

Foundation criteria for the dementia-friendly communities recognition process

In partnership with



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Working to become dementia friendly: foundation criteria

All communities that register for the dementia-friendly communities' recognition process will be formally working towards meeting the foundation criteria for being dementia friendly.

A community that registers for the recognition process is committing to taking each of the foundation criteria and interpret them from a local perspective to fit the size, type, stage of progression and resource, and describe what they are working towards and the actions they intend to take.

The foundation criteria have been developed from feedback from a number of stakeholders and communities that are becoming dementia friendly to act as a basis from which to develop local plans and you will be expected to report back on progress against them.

Criteria 1

Make sure you have the right local structure in place to maintain a sustainable dementia friendly community

Establishing a local structure is the key to the success and sustainability of creating a dementia-friendly community. A Local Dementia Action Alliance (or similar group¹) is the recommended model for this as it enables you to bring together individuals and organisations with shared aims to help the community to become more dementia friendly.

A Local Dementia Action Alliance is a collection of stakeholders brought together to improve the lives of people with dementia in their area. They will usually include police forces, fire and rescue services, retailers, local authorities, local transport providers, charities, community groups, businesses, care providers, health trusts, and people living with dementia and their carers.

As part of their involvement in a Local Dementia Action Alliance, organisations sign up to the National Dementia Declaration (aligned to the dementia-friendly communities recognition process) and create short action plans setting out what actions they will take to help their community become more dementia friendly.

Example 1: South Lincolnshire Dementia Action Alliance

The South Lincolnshire Dementia Action Alliance was set up in July 2012 and officially launched in October 2012. The local alliance is made up of a range of organisations including voluntary sector organisations, community sector organisations, private businesses and local authorities. The South Lincolnshire Dementia Action Alliance members are not only working towards actions set out in their organisational action plan but are also working as a collective to ensure South Lincolnshire is working towards becoming a dementia-friendly community.

Example 2: York Dementia Action Alliance

Since June 2011 the Joseph Rowntree Foundation in York has supported an action research project called Dementia Without Walls. The researchers worked with local

¹ The similar group must have terms of reference and members publicly commit to and fulfill actions to support people with dementia and those who care for them.

people with dementia and their carers and families to find out what living in York means to them and in particular what makes life good and what makes it more difficult.

The project focused particularly on people who live with dementia in their own homes, either living alone or cared for by families and looked at how the wider resources of York, not just health and social care, can support them to manage and enrich their lives.

Across the wider community a range of diverse partners from business, statutory and voluntary organisations have supported the Dementia Without Walls project.

Much work has already been carried out, in particular around awareness and education. Following the forming of a steering group, and a wider network of committed supporters, the York Dementia Action Alliance was formed in summer 2013.

Example 3: Dementia-friendly parishes around the Yealm

It is not just cities and towns that are seeking to become dementia friendly. For example, five parishes around the River Yealm in South Devon have come together and committed to improve and change the lives of people with dementia and their carers.

To help deliver this innovative two-year project a co-ordinator has been employed in the Parishes of Brixton, Yealmpton, Wembury, Newton and Noss and Holbeton to develop dementia-friendly parishes. Some of the key aims of dementia-friendly parishes around the Yealm are to promote individual and community based activities for people with dementia and their carers and contribute to the development of sustainable inclusive social activities and services. Other aims include ensuring people with dementia and their families have a voice and are able to maintain and, where necessary, increase their social contacts within their local community.

Useful information

- Guidance on how to form a Local Dementia Action Alliance can be found at www.dementiaaction.org.uk/local_alliances
- If you would like more information about how to form a Local Dementia Action Alliance or to find out if a Local Action Alliance is already in place or being considered in your area, call 0207 423 5186, or email dementiaactionalliance@alzheimers.org.uk

- Joseph Rowntree Foundation has produced some information on their project in York
www.jrf.org.uk/sites/files/jrf/dementia-communities-york-summary.pdf

Criteria 2

Identify a person or people to take responsibility for driving forward the work to support your community to become dementia friendly and ensure that individuals, organisations and businesses are meeting their stated commitments

It is important to have a named local leader(s) or key contact who can take responsibility for driving forward the work to make your community dementia friendly. This should be determined locally but some examples include the chair of the Local Dementia Action Alliance, a councillor or a commissioner from the local authority, a member of the parish council or a local business leader.

Example 1: Nottinghamshire Dementia Action Alliance

Susannah Spencer is the Chair of the Nottinghamshire Local Dementia Action Alliance and has helped the local alliance develop its aims and terms of reference. Susannah is the Chief Operating Officer at C2L Care to Learn, a company providing learning and development support to the social care sector.

Example 2: Leicestershire Dementia Action Alliance

The Leicestershire Dementia Action Alliance is chaired jointly by Bev White from Leicester City Council and Lynne Woodward from Leicestershire police. The two chairs are working together to support the local alliance and to ensure it is working towards the aims outlined above and in the terms of reference

Example 3 - Tavistock

In June 2012 members of the Rotary Club of Tavistock decided to create a project group with the aim of meeting the Prime Minister's challenge of creating a dementia friendly community in the town. The group has recruited a wide range of stakeholders, supporters and experts in the field such as emergency services, businesses, GPs, consultants and volunteers. The aim is to raise awareness of dementia, establishing community support including high street shop schemes and breaking down barriers and stigma.

Useful information

- If you have a Local Dementia Action Alliance in place the person could be the chair or an appointed member of the alliance.
- Contact your local authority to see if it has a dementia plan in place or it is being considered in your community.
- There may be a lead councillor or commissioner for dementia services who will be willing to take this on or suggest someone who may be appropriate to approach.
- Many areas have a vibrant local voluntary and community sector that supports people with dementia and there may be a local campaigner who will be willing to take on a leadership role.

Criteria 3

Have a plan to raise awareness about dementia in key organisations and businesses within the community that support people with dementia

For people with dementia to feel confident and supported in accessing local services in their communities it is vital that all members of the community including friends, neighbours, the public, shops and businesses have a better understanding of dementia and an appreciation of the condition.

Produce and target a list of individuals in local businesses, and organisations that are a priority. Organisations you could approach to take part include schools, colleges, businesses, public services, emergency services, shops, banks, professional bodies, community groups, leisure and cultural facilities, hospitals, local authorities, care homes, housing associations.

It is important to ensure the level of information is appropriate to the audience. Raising awareness is different to attending an accredited training course. An

employee in a local supermarket will not need the same level or depth of knowledge as a healthcare professional working in a hospital or care home. Some of the opportunities you could investigate/use include:

- leaflets
- e-learning
- local education and training providers
- voluntary organisations that specialise in dementia
- Alzheimer's Society Dementia Friend Champions
- healthcare professionals (including care providers)

Below are some practical examples of awareness raising activities that have been undertaken by different local organisations that are working to become dementia friendly:

- Having a nominated dementia champion within a company that can be the point of contact for staff (and consumers) on issues associated with dementia.
- Tours of theatres, galleries, public buildings and the like by people with dementia to offer suggestions for better customer care or environmental factors (signage, lighting, space). For example in the theatre having dedicated seating set aside that is near to exits or aisles so people can leave if necessary.
- Local branches of banks to give talks to local memory cafes about financial issues and what support the bank can offer, e.g. chip and signature cards
- Local emergency services and trading standards departments to visit memory cafes to talk about community safety and support.
- Pharmacies visit memory cafes to talk about what they offer as well as having a list of local support groups and information about where to get help on a notice board or in a folder.
- Producing a very quick reference guide for local shops/businesses with details of where they can get help or advice if they meet someone who has dementia that needs support (e.g. local numbers for GP/carers organisations) in their community.

Example 1: Dementia Friends in action

Dementia Friends Champions are planning to run information sessions in all kinds of imaginative ways. One has involved the landlord of her local pub and told us: 'People living with dementia often retain a tremendous enjoyment of music and can usually sing entire songs from earlier in their lives, without the words! So I am running a sing-along on a Friday afternoon, when the pub is closed. I will promote it in the post office, local notice boards and our local free paper, where the editor is making encouraging noises about Dementia Friends'.

Example 2: Northfleet School for Girls, Kent

- Including dementia awareness in Health and Social Care Studies (AS/A2 level) and in PHSE lessons
- Talking about dementia and raising awareness (whole school activity) – Pupils were asked to write any thoughts or fears about dementia on luggage labels, then hang them on a Christmas tree to share them with other pupils
- Appreciating some of the problems experienced by people with dementia
- Meeting people with dementia – Pupils paired up and went to visit people with dementia in their own homes (accompanied by a care support worker – arranged by Alzheimer’s Society dementia support service). Over the course of three half hour sessions the pupils came to know more about the people with dementia and their life histories. By taking copies of old photographs and finding relevant photos on the internet, the pupils compiled photo books recording the life stories of the people with dementia. The school then held a tea party for the people with dementia and their carers to present them with copies of the life story books.

Example 3: British Transport Police, North-east Region

The British Transport Police, as members of the Yorkshire and Humber Dementia Action Alliance, have committed to a number of actions to make their force dementia friendly. This includes displaying dementia awareness literature in public facing areas at all police stations, providing training to all staff to ensure basic dementia understanding and creating an internal network of champions to ensure that they remain committed to promoting dementia awareness among their staff and partners.

Useful information

- Dementia Friends Programme www.dementiafriends.org.uk
- Alzheimer’s Society provides bespoke team training options. You can find out more information at www.alzheimers.org.uk/site/scripts/documents.php?categoryID=200307
- SCIE has an e learning portal that you might find useful: www.scie.org.uk/publications/elearning/dementia/index.asp
- Hampshire County Council has produced communication top tips for customer facing staff:

Criteria 4

Develop a strong voice for people with dementia living in your communities. This will give your plan credibility and will make sure it focuses on areas people with dementia feel are most important

People with dementia can help by raising awareness and telling you what is already working in the community to support them and what can be improved. Engage people with dementia and carers living in the community to analyse the key issues that need addressing.

Example 1: Hindley Dragon's Den

Wigan Council received £15,000 for dementia-friendly communities work as part of an innovation programme. Alzheimer's Society in Wigan ran a focus group in late November for people with dementia and carers in Hindley to explore what a dementia-friendly community would look like. The focus group came back together in February to review the ideas before all the bids were presented at a community event in March. All attendees had two votes. People in attendance included people with dementia, carers, representatives from other organisations and the community. A local steering group was set up to share information and maintain interest.

Example 2: Crawley Dementia Action Alliance

Grant funding from the Prime Minister's dementia challenge fund is helping Crawley Dementia Action Alliance reach out to new networks and make Crawley a dementia-friendly community. The Local Dementia Action Alliance has taken a 'just get on with it' attitude towards new projects and ideas for becoming dementia friendly. It has launched a range of training opportunities, events and neighbourhood programmes and started the Forward Thinking group that brings together people with dementia to share their experiences and aspirations for the community. There has been outstanding commitment from participating

organisations, from fire services to local colleges.

Useful information

- Try to represent all groups of people with dementia within the local community, for example younger people and people in the later stages of dementia, as well as people from different ethnic groups or other hard to reach groups.
- Involve active engagement: face to face discussions where possible – interviews; focus groups; consultation events.
- Information on the key issues to address should be available publicly, including a breakdown of whom has been consulted.
- Hampshire County Council has produced some guidelines on how engage people with dementia:
www3.hants.gov.uk/2012-dementia-friendly-communities-toolkit-engagement.pdf
- This South West resource below can be helpful to facilitate such work:
<http://www.dementiapartnerships.org.uk/communities/involvement/>

Criteria 5

Raise the profile of your work to increase reach and awareness to different groups in the community

Think about how to raise the profile and communicate information about your dementia friendly communities plan or Local Dementia Action Alliance to the wider community. Some of the ways you could do this include:

- dementia awareness raising events
- articles in local community newspapers
- launches
- public meetings.

This message must be targeted at people affected by dementia and key stakeholders – e.g. the local authority, health and social care professionals and the general public - and must include awareness raising of how the community is meeting the criteria, action being taken and why (wider benefits to all). Getting the word out about your plans and positive media coverage will help public recognition of plans and with the long term sustainability of making your community dementia friendly.

Example 1: A village engagement event

A village in Bradford, Idle is moving towards becoming dementia-friendly. Following a community meeting, involving people with dementia, their carers and local organisations, a group of active volunteers pulled together to form an action group. In its first meeting people were asked to identify what was working well in their village, what could be done better and what they were prepared to do to help make Idle dementia friendly. Early ideas for action included organising transport for shopping and following this up with a lunch or a coffee in a local café. Another idea was forming a memories or reminiscence group that would suit not only people with dementia, but other older people or those feeling lonely or isolated from their community.

Example 2: Surrey County Council

Surrey County Council and three of Surrey's Clinical Commissioning Groups have embarked on a project to support communities across Surrey to become more inclusive and supportive places for people with dementia and their families. A number of ideas have been generated since the launch, from dementia-friendly parking at the supermarket to supporting people with dementia to volunteer in their community. Dementia-friendly champions are currently touring high streets to drum up interest in the project. The response has been encouraging with cafés, hairdressers, supermarkets and other retailers willing to get involved.

Useful information

- If you have or are developing a Local Dementia Action Alliance you can host your information on a page on the Dementia Action Alliance website www.dementiaaction.org.uk/local_alliances
- You could think about an appropriate local site perhaps provided by the local authority or local council or a dedicated website.

Criteria 6

Focus your plans on a number of key areas that have been identified locally

To begin your work on how to make your community dementia friendly it can be useful to identify two or three priorities based on your local analysis and the available evidence about dementia friendly communities. For example you may want to focus on transport or local business. There are a number of information sources that you can use to start thinking about which areas you want to focus on in your community.

Example 1: Drivers for Change: dementia-friendly bus transport in Northumberland

Northumberland is developing a dementia awareness training package for local bus drivers for inclusion in the Certificate of Professional Competency. The large geographic area, diverse nature of communities within the different localities, higher older population and range of bus operators have made this a challenging but key part of the Ageing Well programme to help ensure people with dementia can continue to be active and engaged in their community.

The training development stage identified that a more sustainable and effective process is to work in partnership with existing providers of driver training to develop an enhanced package that focuses on awareness and practical measures to support passengers. This is informed by people with different needs and stages of dementia and their families across the country.

Example 2: Dementia-friendly churches, North West Midlands

Challenged by a District Council CEO to respond to the changing demographics in their area, the Anglican Diocese of Lichfield is driving forward an agenda to offer care, support and activities for people with dementia. With almost 600 churches across the West Midlands, the diocese serves a population of nearly 2 million. The diocese is now part of a Local Dementia Action Alliance and church members are signing up to become Dementia Friends.

As part of an Age on Agenda symposium, a multidisciplinary workshop on dementia was held. In the action plan that followed, collaborative ventures with partners from both the voluntary and the statutory sectors, as well as bespoke training for local parish churches were agreed on. Over 20 churches have expressed an interest in being part of a pilot project on becoming dementia friendly and further planning is underway with local charities and community organisations. Churches will look at ways to improve their environment, raise awareness, tailor church services, offer pastoral care and become person-centred.

Example 3: Pass on the Memories. Everton in the Community and Mersey Care NHS Trust

Everton in the Community and Mersey Care NHS Trust have launched an innovative new programme to support people with dementia.

The Blues' official charity and Mersey Care have developed a unique initiative, known as Pass on the Memories, for people with memory loss. The weekly scheme uses a range of interventions, including sporting reminiscence workshops, custom-made life story memory books and calendars, day trips to local places of interest and social activities, to help people to share important memories and create new ones.

One particular tool used in the sessions is an audio CD containing interviews and stories from past Everton players, including Dixie Dean and Graeme Sharp.

Everton in the Community and Mersey Care are supporting Liverpool PCT and Liverpool City Council's Year of dementia awareness campaign. The campaign aims to develop an understanding and awareness of dementia and work towards creating dementia-friendly environments in work places, public areas and communities, with Pass on the Memories being just one initiative to help achieve these goals.

Useful Information

- Use local opportunities or meetings to start to identify what is working well in your community and what could be done better to make the community dementia friendly.
- Look at the evidence of what people with dementia say matters to them in their communities e.g. accessible transport or access to leisure and cultural activities and identify who would be best to approach.
- Building dementia friendly communities – A priority for all
www.alzheimers.org.uk/buildingdfcs
- Dementia Without Walls
<http://www.jrf.org.uk/work/workarea/dementia-without-walls>

Criteria 7

Have in place a plan or system to update the progress of your community after six months and one year

To participate in the recognition process you will need to set out how you intend to report on progress towards becoming dementia friendly at the six-month stage and self-assess on an annual basis. It is important that you start to think about methods you will use to carry this out. There are a number of ways you could carry out your self-assessment locally:

Example: Methods for self-assessment

- Focus groups and interviews of those participating in the dementia friendly initiatives
- Focus groups and interviews with members of the community
- Research specifically with people with dementia and carers
- A 'mystery shopper' style exercise
- Working with another community to assess each other
- Seeking the opinions of staff in shops/businesses; one intends to do a baseline of where they are now and where they want to be when the Local Dementia Action Alliance is established
- Participating in the Alzheimer's Society annual survey of people with dementia and those that care for them.

Useful information

- Dementia reference group made up of local people with dementia.
- Summary of Local Dementia Action Alliance members' progress.
- Summary action plan capturing all the Local Dementia Action Alliance member actions.
- www.mentalhealth.org.uk/our-work/research/dementia-engagement-and-empowerment-project/

Further information

For further information on the recognition process please email:

dementiafriendlycommunities@alzheimers.org.uk