



# Dementia-friendly rural communities guide

A practical guide for rural communities to support people affected by dementia



### Document purpose

To help anyone who lives in a rural community get started on becoming dementia-friendly. This guide contains information about how dementia affects people's experience of living and working in a rural community. It provides community-led guidance and signposting to resources to help support people living with dementia and their carers to be included in all areas of community life. This guide is by no means exhaustive or prescriptive, with little or no costs associated to the different suggestions. Small changes can go a long way in supporting both people living with dementia, their families and carers.

### Title

Dementia-friendly rural communities guide

### Publication date

May 2018

### Target audiences

The guide is designed for people who live in all types of rural communities.

### Definitions

A rural area: The urban-rural classification used by the office for National Statistics defines populations of fewer than 10,000 people as rural and those above 10,000 as urban. This could include: open countryside with a scattering of small towns and villages, sparsely populated upland areas, coastal communities, former mining areas or commuter villages.

### Acknowledgements

The Prime Minister's Rural Dementia Task and Finish Group. Their remit was to explore how people living with dementia, their carers and families can be supported in their rural communities. This guide reflects the work this group has undertaken to confront the challenges of loneliness, isolation and stigma.

### Authors

Emma Bould, Andrew Ball, Teresa Donoghue, Claire Jenkins, Ian Sherriff and the Prime Minister's Rural Dementia Task and Finish Group

### Members of the Prime Ministers Rural Dementia Task and Finish Group

Dawn Bailey Powys County Councillor, David Bearman Chair of Devon LPC, Hilary Cragg Nash & Co Solicitors LLP, Baroness Christine Crawley, Oliver Colvile Former

MP for Plymouth Sutton and Devonport, Belinda Dixon BBC Radio Devon, Trudi Elliot CCO of the Royal Town Planning Institute, Lesley Gough Dental Consultant for Public Health England, Mark Grinnell BBC Radio Devon, Roland Gude Sentinel Healthcare, Lana Helmore Stoke Damerel Community College, Liz Hitchins & Maxine Kennedy Yealm Dementia Friendly Parishes, Anthea Innes University of Salford, Dr Trevor Jarvis MBE and Mrs Ann Jarvis, Joanne Jones Farming Community Network, Tim Jones Head of South West Business Community, Claire Kelly, Val Mann, Richard Yarwood & Alexis Kirke Plymouth University, Janice Langley Women's Institute, Dame Suzi Leather House of Lords, Heather Lundy Alzheimer's Society, Fiona Marshall Nottingham University, Dubheasa McGrinder Alzheimer's Society, Nick McKinnel Bishop of Plymouth, Sheryll Murray MP South East Cornwall, Jonathan Owen National Association Local Councils, Ann Pascoe Dementia Friendly Communities Social Enterprise, Reena Patel Public Health England, Stephen Pearson, Trish Pickford & Pam Wills Royal Agricultural Benevolent Institution, Stuart Pilcher Parliamentary Advisor, Nicole Quinn Alzheimer's Society, Charles Smith and Gill Thwaites Farming Community Network, Lesley Smith Devon Association of Local Councils, Mary Tilki Chair of Federation of Irish Societies, Catriona Watt, Claire Worden National Federation of Young Farmers Clubs, William and Kathy Withers Willow Farm Clutton.

### Alzheimer's Society Dementia Friendly Communities team



#### Contact

dementiafriendlycomm@alzheimers.org.uk

#### Web

alzheimers.org.uk



# Contents

Foreword from Alzheimer's Society	4
Foreword from the Prime Minister's Champions Group	5
Introduction and background	6
Why do rural communities matter?	8
What is dementia?	10
What challenges do people living with dementia in rural areas face?	12
What can you do?	22
Creating Dementia Friendly Communities: How to guide	24
Case Studies: Best practice examples of work underway in rural communities	36
Useful resources and organisations	46
References	52

# Foreword from Alzheimer's Society

Dementia is one of the greatest challenges we face in society today. Dementia will affect everyone, in every sector, every industry and every area of the country. With the UK statutory retirement age rising, and the number of people with dementia expected to rise to 1 million by 2021, we will see many more people developing dementia. The Prime Minister's challenge on dementia states by 2020 England will be the first dementia-friendly nation.

Becoming a dementia-friendly community means providing the opportunities to support every person with dementia through greater awareness and understanding, which will make a huge difference to those affected by dementia and their quality of life.

The impact for people living with dementia in rural areas is often greater due to geographical, financial and transportation constraints which can make accessing support and guidance difficult. Therefore, it is imperative that we address the specific issues associated with rural living.

This will only be achieved with greater awareness, understanding and support for people impacted by dementia. This guide

highlights the many ways a rural community can transform itself to better support people affected by dementia so they can live well and participate in all aspects of community life.

This guide highlights the many ways that people in rural communities can better support people. I would like to extend my personal thanks to Liz Hitchins, Val Mann, Fiona Marshall, Ann Pascoe and Ian Sheriff for their contributions.



**Jeremy Hughes**

Chief Executive Alzheimer's Society



# Foreword from the Prime Minister's Champion Group

As someone who is totally committed to helping society tackle the many challenges that people with dementia, their families and carers face daily, I am delighted to write a foreword for this guide. There is recognition at the highest level of government about the present and potential future impacts of dementia in rural communities.

The search for ways to enrich the quality of life for those affected by dementia is a constant and complex one. This guide provides ideas and experiences which will assist rural communities to understand how the needs of people with dementia, their families and carers living in a rural community can be met. It also provides examples of good practice and guidance to assist people who would like to set up a dementia-friendly community.

There is an increasing recognition that some highly vulnerable groups of people living in the countryside can experience a wide range of issues including: loneliness and isolation; lack of transport; poverty; fuel poverty; broadband connectivity issues; inability to access health and social care and inadequate living conditions. The lack of appropriate services in rural communities makes life more difficult for

people with dementia and those who care for them. I welcome and fully support this guide, which raises awareness about the issues of dementia faced daily in our rural communities.

I would like to offer my sincere thanks for the commitment of the members of the Rural Dementia Task and Finish Group, who gave their time beyond that which they already give to their communities, in particular to Ann Pascoe for her inspiration.



**Ian Sherriff**

Chair of the Prime Minister's Rural Dementia Task and Finish Group

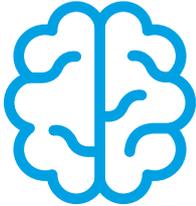


# Introduction and background

In March 2012, the Prime Minister's Challenge on Dementia was launched to make England the first dementia-friendly nation. Challenge sets out three key commitments to deliver in the areas of: research, health and social care and development of the dementia-friendly communities. The aim is to support people with dementia to live well in their community, enabling them to continue doing the everyday things that we all take for granted.

## The scale of the dementia challenge in the UK

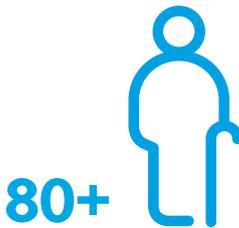
The following statistics show the scale of the dementia challenge in the UK (Alzheimer's Society, 2013):



Dementia is the leading cause of death in England and Wales (ONS, 2016).



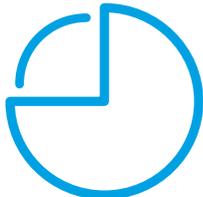
225,000 will develop dementia this year, that's one every three minutes.



One in six people over the age of 80 have dementia.



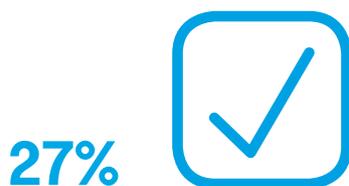
Over 850,000 people are living with dementia.



Two-thirds of people with dementia live in the community; a third live in care homes (Turning up the volume).



There are 670,000 carers of people with dementia.



27% of carers of someone living with dementia feel cut off from society.



35% of people living with dementia go out once a week or less (Alzheimer's Society, 2014).

# Why do rural communities matter?

Often people stop doing the things they enjoy in their local community as their dementia progresses, due to lack of understanding, stigma and inaccessible environments (Alzheimer's Society, 2013). This is compounded for people living in a rural community as there is increased difficulty accessing transport, health and social care services and support. The double impact of living with dementia and rural isolation also has a negative effect on people's quality of life and health. Despite these challenges, there is a strong sense of community in rural areas and, with understanding they can be supportive and inclusive environments where people with dementia can continue to make valuable contributions to their community. With this understanding people with dementia can continue to make valuable contributions to their community.

## The scale of the dementia challenge in rural areas in the UK

The following statistics show the scale of the dementia challenge in rural areas:



9,206,500 people live in rural England (State of Rural Services 2016).



There are now greater numbers of older people living in rural areas than urban in England and Wales, with increases in the life expectancy of rural dwellers compared to urban (ONS, 2011).



The number of people aged 65+ is to rise by over 40% in the next 17 years to over 16 million (ONS, 2015).



In many rural areas in the UK the percentage of older people can be as high as 56% of the total population for that area.



24% of older people in rural communities are carers and projections indicate that the number of older people in need of care will grow, faster than the number of their children who might help provide it (SORS, 2016).



We estimate that more than a third of the 45,000 people with dementia in Wales live in a rural area (Alzheimer's Society, 2016).



Increases in the numbers of young families moving to urban areas for employment and affordable housing, creating an imbalance in the age of the local population in rural areas (ONS, 2011).



88% of all travel was made using a car (as a driver or passenger) compared with 69% in urban areas (DfT, National Travel Survey, 2018).

# What is dementia?

Dementia is caused when the brain is damaged by diseases, such as Alzheimer's disease or a series of strokes. It is not a natural part of the ageing process. There are different types of dementia – the most common form is Alzheimer's disease.

Dementia is progressive, which means it begins with mild symptoms that get worse over time. Different types of dementia tend to affect people in different ways, especially in the early stages. Dementia affects people in different ways, depending on the condition as well as the person. It is one of the main causes of disability in later life, ahead of cancer, cardiovascular disease and stroke.



## A person with dementia might:

- have problems with day-to-day memory – for example forgetting or having difficulty recalling information like their address, birthday or PIN
- have difficulties making decisions, solving problems or carrying out a sequence of tasks – for example difficulty with familiar tasks such as following a recipe
- have language problems, including difficulty following a conversation or finding the right word – for example looking for an object in a shop, but they are unable to remember the word
- have problems with perception of where objects are, for example judging distances and seeing objects in three dimensions
- lose track of the day or date, or become confused about where they are
- show changes in their mood, for example becoming frustrated or irritable, withdrawn, anxious, easily upset or unusually sad
- have visuoperceptual difficulties – for example have difficulty judging distances or misinterpret patterns or reflections, see things that are not really there (visual hallucinations) or strongly believe things that are not true (delusions)
- show changes in behaviour such as repetitive questioning, pacing, restlessness or agitation.

## Living well with dementia

A diagnosis of dementia does not mean you can't live well. Many people with dementia continue to drive, socialise and work in satisfying jobs. Even as dementia progresses, people can lead active, healthy lives, carry on with their hobbies and enjoy loving friendships and relationships. Someone with dementia may forget an appointment or tell you the same joke twice, but their condition does not stop them doing the things that matter the most.

# What challenges do people with dementia living in rural areas face?

Often the challenges living with dementia are compounded when living in rural areas. This section overviews the challenges for all people with dementia, the challenges for carers, as well as specific challenges for people affected living in rural areas.

## Challenges for people with dementia

There are a number of factors that can prevent people with dementia doing more in their community. In a Alzheimer's Society survey from 2013, respondents mentioned the following reasons:

**69%**

a lack of confidence

**68%**

being worried about becoming confused

**60%**

being worried about getting lost

**59%**

physical health issues

**59%**

mobility issues

**44%**

not wanting to be a burden to others

**33%**

lack of appropriate transport

## Challenges for people with dementia in rural areas

Older people face challenges including: local services closing, unmet care needs, poor health, poor mobility, poverty, crime or fear of crime, little contact with family and few social contacts (Rural England, 2016).

After speaking to people affected by dementia living in rural areas we found they face additional challenges below:

- difficulty accessing health services at different stages of dementia
- lack of appropriate transport and stopping driving
- loneliness and social isolation; little carer or dementia-specific support services
- emergency situations
- farming environments

## Challenges for carers

Carers often face similar challenges to the people they care for. The most common issues are: transport pressures including often being relied on or expected to drive; their needs as a carer not being assessed separately; reliance to provide social care; social isolation and little carer or dementia-specific support services.



# Difficulty accessing health services at different stages of dementia

In rural locations getting to NHS and other services is more of a challenge as distances are greater and there is less availability of public transport. This can create challenges including: getting a diagnosis, accessing GP surgeries and hospitals, and getting post-diagnosis support services.

## Getting a diagnosis

- There are many reasons why people do not obtain a formal diagnosis of dementia but reason for rural dwellers is related to the location of accessible sites for assessment.
- For many rural dwellers limited transport options may make gaining a diagnosis challenging.
- Often health services do not record when someone is trying to get or receives a diagnosis of dementia whether they live in a rural or urban area.

## Accessing GP surgeries, public health services and social care

- There has been a drop in the number of sole practitioner GPs (1,949 in 2004 to 1,266 in 2009) in line with the trend towards larger practices and multidisciplinary teams in local practices (Kings Fund 2011), this impacts rural communities and increases travel time.
- Funding for public health services is significantly lower in rural than in urban areas.
- 57 per cent of rural residents live within 4km of an NHS dentist, compared with 98 per cent of the urban population (Local Government Association, 2017).
- Due to the wide geographical area, many support services are oversubscribed and cost more to run in rural areas as they lack economies of scale. Health services do not record whether a person lives in an urban or rural area, this would provide a more accurate understanding and ensure adequate support is signposted.
- Securing care packages in rural areas can be difficult, especially on discharge from hospital. Services can vary across counties and often the nearest care home or service may be in a different county. The numbers of places of non-residential formal services would need to rise by 102%, from 1.5 million to 3.1 million, to keep pace with demographic pressures (Rural England, 2016).
- Health service allocations per resident in 2014/15 were £27 in East Riding, Yorkshire, £29 in Devon compared with an England average of £51 and as much as £133 in inner London boroughs (State of Rural Services 2016).



## Post-diagnosis support

- Post-diagnosis support is vital for somebody living with dementia. Local services have the same number of staff compared to similar services in urban areas however they have to cover greater distances. This means they are able to see less patients in the same amount of time, spend more time travelling or patients have got to travel further for support. The result of this is less choice of services and higher care costs due to the additional travel costs.
- Services don't always work together and often don't consider rurality when interacting with people living with dementia, their families or carers. Often early appointments have been given when there is little or no transport options available to get there for that time.



**'It's a really nice room, in a really good home just 2 minutes from where I live. Mum is on a trial and I am frightened that if she doesn't settle she will end up miles away in a much worse place. We live in rural Scotland and the nearest unit is 18 miles away so we have little choice.'**

Carer

**'If lived alone here and lost my driving licence I think I'd have no alternative but to move to a town. And that would not be an easy choice to make, leaving my garden, walks, and birds, which are integral to my wellbeing.'**

Person with dementia

**'If I went to the nearest city, which is about 15 miles away I'd be able to go to their activity groups. I'm not saying they need a service in every area, but could you not move it around?'**

Person with dementia

**'We just buried our heads in the sand. Maybe because we knew there was no support or presence in this area (rural).'**

Carer



**'I have been given so much information on "local services" that are a 40 minute drive away. Maybe if health professionals were aware of the rurality of the area they would understand these aren't accessible and could use this to evidence the need for drop-in or remote services.'**

Carer

# Lack of appropriate transport and stopping driving

Poor transport links and long distances in rural areas can make living with dementia challenging.

- The average minimum travel time to a hospital was one hour in rural areas, compared with around half an hour in urban areas (SORS 2016).
- There are challenges providing patient transport services to rural communities. Longer distances can mean that more drivers are required, and the best mode of transport may be a car rather than an ambulance. The location of in-patient services can make it difficult for friends and relatives to visit, limiting the social contact older people from rural areas can maintain whilst in hospital (Commission for Rural Communities, 2012).
- Higher costs of public transport for people with dementia in rural areas can have an impact on frequency of visits by family. In addition there will be higher costs attached to shopping locally, leading in some cases to poverty (DEFRA, 2013).
- Only 49% of households in smaller rural areas could access a regular bus service in 2012 (SORS 2016).
- Bus service cuts are limiting access to essential services and social activities. This can increase loneliness and social isolation, impact health or ultimately lead to traumatic moves to more urban areas. This can lead to people making traumatic moves from their villages to urban areas for social support or having to pay expensive taxi fares.

**‘He loves to catch the bus-always has done. But there’s only one bus a day now from where we live, so he’s limited on what he can do and where he can go. There isn’t anything around here that he can access so it’s difficult for him to keep active/stimulated if there’s nowhere for him to go (that doesn’t require me taking and attending with him).’**

Carer

**‘In rural areas there is simply not enough connections/services to make travel by public transport viable. “It’s too unreliable waiting for connections and if they don’t come you are stuck... too unreliable.” It was joked that the school bus, that can used, is probably the most reliable bus in the countryside.’**

Person living with dementia

**‘By the time I’ve driven there and back, it’s not really giving me a break or for the purpose it’s intended.’**

Carer

**‘I can’t access public transport because of my physical disabilities and I cant afford to keep taking taxis everywhere. So I sit at home most the time.’**

Person with dementia

- The DVLA stipulates that they must be informed about any medical condition that affects your driving. This might lead to someone with dementia losing their licence and unable to drive. Often when discussing further support on alternative transport whether they live in a rural area or depend on a car is not discussed. This reliance on cars, especially in households where there is only one driver can lead to severe isolation.
- There is a lack of knowledge about DVLA rules for people diagnosed with dementia among health care professionals resulting in incorrect advice being given.

**‘As I live in a rural area, the memory clinic was 90 minutes away so I had to drive. When I got there, he dropped the bombshell that I had dementia and told me that I couldn’t drive back. Not only had I received a diagnosis of dementia, I was stranded at the hospital with no idea how I was going to get home.’**

Person with dementia

# Loneliness and isolation

People living rurally may experience loneliness and isolation.

- Lonely people have a 64% increased chance of developing dementia (Holwerda et al, 2012) and lacking social connections is a comparable risk factor for early death to smoking 15 cigarettes a day, and is worse than obesity and physical inactivity (Holt-Lunstad, 2015).
- People in rural communities can often have an attitude of 'not wanting to be a burden' or hesitation in asking for help. This alongside low expectations of services leads to a tendency for initial reliance on community and family as primary means of support (DEFRA, 2013).
- People living with dementia face greater challenges connecting to support services due to distance and provision of services. This leaves rural people with dementia with less social contact and support to manage their dementia.
- Reduction of local services such as regular buses, pubs, shops and post offices, limits the daily social contact for people in rural areas.
- The cost and availability of wifi, broadband and a reliable mobile phone signal in rural areas can make it harder to stay in contact with family and friends, increasing loneliness and isolation.
- People living with dementia may forget to charge mobile and landline phones or misplace them making it more difficult to stay in contact. This can be particularly stressful not only for the person living with dementia but also family and friends.
- As dementia progresses, people affected can have difficulty using technology such as smart phones, laptops, tablets and assistive technology can be challenging.
- Smaller families and increased geographical mobility can impact on the availability of care and contact from family members. Increases in the number of people who do not have children means that some people approach later life without the support of family members (ONS, 2014). A recent report highlights 'the fragmented nature of families today' highlights that 15% of respondents aged over 85 live over an hour's drive away from their nearest child (WRVS 2012).
- Rural areas have more 'white British' people living in them (95% compared with 77.2% in urban areas). Therefore, cultural groups may lack social and community support found in urban areas (Local Government Association, 2017).



**'If she wanders no one spots her. There are no signs around if she gets lost and a lack of neighbours to help. They are very good neighbours in the village but they are not always aware of problems. She uses cordless phones and forgets to charge them. She has a plug in for emergencies but forgets where it is. Last week she had to leave a note on her gate saying "I need help". The refuse collectors found the note and gave her assistance.'**

Carer



**'My wife and I are a gay couple who have been together for 47 years and my partner has vascular dementia and many other chronic illnesses. I feel utterly alone and isolated. I care for her myself 24/7 and it is hard. I have had negative results from social services and that's putting it mildly. We live in rural wales and most of our family are in the Midlands where we originate from. Is there anywhere else to go?'**

Carer

# Emergency situations

Often there are additional risks and safety considerations when living in rural communities.

- In emergency situations it can be harder to raise the alarm due to intermittent phone signals, uncharged or lost phones and limited contact with neighbours. Help can take longer to arrive due to poor roads and distance, which can have an adverse effect on their health and be traumatic (DEFRA, 2013).
- If people living with dementia get lost, it can be challenging to find them in a rural setting.
- Older people in rural areas are more likely to live in housing which is in poor condition and/or poorly designed. They often rely on oil heating which can increase the risk of accidents. This difficulty is compounded by the lack of options to move to more suitable accommodation within their home community (Rural England, 2016).
- Telecare remote monitoring can require a minimum of two key holders in order to register for the service. This can prevent people from accessing this service if there aren't two keyholders living nearby. Poor broadband speed can limit telecare provision (Rural England, 2016).
- Farms can have many potential hazards including heavy machinery, silage pits, large animals, or firearms. In the event of accidents, the solitary nature of farming can lead to serious delays in calling for and help arriving.
- People living with dementia can be particularly vulnerable to distraction burglary, fraud and doorstep crime. Fear of crime can contribute to isolation and loneliness, with many older people trapped in their own homes and separated from the community (ILC UK and Age Concern, 2014). This can be compounded in rural areas by lack of neighbours living near by.



**'I know my Mum doesn't get power cuts very often, but she always panics if she has one that she might need the phone and it won't work. She does have a mobile but has forgotten how to use it - if she ever really understood in the first place, which I doubt. But I always tell her to phone me with it if she needs me, but of course it never happens. The 'old-fashioned phones' didn't need electricity to work!'**

Carer

**'So we're driving down the road that leads to ours, husband dipped his lights as someone was walking along the road. There are no street lights it is quite rural. The person walking along the road with no coat, handbag and book in hand, it was my mum. We stopped the car and she didn't even seem surprised to see us. I just couldn't speak i was horrified. We've tried to be normal since getting home, I kept thinking what would have happened if we hadn't come along at that point? She had always promised she wouldn't go out if i wasn't here and always said no she would be too frightened. My little 82 year old mum out in the dark on her own with no coat on a November night . I don't know what to do. I'm so scared.'**

Carer



**'There is no denying the fact that she is now at risk, though. It's all very well for the GP to say, "don't take her out of her familiar surroundings", but if she's started to wander out at night, then her surroundings – however familiar – are no longer safe.'**

Carer

# Farming families

People in rural farming communities who are living with dementia can have particular challenges to face. Farming is an isolated job and has become more so as the composition of rural communities has changed. Farming and the farm itself are more than merely business interests, they are an important part of lifestyle and identity. Research has highlighted some specific areas for concern for people living with dementia in farming communities (Plymouth University, 2017):

## Farm environment

Farms are inherently dangerous places with firearms, opportunities for people to be crushed by animals, fall into slurry pits or be trapped in or under machinery. This is even more so for people living with dementia with perception, coordination, logic, reasoning and potentially visuoperception difficulties including hallucinations. Sometimes individuals who might not have had a diagnosis but may not have mental capacity still have access to firearms. Families may have to remove or secure the firearm, and are encouraged to inform their local police firearms licensing team of their diagnosis.

## Reluctance to ask for help

There is a fear that a diagnosis of dementia can lead to the loss of the farm, the home and everything that is familiar. The unique social and economic context of farming means that often, farmers continue working long after the state retirement age. Health issues such as dementia, can be a particular issue for farms as they are generally homes as well as businesses. This can lead to additional strain and financial pressures on the wider family if provision for handing on the business to the next generation has not been made. Pride, a tradition of self-reliance and the desire for privacy often prevent people from asking for help.

## Unaware of support available

Many farmers are unaware of the support and help available to them. There is a perception that these types of support are urban-focused and inappropriate for people who have worked on farms. Support services and agencies including voluntary sector, Animal and Plant Health Agency, the Rural Payments Agency, Trading Standards and social services are not joined up and do not provide support until the farm is already in crisis.

## Cost of accessing services

The cost in time and money of attending appointments can be particularly prohibitive for farmers, who are self employed and may not have someone to manage the farm or have to pay for additional staff.

## Changing rural communities

Farming is an isolated job and has become more so as fewer people living in the countryside work on the land. Consequently, a reliance on the availability of community help may be misplaced as many lack knowledge of farming. Equally, some farmers may not know members of their local community, decreasing the likelihood that they will seek help.



## **Taking action – what you can do?**

You can support people affected by dementia in your community, by gaining a better understanding of dementia, thinking about volunteering to support an individual and making your community more dementia-friendly.



## Become a Dementia Friend

Dementia Friends is a social action community of people who understand a little more about dementia and the small ways you can help people living with dementia to live well. Dementia Friends turn their understanding into action. There are over 2.4 million Dementia Friends in England, Wales and Northern Ireland.

[dementiafriends.org.uk](https://dementiafriends.org.uk)



## Become a Dementia Friends Champion

They can deliver Dementia Friends Information Sessions to your community. Dementia Friend Champions are volunteers who have completed a one day induction session with Alzheimer's Society.

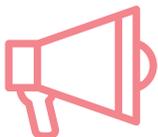
[dementiafriends.org.uk](https://dementiafriends.org.uk)



## Volunteer

Volunteer for Alzheimer's Society: support an individual by becoming a Side by Side or telephone volunteer, leading your local dementia-friendly community or joining our research programmes. Other organisations locally who support people affected include Age UK, Crossroads Care and local dementia services.

[alzheimers.org.uk/volunteers](https://alzheimers.org.uk/volunteers)



## Campaign

Individuals can play a vital role in campaigning to protect local services and change national legislation by standing up for the rights of people affected by dementia. This can involve writing to MPs or signing petitions.

[alzheimers.org.uk/campaigns](https://alzheimers.org.uk/campaigns)



## Fundraise

Alzheimer's Society has a calendar of national events including Memory Walk, Cupcake Day and Elf Day as well as challenge events.

[alzheimers.org.uk/fundraise](https://alzheimers.org.uk/fundraise)



## Create a dementia-friendly community

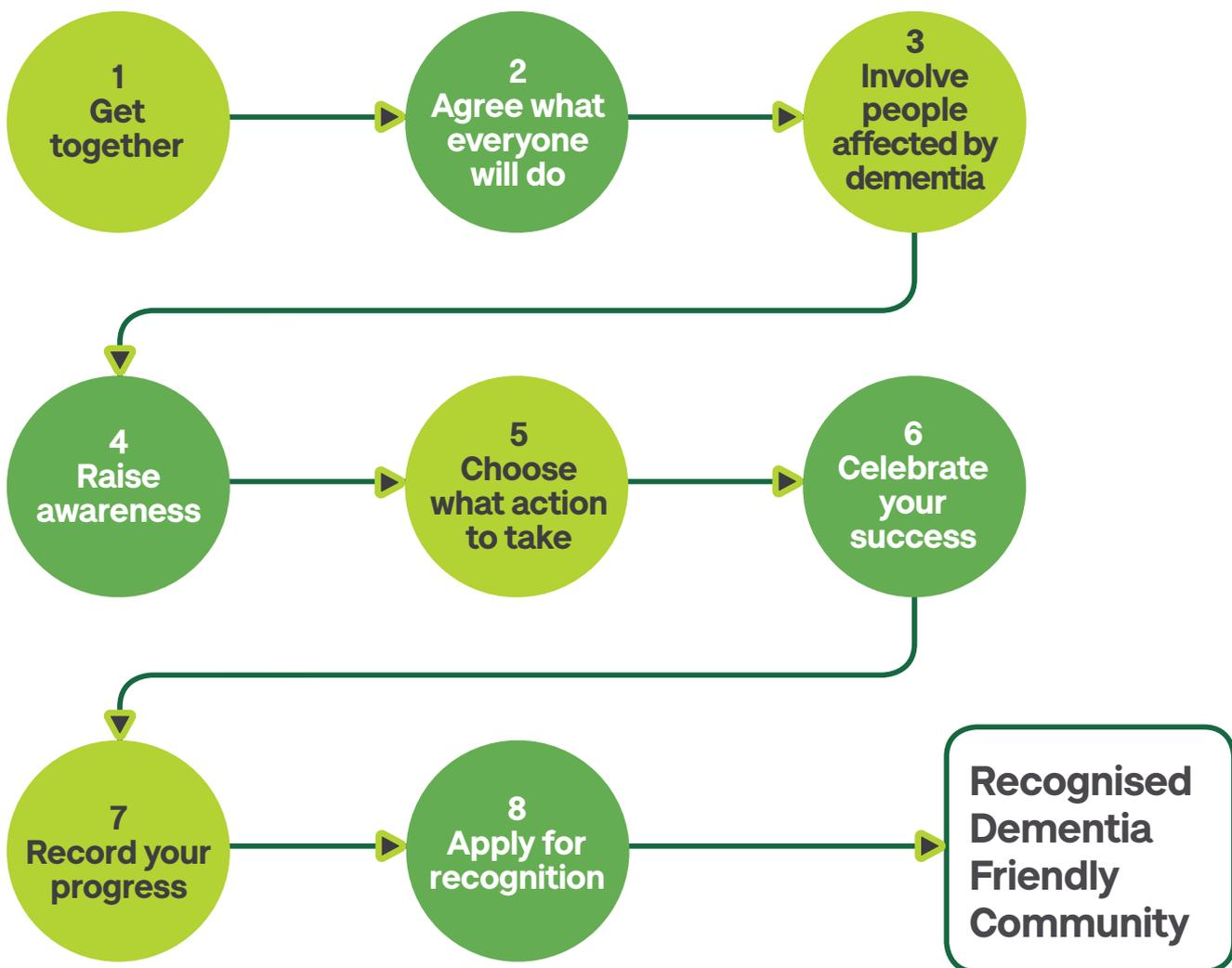
Dementia Friendly Communities are committed to working together to ensure people with dementia feel understood, valued and able to contribute to their community. Everyone, from churches to youth groups, cafes to banks, the local corner shop to hairdresser can be involved. There may already be a group in your area, view a list of recognised communities online to get involved or start your own.

[alzheimers.org.uk/dementiafriendlycommunities](https://alzheimers.org.uk/dementiafriendlycommunities)

# How to create a dementia-friendly community?

A dementia-friendly community is a city, town or village where people affected by dementia are understood, respected and supported. A lack of understanding in the community can make it difficult to tell people they or a loved one has dementia. Dementia-friendly communities are vital in helping people live well with dementia and remain a part of their community.

**People affected by dementia have the most important role in any dementia-friendly community.** By sharing their experiences and connecting with others, they ensure that communities keep the needs of people affected by dementia at the heart of everything they do.



‘Sheringham in Norfolk, is a wonderful town of concerned and caring residents. It started with friendly faces reuniting my grandmother with her frequently misplaced bicycle; the story continues with dementia music workshops and support groups.

The sense of community and belonging has ignited and sustained a spirit of supporting one another. This is the foundation to help people to live well with dementia in rural Britain.’

Nick Conrad



# 1 Get together

## Talk to your community

- Try engaging in local community or parish meetings, coffee mornings or community groups and tell people about your plans.
- Deliver a Dementia Friends session and ask them to help you take action.
- Use social media groups to get people involved

## Get people involved

- Find like-minded people or groups in your community that want to make a difference. Local charities, local businesses, parish/town councils, emergency services, Rotary and Lions are often keen to be involved.
- Ask community members such as farmers, publicans, church leaders, community groups, youth groups or schools to attend. They can often spread the word to others as a group better than one individual.

## Find a place to meet and tell people about it

- Ask members to volunteer their spaces as a meeting venue.
- Use social media, local newspapers or newsletters to let people know what is happening.

## Think about

- **Vary the times and locations that you meet so more people can attend.**
- **Offer car sharing to make it easier for people to come along.**
- **Create a Facebook page and/or a Twitter account to engage with your community.**

## 2 Agree what everyone will do

### Agree tasks

- It is useful to have someone who leads the group, coordinate activities and others who can get the word out.
- Local people who know the area and are passionate about dementia are usually keen to take on a role. You could try rotating the leader with other like minded people.
- Decide who will become a Dementia Friends Champion in your community to help raise awareness of dementia.

### Think about

- **Identify what people enjoy doing or what they are good at to make the most of their skills and experience.**
- **How large your community is and how many Dementia Friends Champions you will need.**
- **Roles that people could take on can include: Chair person, social media or taking notes.**





## 3 Involve people affected by dementia

### Listen to people affected by dementia

- Before you can start taking action, you will need to hear the experiences of people affected by dementia where you live.
- Get in touch or visit local dementia services for example Alzheimer's Society or Age UK.
- Use social media, radio, local newspapers or newsletters to ask people their opinions. Offer an alternative way of communicating such as telephone, letter or email.
- Put an advert in the local GP surgery or post office asking for the views of people living with dementia or their family/carers.
- Ask how people living with, their families and carers would like to give their views and be involved in making their community dementia friendly.
- Find out what is already happening. What activities and services are available for people living with dementia and their carers.

### Think about

- **Try and talk to people from a range of different backgrounds and ages including black, Asian and minority ethnic groups.**
- **Dementia affects family members too, don't forget to talk to them to find out what support could help.**

## 4 Raise awareness

### Make Dementia Friends

- People in your community need to understand dementia before they can take dementia-friendly actions. Dementia Friends is a great way of raising awareness of dementia. The sessions can be delivered anywhere from schools to community centres, corner shops to local pubs. This can reduce the stigma of dementia and help them understand more about the importance of what you are doing.

### Get the word out

- If there are walking routes or noticeboards, ask to put promotional information to get the community involved.
- Village fete or events can be a great way of raising awareness, ask if you can have a stall and download some of our resources.
- Organise events during different calendar months this could be during Dementia Action Week in May, Cupcake Day in June, World Alzheimer's Day in September or a Memory Walk in summer or autumn.
- Social media including Facebook and Twitter are a great way to raise awareness with different groups.

### Think about

- **What is the size of your community and how many Dementia Friends do you want to make?**
- **Ask any arts venues like museums or galleries to give dementia-friendly tours or have them come to you.**
- **Ask to appear on local radio to reach people that may have no internet or social media.**





## 5 Choose what action to take

Speak to local people with dementia to identify what your priorities should be. We would suggest choosing to focus on a couple of actions within any of the following areas:

### Arts, culture, leisure and recreation

- Set up a walk and talk group that encourages people with dementia and their carers to meet up and get some exercise.
- Ask any arts venues like museums or galleries to give dementia-friendly tours or visit local groups.
- Request the mobile library, sports clubs or leisure centre visit your village to hold outreach sessions in any community spaces.
- Adapt local activities like knitting, swimming and social networks to be inclusive for people affected by dementia.
- Offer support for gardening either through a gardening club, the local allotment or through local horticulture charities.

### Children and young people

- Deliver Dementia Friends sessions to the local school; ask them what action they could take in the local area.
- Ask any local schools, youth group leaders, Young Farmers, Guides or Scouts groups to get involved. They could learn more about dementia through project work and support people with dementia and carers to connect to their wider community and society, or provide voluntary agricultural support.
- Run group activities between young people and people living with dementia joining up services like playgroups, nurseries, seasonal parties or festivals to increase interaction between generations.

## Businesses and shops

- Encourage all businesses to make their staff Dementia Friends.
- Enable village shops, banks, post offices and pubs to be dementia-friendly. Check toilets are accessible, seating in waiting area, remove any black mats from the entrance or ensure signage is clear. Ask to display any flyers in the most popular spots or hold meetings there.
- Often the range of goods and services on offer to rural communities is more limited than urban areas which can increase the costs. See if larger businesses, shops or banks could provide innovative outreach services, one stop shops, mobile shops or even community buses for shopping trips.
- Ask supermarket delivery or postal staff to include information leaflets in deliveries and to check up on customers. See if they could introduce schemes to help with any quick jobs or raise any safeguarding concerns to the local authority.
- Ask local pharmacies and prescription delivery services to signpost to support and advice.

## Community, voluntary and faith groups

- Find out what community services provide a lifeline for people and ensure people affected by dementia are supported to access it, it could be the local church, post office, shop, pub or community group.
- Lead a local coffee morning or film club in the local church hall. This could provide a valuable meeting place for everyone to support each other.
- Advertise community based support services which seek to address loneliness and social isolation, including befriending schemes, telephone services, online forums such as Talking Point, helplines such as Silverline and sessions such as those run by Age UK, Age Concern, or Contact the Elderly.
- See if any particular groups might be isolated and need support through developing social networks or support mechanisms. This could be for farmers talking about their memories or reconnect with livestock, faith or cultural groups, or for the LGBT community.
- Think about how support and social interaction could be provided to those who find it difficult to leave their homes to keep in touch with their communities. See if neighbours can regularly offer to get milk or pick up prescriptions.

- Ensure new residents to the community are aware of informal community networks like volunteer drivers and support schemes.

## Emergency services

- Invite the local police officer and fire officers to hold a Dementia Friends Information Session and visit people affected by dementia to hold fire checks and fraud prevention talks.
- Invite coastguard, lowland and mountain rescue to be part of the community; ensure they all know about Herbert Protocol scheme and the missing person form and see whether they can hold a training exercise scenario on looking for and locating a person living with dementia.
- Encourage fire services to join up with mobile libraries, rural vets or hairdressers to reach individuals who might be vulnerable.
- Advise local people with dementia of the benefits of key safes to provide operators and emergency services with immediate access to their home. Signpost to assistive technology including alarms, sensors and GPS when appropriate.
- Raise money or apply for a grant for a defibrillator and hold a first aid training event or create 'community first aid responders'.
- Discuss how to support vulnerable rural residents during adverse weather with key groups including parish councils, Neighbourhood Watch, Lions or Rotary clubs. Ensure local authorities and emergency services are aware of vulnerable residents. Encourage use of the Lions Message in a bottle scheme to ensure that emergency services have access to the required information.
- Signpost to Alzheimer's Society Assistive Technology leaflets overview what different types of technology could support individuals in different circumstances.

## The Herbert Protocol

The Herbert Protocol is a national scheme which encourages carers to compile useful information which could be used in the event of a vulnerable person going missing. Carers, family members and friends can complete in advance, a form recording all vital details, such as medication required, mobile numbers, places previously located, a photograph etc. You can download a copy online or from your local police service.

## Housing

- Fuel poverty is particularly prevalent in these locations, especially as many use fuel or oil to heat their homes. The high cost of is burden for many. Work with your fuel provider to ensure they have an understanding of dementia.
- Give everybody diagnosed with dementia guidance on making their home more dementia friendly so they can stay in their home and community. Ask any Housing Associations to sign up to the Dementia-friendly housing charter and take action.
- Often services, information and applications are online for businesses and council support. Support those without internet access or who need support to access this.
- Advertise support information from UK Power Networks (UKPN) on how to get help during a power cut. Apply for and distribute packs from UKPN with chargeable torches which can be given to people affected with dementia.

To find out more about how to make your home dementia-friendly please refer to our guide:

[www.alzheimers.org.uk/info/20001/get\\_support/783/making\\_your\\_home\\_dementia\\_friendly](http://www.alzheimers.org.uk/info/20001/get_support/783/making_your_home_dementia_friendly)

## Transport

- Ask local bus, community transport, train and taxi companies to become **Dementia Friends**.
- Set up an informal car sharing scheme to help people with dementia get to appointments, activities and shops. You could post planned journeys on local social media or noticeboards.
- Distribute safe journey cards which are available from local transport providers or Alzheimer's Society. These cards have space to put your name, emergency contact details and where you are travelling to. This may help people with hidden disabilities tells the driver discreetly how they can be supported to travel.
- Ensure that local dial-a-ride or community transport schemes' contact information is clearly advertised around the village.
- Raise money for benches next to bus stops, shops, toilets and other key buildings to make it easier for people to get out and about.

## Health and social care

- Ask all GPs to become Dementia Friends and use our Dementia Friendly GP Guide.
- Ask GP surgeries to host specific times for people with memory issues to come to the surgery meaning people may be able to car share. If there is a patients' participation group invite them to be part of the dementia-friendly community.
- Encourage GPs to host preventative services in local surgeries including hearing tests, diabetes screening, ulcer checks to reduce unnecessary hospital visits or repeat journeys.
- Ask local pharmacies to deliver repeat prescriptions to post offices or people's homes.
- Request local health services, community mental health, chiropody, physiotherapy, pharmacies or dentists provide mobile health services or telephone appointments or check ups if appropriate.
- Invite Citizens Advice Bureau or support people to check they are getting the correct benefits and credits. Websites like [www.turn2us.org.uk](http://www.turn2us.org.uk) have useful tools to check what support is available.
- Encourage the community to have discussions about lasting powers of attorney and succession planning in farming communities. Approach local solicitors to visit services to support with wills and lasting power of attorney.
- Raise awareness of how people affected by dementia can apply for Blue Badges and support available to do so through Citizens Advice and Age UK services.



**Making your home dementia friendly**



## 6 Celebrate your success

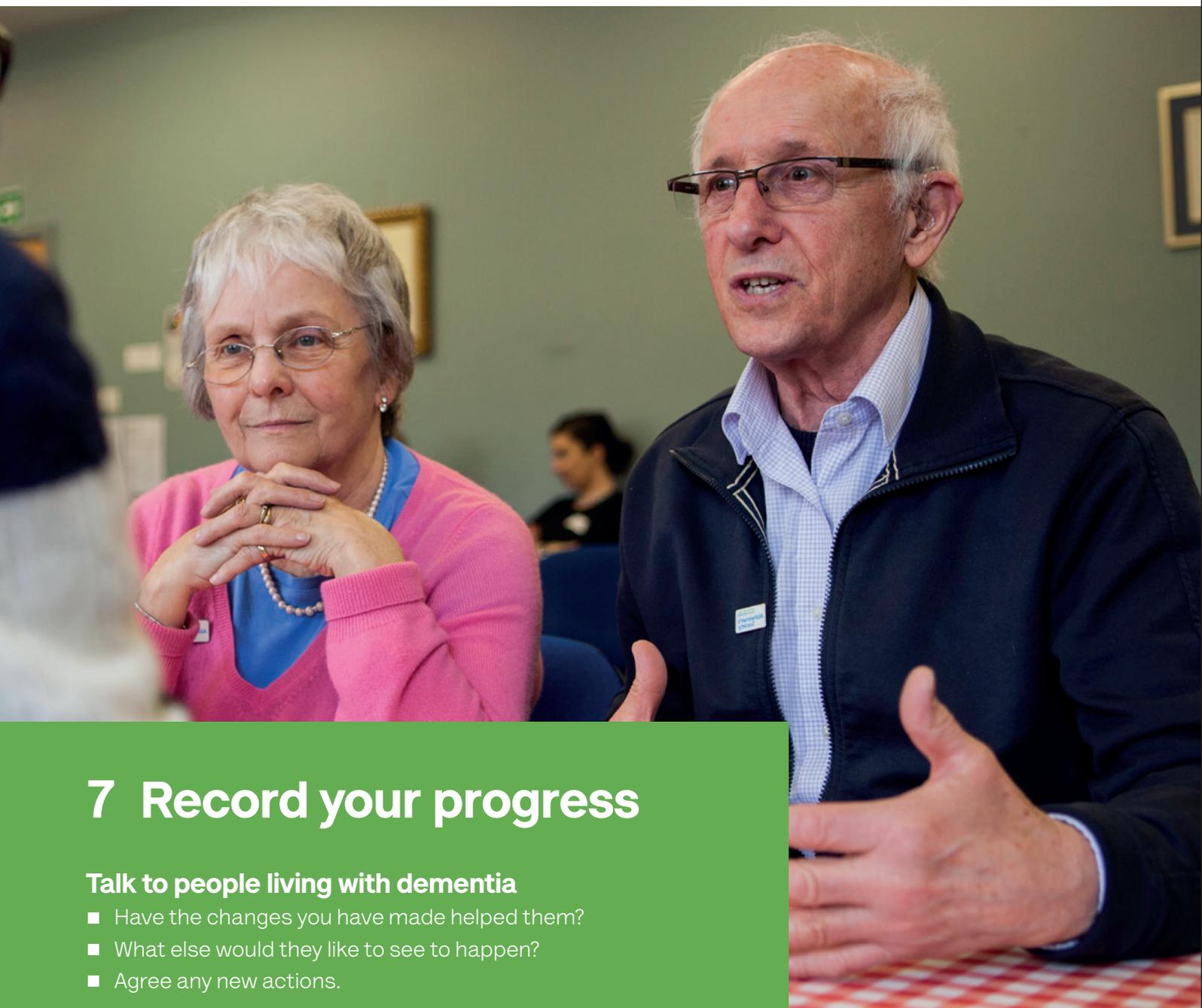
### Organise local events

- You're doing something amazing, tell your community. Hold an event to tell people, street parties, open mornings and joining existing local events are a great way of celebrating what you are doing. Ask people living with dementia to be involved.

### Think about

**Any up and coming local events ask, to hold a stall and promote what you are doing.**

**Spread the word through social media, local radio, newspapers or parish news.**



## 7 Record your progress

### Talk to people living with dementia

- Have the changes you have made helped them?
- What else would they like to see to happen?
- Agree any new actions.

### Create a file

- Collect photos, news articles, feedback.
- This could be used for applying awards and grants.

### Update the community

- Have a meeting to share updates and get feedback.
- Write a newsletter.

### Tell us

- We want to hear about your successes and spread the word across the country and beyond.
- Get in touch with your local Dementia Friendly Communities Officer who can support with any challenges you are facing.

### Think about

Often local and regional media are interested in positive stories, ask Alzheimer's Society to support with media coverage.



## 8 Apply for recognition

### Get recognised

- Get in touch with your local dementia-friendly communities office to apply.
- If you follow the steps above your community can be recognised as a dementia-friendly community.
- Apply online to access further guidance and tell us about what your community has done to date.
- When you are recognised show people living with dementia that they are now living in a dementia-friendly community.

For any support or guidance visit the dementia-friendly community webpages: **[alzheimers.org.uk/dementiafriendlycommunities](https://alzheimers.org.uk/dementiafriendlycommunities)** or get in touch with the team: **[dementiafriendlycomm@alzheimers.org.uk](mailto:dementiafriendlycomm@alzheimers.org.uk)**

## **Case Studies**

Best practice  
examples of work  
underway in rural  
communities

# Arts, culture, leisure and recreation

## Staffordshire Moorlands **Steady Steps**

This walking group provides support to people with dementia and their carers, to increase their confidence and get out and about in more open spaces. Walks are only cancelled during intense rainfall as members thoroughly enjoy experiencing the fluctuations in climate and weather. This is provided at nominal cost and is reliant upon a team of skilled outdoor volunteers. The group has shown, that with support, many people can continue to enjoy the outdoors and find great comfort in being in nature regardless of the season.

## Scottish Highlands **Windows of the World**

Allied health professionals (AHPs) in rural mental health services face extra challenges. With huge areas to cover, they often spend much of their time travelling, resulting in less time with those needing their support. This dementia friendly community is working in partnership with the NHS Highlands AHPs and local people with dementia, to trial digital technologies and decrease rural isolation. A combination of technology such as tablets, cameras and smartphones are used but the most impactful engagement has been with 65 inch smartscreens used in community hubs.

The Windows of the World project has seen people with dementia using an interactive screen to access a range of creative pursuits, instinctive reminiscence work, access to shopping, films and entertainment as well as the delivery of health information about exercise, nutrition and diet and therapeutic interventions. Not only have people living with dementia contributed to a photographic bank of images of specific interest to rural community groups but have also learned to become active users of social media, email, tablet devices and many other forms of technology. These devices have helped to reduce isolation and loneliness for local people. A network of interactive screens in other similar rural locations has meant people and activities have been linked in places where distances and travel issues would previously have prevented it.

## West Wales **Visit to Gorwel Farm**

People affected by dementia living in rural parts of Wales were given the opportunity to visit a farm in Newcastle Emlyn, West Wales. As well as meeting the pigs and cows, the visitors were welcomed into the parlour at milking time. Many of them had a farming background and the day provided an opportunity to relive their memories of growing up in a rural area. The event was organised by Alzheimer's Society Cymru and the Countryside Alliance Foundation.



# Businesses and shops

## Devon

### **BBC Radio Devon “Radio Me” Project**

BBC radio Devon worked alongside the Interdisciplinary Centre for Computer Music Research (ICCMR) at Plymouth University on “Project EAR” – Environments for Alzheimer’s-friendly Radio to make a 60 minute special documentary “Music, Memories and Making Radio” (MMMR) aimed towards musical reminiscence for people affected by dementia to enjoy in their own homes. Building on this the People’s History of Pop – two 60-minute documentaries – were created in 2016 as the cultural impact of pop music and the impact of technology on popular music was discussed. These shows aimed towards people affected by dementia encourage interaction, stimulation and reminiscence. They will also allow access to our online radio stream, and its manipulation for non-public non-commercial purposes.

## High Peak area of Derbyshire

### **The Postal Service**

A small village a post office has provided a dedicated writing service for their older residents, many of whom have dementia. Letters are regarded as an important everyday way of communicating with distant relatives and friends by the older local residents. The post office offers one session a month during which support is given to the reading, writing and sending of letters to loved ones in a supportive accessible place. Meeting in a familiar place provides a friendly place for a chat and a cup of tea which is valued by residents who enjoy conversation and discussing their letters. There is no charge for postage and all the letters are posted promptly which supports the continued correspondence.

## East Anglia

### **East of England Co-op Shopping in their Shoes**

In rural communities many older people find that they are unable to drive and rely upon accessing local services in ways which can maintain their sense of independence. The lack of public transport can rapidly lead to isolation and risk of increased ill health because of the difficulty to reach services. Dementia may also present challenges in navigating around a village and within a shop. East of England Co-op has over 120 stores and services in towns and villages across 2,000 square miles in four counties – Norfolk, Suffolk, Essex and Cambridgeshire. As well as stores they provide pharmacies, optical and funeral services in rural locations across East Anglia. East of England Co-op worked with Alzheimer’s Society to make over 4,700 employees Dementia Friends and specific training for security staff. Directors and managers had to gather a basic shopping list and pay whilst wearing an ageing suit. As a consequence, local village shops now offer support to help the person with dementia to continue to shop locally. Additionally such shops can also provide a social hub, by offering a café or hairdressing adjacent to the shop as a way of reducing social isolation.

# Children and young people

## Derbyshire **First Taste Charity**

First Taste is a small charity set up to respond to the needs of people affected by dementia who live in residential and nursing homes. The charity provides specific training of care home staff in the design and delivery of activities to promote wellbeing. Work includes a buddying scheme with local primary and secondary schools that enables residents to develop ongoing relationships with schoolchildren and share stories, songs, poetry, computer-based activities and general conversation. Many of these pupils have developed friendships with residents in the homes beyond the interactions through school, with others choosing to build careers in health care. Other activities include the provision of accredited chair-based exercise courses, gardening, walking and arts-based activities. Many residents often feel isolated especially if they have moved from their place of birth as may happen among rural communities; connecting local care homes with local schools and colleges contributes towards residents feeling valued for who they are and the histories they share.

# Community, voluntary and faith groups

## England and Wales

### **National Association of Young Farmers Clubs**

Rural Plus is a campaign that the National Federation of Young Farmers' Clubs (NFYFC) set up in February 2014 to raise awareness of rural isolation, dementia and mental health within rural communities. Young farmers play an integral role within rural communities as they communicate and work with the older generation who are less likely to talk about any issues they may be facing. Farming is also a hands-on industry and many farmers are over 60. The health of animals is also something that can be affected when someone has dementia. Often when there are issues with animal welfare this can be because of an underlying personal problem with the farmer that has led them to being less concerned about themselves and the animals through no fault of their own. Delivering Rural Plus sessions to young farmers equips them with key information so they can talk with older rural generations and the local community organisations. This raises awareness reduces the stigma of dementia, and builds stronger and healthier rural communities.

## Northern Ireland

### **Park Village Co. Derry / Londonderry**

Park Village in Co. Derry / Londonderry is central to a large rural community, with Learmount Community Development Group (LCDG) regarded as a community hub in the surrounding areas. The manager of LCDG recognised that people who were worried about their memory, or were living with dementia, felt isolated and did not know where to turn for help. Having to travel to the nearest town or city in order to receive the necessary information and support constituted a real barrier for many. Alzheimer's Society delivered workshops for the general public and local businesses at the LCDG centre. Following the workshops, Park village has signed up to become dementia friendly introducing their own 'dementia drop-in information point' and monthly peer support group for people affected by dementia. The service is confidential and provides information, support, and signposting to services, as well as access to telephone lines and internet for convenient access to all of these by fully integrating it into existing services, and adapting it to their rural context people with dementia and their families are less isolated and the community aware of dementia aware.

## Northern Ireland

### **Rathlin Island**

Rathlin Island is situated off the north east coast of Ireland. It has a steadily rising population of 150 people and hosts over 40,000 tourists each year. Dementia Friendly Rathlin began in June 2017 as a result of people living on the island with dementia wanting to raise awareness to support both residents and tourists who visit the island from all over the world. So far 43 residents are Dementia Friends with an aim for everyone on the island to participate. Key partners engaged include: the local primary school, Rathlin Development and Community Association, Rathlin Island Ferry, guest houses, cafes, restaurants, pubs and the island's floating support workers, nurses and homecare workers. People living with dementia have been a vital part of the project. One resident living with dementia said that her biggest fear would be having to leave her home to get support, but now she feels she can stay at home and live independently on Rathlin..

## Hollington, Derbyshire

### **Beckside Care Farm**

Beckside Care Farm operates as a not for profit company providing support towards people with dementia and respite for family caregivers. The ethos of the farm is to provide meaningful activities using an Occupational Therapy approach. Care and support is provided by qualified therapists, farm hands and volunteers. People living with dementia are given opportunities to take part in all the activities, share a home made meal and make connections with others. Being in the outdoors encourages plenty of walking, conversations and promotes a sense of general well-being.

For rural people, Beckside provides a continued connection with the outdoors which is important as many older people tend to lose this as their worlds contract physically and socially. Care Farms promote these connections among people with dementia by providing supportive therapeutic activities which are focused on enjoying the everyday in the present.



## Devon

### **Dementia-friendly parishes around the River Yealm**

Devon has high numbers of people affected by dementia due to the number of older people in the general population. To tackle this, local people set up a dementia-friendly community in 2013 to improve the lives of people with dementia and their carers in the parishes around the River Yealm; Brixton, Yealmpton, Wembury, Newton and Noss and Holbeton. The project employs a part time co-ordinator whose role is to develop dementia-friendly parishes by engaging with people with dementia, their carers and families, together with voluntary and statutory services, businesses and the wider community. 65 families have been supported so far. The project benefits the whole community in each parish as awareness is raised with local organisations, businesses and services. It empowers people with dementia and their carers to remain in their own community with support reducing unnecessary and disruptive admissions to hospital, or unplanned respite and emergency call outs.

Dementia awareness has been promoted across the area particularly with the Parish Councils, Health Centres, National Farming Union, faith groups, transport services, local businesses including, shops, pubs, Post Offices, hairdressers, garden centres, clubs, and the Women's Institute. Advice and guidance is given to people with dementia and their carers so that they can continue to maintain and where necessary increase their social contacts within their local community. New inclusive activities have been set up through the project these include a weekly gentle exercise class run by a registered physiotherapist, and a twice monthly art/craft/hobbies club supported by volunteers with skills and interest in arts and crafts. Other activities have included a monthly afternoon tea, and a Shared Reading Group.

The Committee fund raises by applying for grants and through local fundraising activities in the community, for example coffee mornings and open gardens. The project has been supported financially by grants from Devon County Council Adult Services, county councillors, South Hams District councillors, Saltram Rotary, the parish councils, Brixton Feoffee Trust, South Hams TAP Fund, and the Tudor Trust.

## Cumbria

### **Churches in Cumbria**

There are over 8,000 people with dementia in Cumbria. 'Churches Together in Cumbria' has considered the part that churches should play and has declared the aim of 'making every church in Cumbria dementia-friendly by 2020'. 'Dementia-friendly' means that the church is welcoming and inclusive towards people with dementia and those who care for them, and that they are valued members of the congregation who are encouraged to stay involved in church activity as long as possible. Action at local level is key to the success of this initiative and churches are being asked to find a volunteer 'dementia enabler' in their congregation. The challenge of Enablers is to ensure that their church is dementia-friendly in its 'welcome, worship and environment'. Dementia Friends sessions are held and workshops to support churches to become dementia-friendly.

## Gloucestershire

### **Gloucestershire Rural County Council Village Agents**

GRCC's Village and Community Agents help people aged 50 and over find their way through the social care system so that they can keep their independence and stay in their own homes. The agents make an appointment to visit people living with dementia in their own home and signpost them to information and support needed to prevent life getting too difficult. They can put older people in touch with what's available from local social groups and healthcare services to the people who can help in an emergency.

## Stocksfield

Stocksfield is a village in Northumberland with a population of just over 2500. Stocksfield Dementia Friendly Community decided to start in small ways to make their community dementia friendly. A small group of interested people got together to plan their way forward, from the beginning they were determined that anyone affected by dementia could be part of existing groups rather than developing dementia specific activities.

They initially held regular Dementia Friends sessions across the area involving community groups such as churches, the local cricket club and golf club. These are really well attended and interest and enthusiasm grew. As the churches in the area have thriving community groups, it was decided that this would be the first area of work. Other activities and groups include lunch groups and social activities. All members of the community are encouraged to participate, especially those people affected by dementia. Coffee morning and drop in mornings are organised where people can seek support if needed and access Alzheimer's Society information leaflets and information. The groups have close links with a dementia adviser and are in regular contact with Alzheimer's Society staff with the community who promote the activities to local people.

## Cockermouth

Cockermouth is a market town in Cumbria with a population of over 8,000 whose dementia-friendly community has been going for over six months. Monthly steering group meetings are well attended by many local groups, including statutory and voluntary organisations along with local people with a personal interest in dementia.

Raising awareness can be problematic in rural communities due to geography. To help with this, Dementia Friends sessions are delivered in various businesses, schools and shops. A launch event is also planned to reach more people in the town. Dementia Action Week, where they plan to 'paint the town blue', will be an opportunity to promote what they are doing. A local theatre group are putting on a play about dementia-friendly communities and are expecting up to 350 people to attend. Through raising awareness more people will understand dementia and the difference this community wants to make.

# Emergency services

## Craven

### **Vulnerable Person's Intervention Partnership**

The VIP (Vulnerable Person's Intervention Partnership) project in Craven is operated by social services in conjunction with the fire service for vulnerable people including older people. When social services identify a vulnerable person they inform the fire service who conduct a free home safety check. Whilst in the home, they identify any other service needs using a checklist and send the information to the appropriate agencies or organisations. This then enables other services and support to be signposted to ensure vulnerable members of the community are supported and safeguarded.

## West Sussex

### **Storrington and Sullington Parish Council severe weather volunteers**

Storrington and Sullington Parish Council, at the foot of the South Downs in West Sussex, has created a voluntary support scheme for its older and more vulnerable residents. This provides them with assistance during periods of severe winter weather or in other emergency situations.

They have a list of volunteers who could group together in times of adverse weather to clear snow from selected areas, thus enabling people to move about more freely. Requests seeking volunteers were placed in the parish newsletter. A letter was sent by hand to each household within the parish asking whether they would either welcome an offer of assistance in poor weather or could offer to help someone else. The parish council received a really good response to this letter hearing back from 49 volunteers and from 64 people who considered themselves vulnerable. Staff then matched up volunteers with vulnerable people who lived close by to them and, after receiving the necessary agreement from each party, they shared their contact information. In cases of severe weather, infrastructure emergency or some other disaster, the volunteers have agreed to contact their matched vulnerable person to make sure they are alright and to arrange any assistance that is required. For further information see Rural England.



# Transport

## Lincolnshire

### Rural transport planning and CallConnect

The low population density of Lincolnshire means that the number of railway stations and train services is low considering the size of the area. The scattered population means that bus services in the more isolated regions are expensive to operate. In many parts of the county, private cars are considered the only practical means of transport. The Lincolnshire County Council introduced a localised bus service, Interconnect, designed to connect isolated rural areas to the main transport network. The service is driven by local demand, with the needs of the rural communities at the centre of planning. There are local buses running at frequent intervals which are fully accessible to all. In addition to this, passengers can pre-book an auxiliary service, CallConnect, which will collect them at a convenient location and bring them to a point where they can access other transport. The CallConnect service, can collect passengers from their home if they have mobility problems or live in very isolated rural areas. CallConnect is funded through passenger fares while concessionary bus passes for the over-60s or people with disabilities can be used for travel.

## Craven

### Planning transport in adverse weather

Craven Country Council created a programme to ensure access routes were ploughed during snow and older isolated adults were supported in adverse weather. They worked with providers to signpost services at critical moments of vulnerability via voluntary outreach through Red Cross provision – and identifying potential users from local Age UK networks. This joined-up approach helped to keep people safely independently mobile. For example, these included schemes such as '95 Alive' which is designed and delivered support to older rural residents to help them drive safely, providing advice about key issues like timing medication use to avoid drowsy driving and other practical safety measures.





CLEARCHANNEL



Mayo CHI

BO  
CONSULT  
HEALTH CLINIC  
01425 83



# Useful resources and organisations

The following organisations can offer guidance or resources for someone living with dementia, or who cares for someone with dementia, towards sources of specialist support and advice.

## General

---

### Alzheimer's Society resources

[alzheimers.org.uk/publications](http://alzheimers.org.uk/publications)

**Publications order line: 0300 303 5933**

Alzheimer's Society publications cover all aspects of dementia.

### Dementia Connect

[alzheimers.org.uk/dementiacconnect](http://alzheimers.org.uk/dementiacconnect)

Find out what support is available near you, including dementia services and support groups in your area.

### Dementia Friendly Communities

[alzheimers.org.uk/dementiafriendlycommunities](http://alzheimers.org.uk/dementiafriendlycommunities)

Find more information, resources and guidance online at to set up a dementia friendly community.

### National Dementia Helpline

[alzheimers.org.uk/helpline](http://alzheimers.org.uk/helpline)

For information, support or advice about dementia call our helpline 0300 222 11 22. Please see the website for up to date opening hours.

### Talking Point

[alzheimers.org.uk/talkingpoint](http://alzheimers.org.uk/talkingpoint)

Talking point is an online community that anyone who is affected by dementia can use to get support.

### Worried about your memory

[alzheimers.org.uk/info/20112/publications\\_about\\_symptoms\\_diagnosis\\_and\\_treatment/854/worried\\_about\\_your\\_memory](http://alzheimers.org.uk/info/20112/publications_about_symptoms_diagnosis_and_treatment/854/worried_about_your_memory)

This free resource from Alzheimer's Society is designed to help you understand more about memory loss, so if you are worried – either about your own or someone else's memory – you can seek advice and, if necessary, get treatment.

### Age UK

[www.ageuk.org.uk](http://www.ageuk.org.uk)

### Alzheimer's Scotland

[www.alzscot.org](http://www.alzscot.org)

### Carers Trust

[www.carers.org](http://www.carers.org)

### Carers UK

[www.carersuk.org](http://www.carersuk.org)

### Citizens Advice Bureau

[www.citizensadvice.org.uk](http://www.citizensadvice.org.uk)

### Dementia Action Alliance

[www.dementiaaction.org.uk](http://www.dementiaaction.org.uk)

### Dementia Friends

[dementiafriends.org.uk](http://dementiafriends.org.uk)

**Dementia UK**

[www.dementiauk.org](http://www.dementiauk.org)

**Rare Dementia Support**

[www.raredementiasupport.org](http://www.raredementiasupport.org)

**Lewy Body Society**

[www.lewybody.org](http://www.lewybody.org)

**Local Government Association**

[www.local.gov.uk](http://www.local.gov.uk)

**Public Health England**

[www.gov.uk/government/organisations/public-health-england](http://www.gov.uk/government/organisations/public-health-england)

**YoungDementia UK**

[www.youngdementiauk.org](http://www.youngdementiauk.org)

## **Dementia-friendly communities**

---

Alzheimer's Society has produced a series of guides for different sectors including practical advice and guidance to help them become more dementia friendly. These are listed below:

**Dementia-friendly arts venue guide**

[alzheimers.org.uk/arts](http://alzheimers.org.uk/arts)

**Dementia-friendly business guide:  
How to do an audit**

[alzheimers.org.uk/business](http://alzheimers.org.uk/business)

**Dementia-friendly church guide****Dementia-friendly cinema guide**

[alzheimers.org.uk/cinema](http://alzheimers.org.uk/cinema)

**Dementia-friendly financial  
services charter**

[alzheimers.org.uk/finance](http://alzheimers.org.uk/finance)

**Dementia-friendly garden  
centre guide**

[alzheimers.org.uk/gardening](http://alzheimers.org.uk/gardening)

**Dementia-friendly heritage guide**

[alzheimers.org.uk/heritage](http://alzheimers.org.uk/heritage)

**Dementia-friendly housing Charter**

[alzheimers.org.uk/housingcharter](http://alzheimers.org.uk/housingcharter)

**Dementia-friendly retail guide**

[alzheimers.org.uk/retail](http://alzheimers.org.uk/retail)

**Dementia-friendly signage**

[alzheimers.org.uk/downloads/download/2055/dementia\\_friendly\\_signage](http://alzheimers.org.uk/downloads/download/2055/dementia_friendly_signage)

**Dementia Friendly Technology Charter**

[alzheimers.org.uk/technology](http://alzheimers.org.uk/technology)

**Dementia Friendly Technology leaflets**

[alzheimers.org.uk/technologyinfo](http://alzheimers.org.uk/technologyinfo)

**Dementia-friendly utilities guide**

[alzheimers.org.uk/utilities](http://alzheimers.org.uk/utilities)

### **Faith Action – Dementia resources and case studies**

[www.faithaction.net/portal/our-projects/dementia](http://www.faithaction.net/portal/our-projects/dementia)

A collection of inspiring examples of how faith communities from different traditions are tackling these issues and becoming dementia friendly.

### **How to help people with dementia: a guide for customer-facing staff**

[alzheimers.org.uk/customerfacing](http://alzheimers.org.uk/customerfacing)

An Alzheimer's Society booklet containing practical advice on communicating with and assisting people with dementia.

### **REPOD – A Guide to Setting Up a Memory Café**

[www.repod.org.uk/downloads/REPoD-mc-guide.pdf](http://www.repod.org.uk/downloads/REPoD-mc-guide.pdf)

Rotarians Easing Problems of Dementia have created a guide to setting up a memory café in your local area.

### **Royal Institute of Town Planning, Dementia and Spatial Planning**

[www.rtpi.org.uk/knowledge/practice/dementia-and-town-planning](http://www.rtpi.org.uk/knowledge/practice/dementia-and-town-planning)

This practice note gives advice on how good planning can create better environments for people living with dementia. It summarises expert advice, outlines key planning and health policy and highlights good practice case studies. The policy context applies to England, Scotland, Wales and Northern Ireland, the principles of good practice are applicable wherever you work.

### **Scottish Working Group – Travelling with dementia video**

[www.youtube.com/watch?v=eIUdbwt9C9Y](http://www.youtube.com/watch?v=eIUdbwt9C9Y)

The Scottish Dementia Working Group have created a video detailing the challenges people living with dementia face travelling by car, taxi, bus, train and airplane.

### **West Yorkshire Police, Herbert Protocol**

[www.westyorkshire.police.uk/herbert-protocol-missing-person-incident-form](http://www.westyorkshire.police.uk/herbert-protocol-missing-person-incident-form)

The Herbert Protocol is a national scheme being introduced by West Yorkshire Police and other agencies which encourages carers to compile useful information which could be used in the event of a vulnerable person going missing.

## Rural communities

---

### **Alzheimer's Society, Dementia in Rural Wales: The Lived experiences**

[alzheimers.org.uk/ruralwales](http://alzheimers.org.uk/ruralwales)

### **Action with Communities in Rural England (ACRE)**

[www.acre.org.uk](http://www.acre.org.uk)

### **Community Transport Association**

[www.ctauk.org](http://www.ctauk.org)

### **Countryside Alliance**

[www.countryside-alliance.org](http://www.countryside-alliance.org)

### **Gov UK, Rural Proofing**

[www.gov.uk/government/publications/rural-proofing](http://www.gov.uk/government/publications/rural-proofing)

Practical guidance for policy makers and analysts to assess and take into account the effects of policies on rural areas.

### **Farming Community Network (formally known as Farming Crisis Network)**

[www.fcn.org.uk](http://www.fcn.org.uk)

### **Farm Women's Club (nationwide)**

[fwc@rbi.co.uk](mailto:fwc@rbi.co.uk)

### **Irish in Britain**

[www.irishinbritain.org](http://www.irishinbritain.org)

### **National Association of Farmers Markets**

[www.farma.org.uk](http://www.farma.org.uk)

### **National Association of Local Councils**

[www.nalc.gov.uk](http://www.nalc.gov.uk)

### **National Farmers Union**

[www.nfuonline.com](http://www.nfuonline.com)

### **National Federation of Women's Institutes**

[www.thewi.org.uk](http://www.thewi.org.uk)

### **National Neighbourhood Watch Movement**

[www.ourwatch.org.uk](http://www.ourwatch.org.uk)

### **Plunkett Foundation**

[www.plunkett.co.uk/](http://www.plunkett.co.uk/)

### **Royal Agricultural Benevolent Institution**

[www.rabi.org.uk](http://www.rabi.org.uk)

### **Rural Services Network**

[www.rsnonline.org.uk](http://www.rsnonline.org.uk)

### **Rural England, Supporting older residents during severe weather**

[www.ruralengland.org/supporting-older-residents-during-severe-weather/](http://www.ruralengland.org/supporting-older-residents-during-severe-weather/)

Information on Storrington and Sullington Parish Council how they provided assistance during periods of severe winter weather or in other emergency situations.

### **Town and Country Planning Association**

[www.tcpa.org.uk](http://www.tcpa.org.uk)

# References

**Age UK (2010). Loneliness and Isolation Evidence Review**

[www.ageuk.org.uk/globalassets/age-uk/documents/reports-and-publications/reports-and-briefings/health--wellbeing/rb\\_june15\\_loneliness\\_in\\_later\\_life\\_evidence\\_review.pdf](http://www.ageuk.org.uk/globalassets/age-uk/documents/reports-and-publications/reports-and-briefings/health--wellbeing/rb_june15_loneliness_in_later_life_evidence_review.pdf)

**Alzheimer's Society (2013). Building dementia-friendly communities: A priority for everyone.**

[alzheimers.org.uk/downloads/download/1236/building\\_dementia-friendly\\_communities\\_a\\_priority\\_for\\_everyone](http://alzheimers.org.uk/downloads/download/1236/building_dementia-friendly_communities_a_priority_for_everyone)

**Alzheimer's Society (2017). Dementia in Rural Wales**

[alzheimers.org.uk/ruralwales](http://alzheimers.org.uk/ruralwales)

**Alzheimer's Society (2014). Dementia UK: Update**

[alzheimers.org.uk/info/20025/policy\\_and\\_influencing/251/dementia\\_uk](http://alzheimers.org.uk/info/20025/policy_and_influencing/251/dementia_uk)

**Big Issue**

[www.bigissue.com/news/meet-council-combatting-rural-isolation-elderly/](http://www.bigissue.com/news/meet-council-combatting-rural-isolation-elderly/)

**Bowes, A; Dawson, A; McCabe, L (2016).****RemoDem: Delivering support for people with dementia in remote areas**

[www.journals.sagepub.com/doi/pdf/10.1177/1471301216643848](http://www.journals.sagepub.com/doi/pdf/10.1177/1471301216643848)

**Branger, C; Burton, R et al (2016). Coping with cognitive impairment and dementia: rural caregivers' perspectives**

[www.journals.sagepub.com/doi/pdf/10.1177/1471301214539956](http://www.journals.sagepub.com/doi/pdf/10.1177/1471301214539956)

**Centre for Rural Health Research & Policy, (2010).****Dementia care at home in rural and remote areas: Summary findings of literature review**

[www.st-andrews.ac.uk/media/engage/documents/crh-ressynthesis-summary-v4.pdf](http://www.st-andrews.ac.uk/media/engage/documents/crh-ressynthesis-summary-v4.pdf)

**Clarke, C & Bailey, C Dementia, (2016). Narrative citizenship, resilience and Inclusion with dementia**

[www.research.ed.ac.uk/portal/files/23781583/Charlotte\\_et\\_al\\_revised\\_v2\\_track\\_off.pdf](http://www.research.ed.ac.uk/portal/files/23781583/Charlotte_et_al_revised_v2_track_off.pdf)

**Cognitive Function and Ageing Study) (2011)**

[www.cfas.ac.uk/cfas-ii/](http://www.cfas.ac.uk/cfas-ii/)

**Commission for Rural Communities (2012),****Social Isolation experienced by older people in England's rural areas**

[www.phys.org/news/2012-09-elderly-people-rural-areas-social.html#jCp](http://www.phys.org/news/2012-09-elderly-people-rural-areas-social.html#jCp)

**DEFRA and ILC (2013), Rural Ageing Report**

[www.ilcuk.org.uk/index.php/publications/publication\\_details/impact\\_of\\_an\\_ageing\\_population\\_on\\_service\\_design\\_and\\_delivery\\_in\\_rural\\_area](http://www.ilcuk.org.uk/index.php/publications/publication_details/impact_of_an_ageing_population_on_service_design_and_delivery_in_rural_area)

**Foresight, Government Office for Science (2015).****Current and future challenges of family care in the UK**

[www.assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/454514/gs-15-18-future-ageing-family-care-er09.pdf](http://www.assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/454514/gs-15-18-future-ageing-family-care-er09.pdf)

**Holwerda TJ, et al. (2014) Feelings of loneliness, but not social isolation, predict dementia onset: results from the Amsterdam Study of the Elderly (AMSTEL), J Neurol Neurosurg Psychiatry 2014;**

85: pp.135–142.

**Innes, Anthea (2006). Service provision for people with dementia in rural Scotland: difficulties and innovations**

[www.journals.sagepub.com/doi/pdf/10.1177/1471301206062253](http://www.journals.sagepub.com/doi/pdf/10.1177/1471301206062253)

**Local Government Association (2017), Health and wellbeing in rural areas**

[www.local.gov.uk/sites/default/files/documents/1.39\\_Health%20in%20rural%20areas\\_WEB.pdf](http://www.local.gov.uk/sites/default/files/documents/1.39_Health%20in%20rural%20areas_WEB.pdf)

**Matthews F; Arthur A; Barnes L. et al (2013). A two-decade comparison of prevalence of dementia in individuals aged 65 years and older from three geographical areas of England: results from the Cognitive Function and Ageing Study I and II.** *Lancet* Oct 26; 382 (9902): pp.1405-1412

**McDonald, A; Heath, B (2008). Developing services for people with dementia: Findings from research in a rural area**

[www.emeraldinsight.com/doi/pdfplus/10.1108/14717794200800023](http://www.emeraldinsight.com/doi/pdfplus/10.1108/14717794200800023)

**Office National Statistics (2012). 2011 Census**

[www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/bulletins/2011censuspopulationandhouseholdestimatesforenglandandwales/2012-07-16](http://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/bulletins/2011censuspopulationandhouseholdestimatesforenglandandwales/2012-07-16).

**Office National Statistics (2016). Defining Rural Areas using the Rural and Urban Statistics in England: Guidance Notes**

[www.gov.uk/government/statistics/defining-rural-areas](http://www.gov.uk/government/statistics/defining-rural-areas).

**Public Health England (2015). Prevalence of dementia in population groups by protected characteristics: a systematic review of the literature**

[www.gov.uk/government/publications/dementia-prevalence-in-groups-by-protected-characteristics](http://www.gov.uk/government/publications/dementia-prevalence-in-groups-by-protected-characteristics)

**Royal Institute of Town Planning, Dementia and Town Planning (2017)**

[www.rtpi.org.uk/knowledge/practice/dementia-and-town-planning/](http://www.rtpi.org.uk/knowledge/practice/dementia-and-town-planning/)

**Rural England (2017). Issues Facing Providers of Social Care at Home to Older Residents in Rural England**

[www.ruralengland.org/wp-content/uploads/2018/01/Launch-Report-Issues-Facing-Providers-Social-Care-in-Rural-England.pdf](http://www.ruralengland.org/wp-content/uploads/2018/01/Launch-Report-Issues-Facing-Providers-Social-Care-in-Rural-England.pdf)

**Rural England (2016). Poor Health**

[www.ruralengland.org/wp-content/uploads/2015/12/Final-report-Poor-Health.pdf](http://www.ruralengland.org/wp-content/uploads/2015/12/Final-report-Poor-Health.pdf)

**Rural England (2016). Older people in rural areas: vulnerability due to loneliness and isolation paper**

[www.ruralengland.org/wp-content/uploads/2016/04/Final-report-Loneliness-and-Isolation.pdf](http://www.ruralengland.org/wp-content/uploads/2016/04/Final-report-Loneliness-and-Isolation.pdf)

**Rural England (2016). State of Rural Services 2016**

[www.ruralengland.org/the-state-of-rural-services-2016-report/](http://www.ruralengland.org/the-state-of-rural-services-2016-report/)

**Rural England (2014). Vulnerability as Affecting Older People in Rural Areas**

[www.ageactionalliance.org/wordpress/wp-content/uploads/2016/11/Final-Summary-report.pdf](http://www.ageactionalliance.org/wordpress/wp-content/uploads/2016/11/Final-Summary-report.pdf)

**Rural Housing for an Ageing Population: Policy Initiatives**

[www.housinglin.org.uk/Topics/type/Rural-Housing-for-an-Ageing-Population-Policy-Initiatives-HAPPI-4/](http://www.housinglin.org.uk/Topics/type/Rural-Housing-for-an-Ageing-Population-Policy-Initiatives-HAPPI-4/)

**Rural Services Network, (2017). Rural communities face limited support for dementia**

[www.rsnonline.org.uk/press-releases/rural-communities-face-limited-support-for-dementia](http://www.rsnonline.org.uk/press-releases/rural-communities-face-limited-support-for-dementia)

**Szymczynska, P; Stark, C; Innes, A (2014). Dementia diagnosis and post-diagnostic support in Scottish rural communities: Experiences of people with dementia and their families**

[www.journals.sagepub.com/doi/pdf/10.1177/1471301212460608](http://www.journals.sagepub.com/doi/pdf/10.1177/1471301212460608)

**University of Nottingham (2015), Scaling the peaks; Understanding the needs and experiences of people affected by dementia in rural areas**

[www.nottingham.ac.uk/research/groups/healthofolderpeople/documents/scaling-the-peaks-leaflet-fm.pdf](http://www.nottingham.ac.uk/research/groups/healthofolderpeople/documents/scaling-the-peaks-leaflet-fm.pdf)

**WRVS (2012) Loneliness amongst older people and the impact of family connections**

[www.royalvoluntaryservice.org.uk/Uploads/Documents/How\\_we\\_help/loneliness-amongst-olderpeople-and-the-impact-of-family-connections.pdf](http://www.royalvoluntaryservice.org.uk/Uploads/Documents/How_we_help/loneliness-amongst-olderpeople-and-the-impact-of-family-connections.pdf)

**We are the UK's leading dementia charity.** Every day, we work tirelessly to find new treatments and, ultimately, a cure for dementia. We provide expert information, training, and support services to all those who need our help. And we are creating a more dementia-friendly society so people with the condition can live without fear and prejudice.

© Alzheimer's Society 2018.  
All rights reserved. Except for personal use, no part of this work may be distributed, reproduced, downloaded, transmitted or stored in any form without the written permission of Alzheimer's Society.

Alzheimer's Society operates in England, Wales and Northern Ireland. Registered charity number 296645.

18069SO

[alzheimers.org.uk](http://alzheimers.org.uk)

**Registered office**  
**43-44 Crutched Friars**  
**London EC3N 2AE**

**Helpline number**  
**0300 222 1122**

**Publication code**  
**886**

