140</b>	<b>119</b>

This service is growing in Wolverhampton and the feedback from service users and professionals is overwhelmingly positive.

### **Raising Public Awareness in Dementia**

In 2013, Alzheimer's Society was commissioned to deliver an Information Awareness Programme across the city, including an improved understanding of dementia and signposting

to appropriate services; strategies to reduce stigma, promote the benefits of early diagnosis and provide sections of the community with targeted advice.

An Information Worker was engaged to work with schools, GPs, professionals, organisations (including churches, temples and mosques), businesses and community groups. The campaign began with a letter to all medical practices and meetings are under-way with practice managers to discuss ways to improve diagnosis rates and support patients with dementia and their carers. Schools are also being invited to book awareness sessions and the '*Dementia 4 Schools Resource Pack*' is being introduced as a teaching aid.

Information and awareness sessions have already been held for Age UK; Heath Town Senior Citizens Welfare Project; care homes; community support officers from the Police; local churches and tenant's groups. Further sessions are scheduled for the Police; Mander Centre staff; Pensioners Convention; Women of Wolverhampton Group; Wolverhampton's Interfaith Network, and several older people's friendship groups. An information stand was displayed at the carers' forum and will be deployed across the year in libraries, community centres, Civic Centre, Mander Centre, and at events such as the City Show and 'One 4 All' health event. A bilingual volunteer has been recruited to help engage with the Punjabi-speaking community and more volunteers are being sought from the university's active volunteer programme and the voluntary sector council.

During Dementia Awareness Week, a media campaign was deployed by the Council's communications team to promote the information project and its programme of events across the City.

## **Smart Technology**

In partnership Wolverhampton City Council and the University of Wolverhampton have developed a pilot project using Near Field Communication (NFC) smartphone technology to increase awareness of dementia. The project will be supported at all stages by service users and other experts in dementia care and will be subject to independent evaluation, resulting in a report on the project findings together with recommendation of future applications. The project is targeted towards people of all ages within the community and the workforce who may be involved in providing universal services. The aims of the project are as follows:

1. To improve awareness of dementia within the community, public and private sector workforce
2. To improve public awareness of dementia
3. To give information about support services

Posters will be presented at public locations operated by local organisations involved with the project including Asda, Costa Coffee, Lloyds Bank, West Midlands Travel, local telecommunication stores, and Wolverhampton University, schools, colleges and the council.

## GP Education Event

In 2013, the University of Wolverhampton were commissioned to deliver a workshop for eighty-two health and social care professionals, including twenty-one GPs, with the purpose of achieving the following outcomes:

1. An improved awareness of a range of dementia related issues: for example, end of life care, delirium, carer perspectives, early diagnosis, managing distress
2. A platform for discussion about the progress of the joint strategy and an opportunity to inform future developments
3. An opportunity to raise questions and ideas regarding future strategies to improve the person's life style and journey with dementia
4. An opportunity to discover local support services through a 'market style' promotion.

The following suggestions were made for inclusion in the refreshed strategy:

- There needs to be an increase in psychology services for people with dementia
- More home based respite should be developed
- Joint research should be completed regarding reasons for re-admission to hospital
- More research is needed about the use of advanced directives; what system works well and why this has not been taken up in Wolverhampton
- Improved awareness training needs to be delivered to all levels of staff, particular in relation to working with people in distress and reducing the use of anti-psychotic medication
- There needs to be wider participation in the development and delivery of the strategy, with a shared commitment.

## Consultation event with People with Dementia

As part of the evaluation and refresh of the Joint Strategy, in August 2013 Wolverhampton City Council commissioned Alzheimer's Society to consult with people living with dementia and their carers in order to seek their experiences and views on the services they receive and the support they require as their journey with dementia progresses.

The workshop was attended by 24 people with dementia and the results of participant's responses grouped into six themes:

### Emerging concerns and seeking a diagnosis

'I was in denial'  
'We did not know what was going on'  
'It took too long (12 months) to find out what was wrong'  
'Memory clinic pointed us to the right direction but that was after we had waited to see them'

### The diagnosis process

'Frightened when specialist said dementia'  
'Had to pay to get a diagnosis as no-one was listening' (person with younger onset)  
'GP not interested one diagnosis made'  
'Language confusing'  
'Don't just give out books – need someone to talk to instead'

### Post diagnosis Support

'Need more public awareness'  
'Schools information programme would be good'  
'Tell the carer more about the progression of dementia'  
'People talk about dementia more now'  
'We were told – you are just getting old'  
'Dementia swept under the carpet in some communities' (Afro Caribbean)  
'Was ashamed of myself before I went to the dementia café'

### On-going Support Needs

'Dementia friendly accreditation scheme so we know where to go'  
'More groups needed where we can talk about dementia'  
'Training programme for carers would be useful'  
'Need support service where we can call and you are there when needed'  
'Assistive technology is a great help'  
'Respite when I need it'

### Other issues

'More money needs to be spent on dementia research'

### Progress over the last 2 years

There is an acknowledgement that awareness of dementia in Wolverhampton is improving but that more needs to be done particularly as some of the misconceptions about dementia are deep rooted. The speed of recognition of symptoms and the diagnosis process remains a concern and would be the area most would choose to invest any additional funds

## What do we need to do next?

The Joint Dementia Strategy 2014-2016 will be underpinned by a person centred philosophy and approach across all journeys and pathways. For example, Wolverhampton City Council's Citizen's Journey:

The strategy will focus on the delivery of six priority outcomes:

- To deliver good quality early diagnosis and intervention
- To deliver improved quality of care
- To deliver a Dementia Friendly City
- To deliver an Integrated Dementia Pathway
- To deliver Home as the Hub
- To deliver Better Care Fund Work Streams

These priorities will be delivered through the Better Care Fund.

## Better Care Fund

The Better Care Fund will ensure that the Wolverhampton health and social care economy is working in an integrated way to deliver the most efficient and effective response to the needs of all users and patients. It recognises and protects early stage interventions and the contribution they make to restoring and maintaining independence; reducing unnecessary hospital admissions; facilitating discharges back home and improving the quality of care for all.

Health and Social Care partners have agreed a vision for the delivery of the Better Care Fund under the heading 'Wolverhampton, One Ambition, Working as one, for everyone'.

Strategic Objective	One Ambition	Working as One	For Everyone
What Are We Trying To Do?	Single Plan Sharing everything Prevention & Recovery	Integrated Pathways All Partners Working Together Shared Sustainable Outcomes	Each Individual Keeping People Well Self-caring Communities
	<b>Right Care</b>	<b>Right Place</b>	<b>Right Time</b>

Building on the success and learning of the Joint Dementia Strategy 2012-14 the Better Care Fund will include a focus on dementia with the following dementia related work streams:

<b>Dementia Services</b>	To provide holistic services that keep people with dementia well and independent	<ul style="list-style-type: none"><li>• Single Assessment Process</li><li>• Increased access To Resource Centres</li></ul>	<ul style="list-style-type: none"><li>• Dementia Hub</li><li>• Improved diagnosis and recording rate in Primary Care</li></ul>
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## Priority Actions and Implementation Plan

In addition, from the analysis of the current strategy, there are a number of priority actions going forward:

Outcome	Actions	By
To deliver the Better Care Fund Work Streams	<ul style="list-style-type: none"> <li>• Deliver a Single Assessment Process</li> <li>• Deliver improved access to rehabilitation services</li> <li>• Deliver a Dementia Hub</li> <li>• Deliver improved diagnosis and recording rate</li> </ul>	<p>Mar 2016</p> <p>Mar 2015</p> <p>Mar 2016</p> <p>Mar 2016</p>
To deliver Wolverhampton's Public Health Dementia Review recommendations	<ul style="list-style-type: none"> <li>• Clarify joint commissioning arrangements</li> <li>• Complete a comprehensive review of health and social care spend</li> <li>• Develop a comprehensive directory of statutory and voluntary services</li> </ul>	<p>Sept 2014</p> <p>Sept 2014</p> <p>Dec 2014</p>
To deliver and Promote the Independence Programme	<ul style="list-style-type: none"> <li>• Delivery of person centred approach enabling independence living</li> <li>• Increasing options for independence living</li> </ul>	<p>Oct 2015</p> <p>Oct 2015</p>
To deliver Dementia Leaders and Champions across all sectors and stakeholders	<ul style="list-style-type: none"> <li>• Develop and deliver a training programme for all stakeholders to become either dementia leaders or Champions</li> <li>• Deliver an Action Planning Programme, bringing together all leaders and champions</li> </ul>	<p>Mar 2015</p> <p>Nov 2015</p>
To deliver a Dementia Friendly City	<ul style="list-style-type: none"> <li>• Each member of the local Dementia Action Alliance (DAA) to produce an action plan</li> <li>• Continue to support and monitor progress of DAA action plans</li> </ul>	<p>Mar 2015</p> <p>Mar 2015</p>

In relation to the delivery of a dementia friendly city, the outcomes and actions outlined in Appendix One need to be delivered by April 2015.



Finally, this refreshed Joint Dementia Strategy will retain a focus on the delivery of a person centred approach for people with dementia, utilising the NICE quality standards to measure its success – see Appendix Three – and guided by the following principles:

### Principles Framework

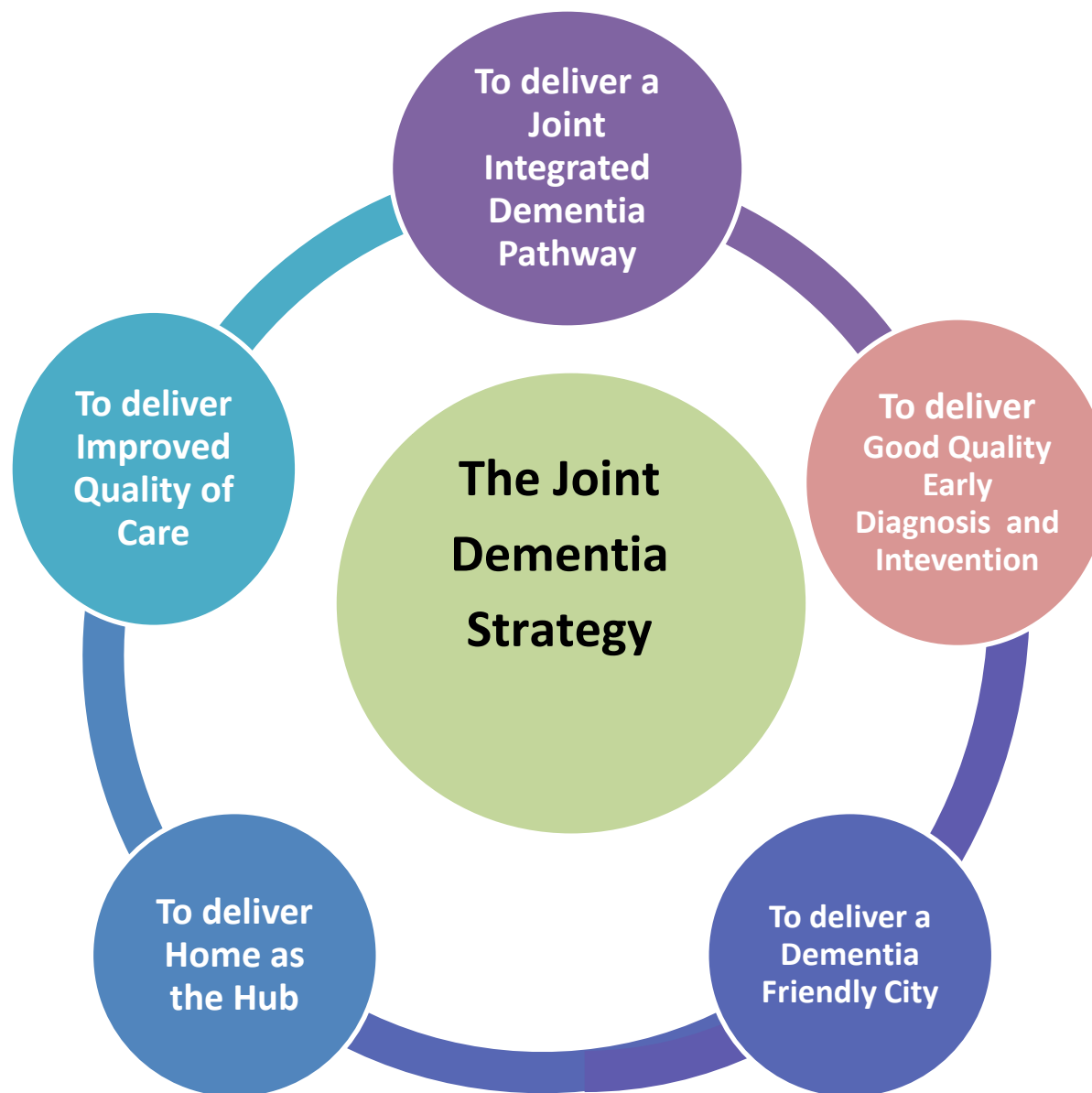
<p><b>Principle One</b></p> <p>'I was diagnosed early'</p>	<p><b>Principle Two</b></p> <p>'I was treated with dignity and respect'</p>
<p><b>Principle Three</b></p> <p>'I understand, so I make good decisions and provide for future decision making'</p>	<p><b>Principle Four</b></p> <p>'I get the treatment and support which are best for my dementia and my life'</p>
<p><b>Principle Five</b></p> <p>'I am confident that my end of life wishes will be respected'</p>	<p><b>Principle Six</b></p> <p>'I receive a quality service'</p>
<p><b>Principle Seven</b></p> <p>'I get the treatment and support which are best for my dementia and my life'</p>	<p><b>Principle Eight</b></p> <p>'I know what I can do to help myself and who else can help me'</p>
<p><b>Principle Nine</b></p> <p>'I can enjoy life; I feel part of a community and I'm inspired to give something back'</p>	<p><b>Principle Ten</b></p> <p>'Those around me &amp; looking after me are well supported'</p>

## Dementia Friendly City

Outcomes	Actions
<b>A local structure to maintain a sustainable dementia friendly community</b>	Establish a local Dementia Action Alliance Forum, including police, fire, transport, religious organisations, commercial sector, the local media, public sector; people with dementia
<b>Identify a person or people to take responsibility for driving forward the work to support and ensure individuals, organisations and business are meeting their stated commitments</b>	Establish a key named individual (s) to take responsibility for driving forward the work to make Wolverhampton community dementia friendly; all sectors supported to complete action plans
<b>Have a plan to raise awareness about dementia in key organisations and businesses within the community which are a priority that support people with dementia</b>	Deliver awareness programme for all members of the community, elected members, friends, neighbours; public services, emergency services, shops, banks, businesses, schools, colleges, universities, community groups, leisure and cultural facilities, hospitals, care homes, housing associations Deliver 'Dementia Friends' across all sectors
<b>Develop a strong voice for people with dementia living in your communities ensuring the focus is on areas people with dementia feel are most important</b>	Engagement with people with dementia and carers will be a continuous process in all areas of development. They will also be part of the Local Dementia Action Alliance Forum
<b>Raise the Profile of Dementia Friendly Community movement to increase reach and awareness to different groups in the city</b>	Dementia awareness raising events; Media articles; Public meetings
<b>Prioritise key areas that have been identified locally</b>	Identify three priority areas in consultation with People with dementia and their carers
<b>Update the progress after six months and one year</b>	6/12 progress report to include: focus groups; interviews with all participants in programme; A 'mystery shopper' style exercise; views of staff from all sectors; Participation in the Alzheimer's Society annual survey

## Joint Dementia Strategy - Plan on a Page

Metrics	
•	Reduce avoidable emergency admissions
•	Reduce admissions to care homes
•	Reduce the number of delayed transfers of care from hospital
•	Patient/service user experience
•	Measure the effectiveness of post diagnosis care in sustaining independence and improving quality of life
•	Increase the number of people with dementia have a formal diagnosis
•	Reduce the waiting time to be seen by memory clinic
•	Reduce the waiting time to receive results from a memory clinic
•	Reduce the number of people with dementia prescribed an anti-psychotic drug within the 1st year of diagnosis



<b>Principle One</b>
'I was diagnosed early'
<b>Principle Two</b>
'I was treated with dignity and respect'
<b>Principle Three</b>
'I understand, so I make good decisions and provide for future decision making'
<b>Principle Four</b>
'I get the treatment and support which are best for my dementia and my life'
<b>Principle Five</b>
'I am confident that my end of life wishes will be respected'
<b>Principle Six</b>
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<b>Principle Nine</b>
'I can enjoy life; I feel part of a community and I'm inspired to give something back'
<b>Principle Ten</b>
'Those around me & looking after me are well supported'

## QUALITY STANDARD FOR DEMENTIA

## NATIONAL INSTITUTE FOR EXCELLENCE: QUALITY STANDARDS

Number	Quality Statements – QS30
1	People worried about possible dementia in themselves or someone they know can discuss their concerns, and the options of seeking a diagnosis, with someone with knowledge and expertise.
2	People with dementia, with the involvement of their carers, have choice and control in decisions affecting their care and support.
3	People with dementia participate, with the involvement of their carers, in a review of their needs and preferences when their circumstances change.
4	People with dementia are enabled, with the involvement of their carers, to take part in leisure activities during their day based on individual interest and choice.
5	People with dementia are enabled, with the involvement of their carers, to maintain and develop relationships.
6	People with dementia are enabled, with the involvement of their carers, to access services that help maintain their physical and mental health and wellbeing.
7	People with dementia live in housing that meets their specific needs.
8	People with dementia have opportunities, with the involvement of their carers, to participate in and influence the design, planning, evaluation and delivery of services.
9	People with dementia, with the involvement of their carers, to access independent advocacy services.
10	People with dementia are enabled, with the involvement of their carers, to maintain and develop their involvement in and contribution to their community.

April 2013

**QUALITY STANDARD FOR DEMENTIA**  
**NATIONAL INSTITUTE FOR EXCELLENCE: QUALITY STANDARDS**

Number	Quality Statements – QS1
1	People with dementia receive care from staff appropriately trained in dementia care.
2	People with suspected dementia are referred to a memory assessment service specialising in the diagnosis and initial management of dementia.
3	People newly diagnosed with dementia and/or their carers receive written and verbal information about their condition, treatment and the support options in their local area.
4	People with dementia have an assessment and an ongoing personalised care plan, agreed across health and social care that identifies a named care coordinator and addresses their individual needs.
5	People with dementia, while they have capacity, have the opportunity to discuss and make decisions, together with their carer/s, about the use of: <ul style="list-style-type: none"> <li>• Advance statements</li> <li>• Advance decisions to refuse treatment</li> <li>• Lasting Power of Attorney</li> <li>• Preferred Priorities of Care.</li> </ul>
6	Carers of people with dementia are offered an assessment of emotional, psychological and social needs and, if accepted, receive tailored interventions identified by a care plan to address those needs.
7	People with dementia who develop non-cognitive symptoms that cause them significant distress, or who develop behaviour that challenges, are offered an assessment at an early opportunity to establish generating and aggravating factors. Interventions to improve such behaviour or distress should be recorded in their care plan.
8	People with suspected or known dementia using acute and general hospital inpatient services or emergency departments have access to a liaison service that specialises in the diagnosis and management of dementia and older people's mental health.
9	People in the later stages of dementia are assessed by primary care teams to identify and plan their palliative care needs.
10	Carers of people with dementia have access to a comprehensive range of respite/short-break services that meet the needs of both the carer and the person with dementia

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Outcomes Framework	Source Documents
Deliver Better Care Fund	Better Care Fund Work Streams
An increase in the number of formal diagnosis	State of the Nation Report
Reduction in delayed transfers of care	Adult Social Care Outcomes Framework
Reduction in avoidable hospital admissions	NHS Outcomes Framework
A reduction in the number of patients prescribed an anti-psychotic drug within the first year of diagnosis	State of the Nation Report
A measure of effectiveness of post-independence and improving quality of life	Adult Social Care diagnosis care in sustaining and NHS Outcomes Framework
Estimating the diagnosis rate. Diagnosis care in sustaining	Adult Social Care diagnosis care in sustaining and NHS Outcomes Framework
Enhancing quality of life with long term conditions	NHS Outcomes Framework
Living with dementia – better information and support after diagnosis	State of the Nation Report
Improving the care environment	Dementia Care Mapping Outcome
A joint critical performance indicator between the CCG and Council to strengthen the joint strategic management of services for people with dementia	Review of Dementia Services
Training programme for stakeholders to become either dementia leaders or champions	Prime Ministers Challenge
Continuous support to the members of Wolverhampton's Dementia Action Alliance	Prime Ministers Challenge