

# Dementia Hero Awards 2021

Thursday 20 May 2021 – 7pm

Sponsored by

**Tunstall**



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Dementia Hero Award for Outstanding Achievement

A message from Kate Lee, Chief Executive, Alzheimer’s Society

# Welcome from Kate Lee

Good evening and welcome to Alzheimer's Society's virtual Dementia Hero Awards 2021. Whether you are a finalist, one of our supporters or fundraisers, or just tuning in to find out whether your friend, family member or organisation is a winner – we're delighted to have you with us.

Lockdown was tough for all of us. But imagine how much worse it would have been if you couldn't understand why it was happening: why you no longer saw your loved ones; why carers stopped visiting or wore masks. Tragically, this was reality for tens of thousands of people living with dementia.

But there are two sides to the pandemic story. While there are the stories of hardship and struggle, we've also been inspired by the people who have done outstanding things during the pandemic to support people affected by dementia – our dementia heroes.

To make sure that dedication didn't go unnoticed, we launched the Dementia Hero Awards.

We wanted to recognise the inspirational achievements of those individuals, groups and organisations who care for people with dementia, those finding innovative solutions in research, and the campaigners and media fighting for the rights of people with dementia.

We created 11 award categories, such as our Professional Excellence award to highlight person-centred dementia care, the Campaigning Award to recognise those influencing change and of course, a category for our fundraising heroes, on whom we depend upon to keep delivering support for people living with dementia.

This year we have one special award for an Outstanding Achievement, celebrating an individual who has gone above and beyond during this pandemic to improve the lives and champion the rights of people affected by dementia. You'll have to hang on to the end to find out who our winner is!

The Dementia Hero Awards is taking place as part of Dementia Action Week 2021. Alzheimer's Society is asking the public to take a stand and urge Government to transform the social care system for hundreds of thousands of families facing dementia today, and for generations to come.

Lastly, I want to take the opportunity to thank Tunstall Healthcare, our headline sponsors for the Dementia Hero Awards, and Santander UK, our sponsors for the Innovation Award. We'll hear from them both later.

We hope you enjoy the ceremony tonight and please tell us about your own Dementia Heroes, using the #DementiaHeroAwards. Have a fantastic night!

## **Kate Lee**

Chief Executive, Alzheimer's Society



# Biographies

## Richard Madeley

Richard Madeley is a broadcaster, columnist and novelist. With his wife Judy Finnigan, Richard has presented This Morning and later the weekday chat show Richard & Judy.

Richard, whose mother had dementia, is a warm supporter of Alzheimer's Society and has hosted many of our events over the years, including our Carol Concert at Southwark Cathedral and our Annual Conference.

## Kate Lee

Kate joined Alzheimer's Society as Chief Executive in March 2020. Prior to this role, she was CEO at children's cancer charity CLIC Sargent for four years.

She was previously CEO of Myton Hospice, a large Adult Palliative Care Charity in Coventry and Warwickshire, where she worked with many individuals with dementia and their families. Before that Kate spent 16 years at British Red Cross leading UK service delivery, before becoming Director of UK and International Strategy and Deputy CEO in 2005.

Kate's a proud Yorkshire woman and now lives in Coventry with her husband and two teenage children; she loves gardening and tea.

## Richard Meier

Richard Meier won the inaugural Picador Poetry Prize in 2010, and has since had two collections of poems – Misadventure, and Search Party – published by Picador.

He lives in London with his wife and two children, and works in the field of relationship support and mental health policy.

He has written a sequence of poems, entitled 'From memory' about his mother's ongoing experience of dementia.

## Paul Harvey

Paul Harvey, a former music teacher living with dementia, went viral in September 2020, when his son Nick posted a video online of an 'old party trick' where Paul composed a song from just four notes.

The piece that Paul composed went viral. The BBC Philharmonic Orchestra were so moved that they recreated the song, Four Notes – Paul's Tune with full orchestra.

Businessman, philanthropist and entrepreneur, Sir Tom Hunter, was so inspired by the piece that he made a charity donation of £1m split between Alzheimer's Society, and Music for Dementia.





# Cake.

## There's no better way to get together.

This Cupcake Day spend time together and raise vital funds to support people affected by dementia. Sign up and receive everything you need to organise your scrumptious get-together.

Sign up at [alzheimers.org.uk/cupcakeday](https://alzheimers.org.uk/cupcakeday) or by scanning the QR code with your smart phone.



0300 222 5770  
[cupcakeday@alzheimers.org.uk](mailto:cupcakeday@alzheimers.org.uk)



Alzheimer's Society is a registered charity in England and Wales (296645); the Isle of Man (1128) and operates in Northern Ireland.



17 June 2021  
**Cupcake Day**



# Dementia Hero Award for Fundraising

This award recognises those organising or taking part in fundraising events or raising money in their community for Alzheimer's Society throughout our emergency appeal, including individuals or groups such as corporates, associations or volunteer Fundraising Groups.

The judging panel were looking for fundraisers that have gone above and beyond, raising significant funds to support people living with dementia.

## Judges:

### Tom Cowie

Head of Income, Brain Trust

### Jack Taylor

Community Adviser, One Stop

### Hansa Bell

People Project Business Partner, Asda

### Peter Jones

Volunteer affected by dementia

## Presented by:

### Carey Mulligan

Alzheimer's Society Ambassador

## Finalists:

### Haydn and Bodhi Williams

Haydn (aged 11) and Bodhi (aged 5) ran 119 miles in January 2021 and raised over £1,600 for Alzheimer's Society. The boys designed a poster and printed 200 flyers and went around all of the community on their walks posting leaflets through the doors. They ran through the rain, wind and snow and gave it their absolute all.

### Nicholas Mullings

Mr Mullings is the founder of the Alzheimer's Society old jewellery recycling initiative that has been raising funds for people affected by dementia since 1986. He worked for the family jewellery business until his retirement 2 years ago and chose to continue supporting the Society in his own time. Since January 2020 he has processed and valued 15,381 packets of jewellery and this has resulted in donations totalling £294,490 (as of 1 March 2021).

### Steel Works Santa – Allan Evans

Allan managed to bring magic, joy and hope to so many people across South Wales during the 2020 festive period. He, and his family, held a number of Covid-safe fundraising events allowing children across the wider area the chance to still see 'the real Santa' in what was a dark and bleak time for many. Allan raised more than £10,000 for Alzheimer's Society.



# Dementia Hero Award for Innovation

This award recognises individuals or groups who have developed a new product, project or service for people affected by dementia. This can range from a new piece of research or innovation to a dementia friendly project, breaking new ground to support people affected by dementia, especially during the challenges of the pandemic.

The innovation could even have been implemented without a lot of funding, or in a way that would be cost saving.

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## Judges:

### Isabel Oliveira

CSR and Sustainability Manager, Santander

### Dr Tim Shakespeare

Zinc VC

### Rita Vienhues

Volunteer affected by dementia

## Presented by:

### Isabel Oliveira

CSR & Sustainability Manager, Santander UK

## Finalists:

### DEEDS – Dementia Engaged and Empowered Derry & Strabane

Before lockdown, DEEDS operated at full capacity with their groups, education work and dementia friendly events. COVID meant they had to close their doors and find a new way of working. DEEDS developed a range of highly innovative and creative programming to continue to reach the needs of our members and their families, hitting the ground running from the second week of lockdown, including a phone service, Doorstep Melodies and Carers Connect.

### Dementia NI

Dementia NI sustained its support to people with dementia during the pandemic by developing innovative new ways to connect with members using online technology. When others thought that people with dementia couldn't use technology, Dementia NI designed and delivered virtual Dementia Friendly services, providing those of us who needed it with customised dementia friendly tablets.

### Margaret House and TDW Radio

Margaret House and TDW Radio produced a number of personalised radio shows specifically for the home. Relatives were invited to send in either recorded or written messages for their loved one, together with a song choice and the memories behind it. Residents were encouraged to do the same for their families. The show was then played to all at a chosen time, so everyone could enjoy 'together'.



# Dementia Hero Award for Research

This award is to recognise an individual or group of researchers who have undertaken exceptional dementia research in response to the COVID-19 pandemic. The research should demonstrate clear impact for people affected by dementia, whether that be scientific, social or policy-informing.

The judging panel considered research at all levels based on the evidence of impact provided.

## Judges:

### Mr Peter Riley

Research Network Volunteer, Network Coordinator for the East Midlands

### Professor Charlotte Clarke

Executive Dean in the Faculty of Social Sciences and Health, Durham University

### Dr Alys Griffiths

Senior Research Fellow, Leeds Beckett University

### Dr Melanie Handley

Research Fellow, University of Hertfordshire

## Presented by:

### Sir Tony Robinson

Alzheimer's Society Ambassador

## Finalists:

### Dr Clarissa Giebel

Clarissa led one of the first COVID-19 dementia care studies starting in April shortly after lockdown happened, quickly pulling together a team of academics, clinicians, social care providers, third sector organisations, people with dementia and carers all as equal team members. Her research indicated how people with dementia deteriorate faster during lockdown measures, with social support services detrimentally impacted and reduced.

### EMBED-Care COVID, UCL and Kings College London

EMBED-Care aims to develop new ways to improve end of life care for people dying with or from dementia and their carer. EMBED-Care COVID was an extension of EMBED-Care programme aimed at creating an end-of-life decision aid specifically for the COVID epidemic. The resulting decision aid is now being widely used throughout the NHS. Work was led by Dr Nuriye Kupeli and Dr Nathan Davies.

### INCLUDE Project, University of Exeter

The IDEAL programme is led by REACH at the University of Exeter and explores people's experiences of living well with dementia across Great Britain. The IDEAL team was awarded funding to carry out more in-depth research to understand the impact of the COVID-19 epidemic and the resulting restrictions in people living with memory problems and dementia and their families. This study is called INCLUDE.



# Dementia Hero Award for Campaigning

This award recognises public figures, people affected by dementia and community leaders who have led the way in challenging the disproportionate impact people affected dementia faced during the pandemic by campaigning for change at a local and national level.

Judges were looking for campaigners who have demonstrated a significant passion and determination for people affected by dementia to be better protected, supported and connected during the pandemic. This could either taking action with Alzheimer's Society as well as under their own initiative.

## Judges:

### John O'Doherty

Volunteer affected by dementia

### Trevor Salomon

Volunteer affected by dementia

### Morgan Vine

Head of Policy and Influencing, Independent Age

### Bernie Flagherty

Executive Director of Adult Social Care and Health at RBKC and Westminster City Council

## Presented by:

### Baroness Sally Greengross

Co-Chair of the APPG for Dementia

## Finalists:

### Enomwoyi Damali

Enomwoyi is a confident, articulate, informed and determined advocate for her mother Pearl who has Alzheimer's Disease. She has written blogs and spoken at events to support Alzheimer's Society campaigns and pushes the issues up the public and political agenda. She is open about their life, which makes her articulation of the issues evocative and engaging. She is confident – whether in front of MPs or an audience of several hundred people.

### Graeme McGrory

Campaigning locally, through council engagement, local press and regional radio appearances, Graeme has championed the vital role which loved ones play in care; while supporting the national calls to Government to ensure safe, yet meaningful visits in care homes during the pandemic. Despite his personal distress, Graeme has shone a spotlight on Posterior Cortical Atrophy, a rare condition affecting the vision and spatial awareness of people like his partner Ann.

### John Amos

At the time of nomination, John had not been able to have physical contact with his wife Lesley for nearly a year. A sharp response from her hand ensures him that she still recognises him and understands. John has shown endless persistence in the last year to campaign for relatives to visit their loved ones in Care Homes during the pandemic, where safety measures are met. He has contacted Government, MP's, County Council Directors, along with the Alzheimer's Society for this access.



# Dementia Hero Award for Care and Compassion

Throughout the pandemic carers have gone above and beyond to care for friends, family and loved ones with dementia in such challenging times. This award recognises carers whose dedication to changing the lives of people affected by dementia would otherwise go unnoticed. Judges were looking for unsung heroes whose perseverance, dedication, and compassion is a shining example of the care and compassion that carers provide every day.

## Judges:

### Peter Sinnott

Volunteer affected by dementia

### Karen Gibbs

Volunteer affected by dementia

### Ray Cumpstey

Volunteer affected by dementia

## Presented by:

### Anne-Marie Duff

Actor and Alzheimer's Society Supporter

## Finalists:

### Heather Rayne

Heather Rayne has led Tavistock Memory Café as a volunteer for the last 15 years. Although quietly spoken, Heather has a wonderful intuitive kindness – meeting Heather can be likened to being wrapped in a warm blanket of reassurance. These characteristics, combined with her sensitive organisational skills, has resulted in a vibrant and supportive Memory Café for the community. During lockdowns, Heather adapted practices to remain supportive of the members and others in the community.

### Mario Cardoni

At 86, Mario is caring for his wife Valerie who lives with dementia. He has taught himself how to use a computer and use a mobile phone to in contact with family. Mario is a role model for any husband who is supporting a partner through this time, with this heart-breaking condition. His family are reassured by his love and devotion that Valerie is being cared for and he keeps them all in touch with each other, especially their daughter in London who worries about them. He never moans or complains about his lot but talks about his love for 'the best woman in the world'.

### Morcia Downer

Morcia's mum Sandy was admitted to a nursing home as her dementia had worsened and she was no longer safe in her own home. No one could have foreseen the consequences of the pandemic and the problems it would cause with Sandy not being able to see Morcia daily. Morcia has gone over and above to find ways of keeping her mum calm whilst integrating her into her new surroundings, like preparing her home cooked Jamaican-influenced food. Sandy is so lucky to have such a wonderful daughter, and I know how proud she would be of the sacrifices Morcia makes to keep her safe.



# Dementia Hero Award for Professional Excellence

This award is to recognise the work of dedicated dementia professionals in their fields, who have supported people affected by dementia in social care, the NHS or another setting throughout the pandemic.

Judges were looking for individuals, teams or organisations who champion safety, compassion, dignity and a person-centred approach, supporting people living with dementia to live well and remain independent for longer in these challenging times.

## Judges:

### Martin Green OBE

Chief Executive, Care England

### Vic Rayner

Chief Executive, National Care Forum

### Bethan Thompson

Volunteer affected by dementia

## Presented by:

### Helen Whately MP

Minister of State, Social Care

## Finalists:

### Care UK

In 2020, Care UK developed innovative tools and training to enable operational teams to deliver outstanding, person-centred dementia care, including: a resident wellbeing assessment tool, a Relish app to measure resident engagement in activities, a Namaste care programme that has seen huge benefits for residents living with advanced dementia and many other initiatives.

### Paul Hunt

In the six months that Paul has been caring for Derek he has transformed his quality of life, both physically and mentally. With Paul's support and encouragement as a live-in carer, Derek has been given a new lease of life, he is able to walk around his own home, take regular trips to places he used to visit, demolish his favourite chocolate cake in the local outdoor café, watch YouTube videos of vintage car rallies and sing his favourite songs. Paul has only recently become a carer but his compassion, patience and positivity have changed Derek's life.

### Royal Star & Garter

The highly trained team at Royal Star & Garter support the well-being of veterans and their partners living with disability or dementia, offering loving, person-centred care, in line with residents' feelings and wishes. This is more important now than ever to combat lockdown isolation. Life in the Homes has changed during the pandemic, but our teams have worked hard to make sure there's still fun and laughter, with a wealth of engaging activities on offer.



# Dementia Hero Award for Dementia Friendly Business (Large)

This category recognises organisations that have gone over and above to become dementia-friendly, for customers and employees.

By considering the unique needs of people affected by dementia into their product and service design or contributing to initiatives that directly support people affected by dementia, these businesses are leading the way for dementia-friendliness.

## Judges:

### Colin Banks

Head of Sponsorship & Reward, SSE

### Mark Cazaly

Head of Corporate Social Responsibility & Social Impact, Post Office

### Ray Cumpstey

Volunteer affected by dementia

## Presented by:

### Angela Rippon CBE

Alzheimer's Society Ambassador

## Finalists:

### Cadent Gas

Cadent have taken the lead on supporting vulnerable customers in the utility sector and show a continued commitment to becoming a more dementia friendly organisation. Cadent have continually proven to be dedicated to using their connections and expertise to improve the lives of people living with dementia and ensuring they are as safe, warm and comfortable in the home as possible.

### Museum of London (Memories of London Team)

The Museum of London has transformed its pre-pandemic dementia-friendly work by connecting people living with dementia creatively. Their Dementia Reference Group, made up of people with lived experience of dementia, has been at the heart of this, helping the museum to transform its previous on-site activity by connecting people digitally, distributing activity booklets to those facing digital poverty, co-creating podcasts and advocating for dementia-inclusive arts.

### Santander UK

Santander is working to become the UK's best dementia-friendly bank. The bank has improved colleagues' understanding of dementia, introduced dementia-friendly processes and products, and provided vital support to people affected by dementia during the pandemic. They created the dedicated Santander Dementia Steering Group, comprised of Santander employees, customers and Alzheimer's Society service users. Through dementia-friendly products and a Dementia Guide, Santander is ensuring thousands of PABD access vital advice and are supported against isolation.



# Dementia Hero Award for Dementia Friendly Business (Small / Medium)

This category recognises organisations that have gone over and above to become dementia-friendly, for customers and employees.

By considering the unique needs of people affected by dementia into their product and service design or contributing to initiatives that directly support people affected by dementia, these businesses are leading the way for dementia-friendliness.

## Judges:

### Colin Banks

Head of Sponsorship & Reward, SSE

### Mark Cazaly

Head of Corporate Social Responsibility & Social Impact, Post Office

### Ray Cumpstey

Volunteer affected by dementia

## Presented by:

### Angela Rippon CBE

Alzheimer's Society Ambassador

## Finalists:

### Community Dental Services - CIC

A referral only dental service, patients are referred to Community Dental Services by High Street Dentists. Most of their patients come to them because they are unable to be treated in a General Dental Practice. Their work with the local Dementia Action Alliance and their training of staff and others in the sector provides real support not only those living with dementia but also their carers.

### Moving Waves

Moving Waves is dedicated to improving lives through the arts, working tirelessly to provide invaluable creative and wellbeing opportunities for all. Their team of freelance creatives are specialists in curating bespoke entertainment activities, resources and therapy for people living with dementia. Their mission is to make the arts and their benefits accessible to as many people as possible.

### National Trust – Birmingham Back to Backs – Reminiscence team

A team of dedicated National Trust volunteers known as the Reminiscence team based at the Birmingham Back to Backs have been working with the Birmingham & Solihull Mental Health Foundation Trust (SMHFT) to make a real meaningful difference with and for people with dementia and their families. At a time when isolation is so rife and even the strongest of us may be feeling the struggle, this group of volunteers are combating isolation and improving access in the most meaningful way.



# Dementia Hero Award for Dementia Voice

This award recognises individuals who have used their own lived experience or gained the expertise of people with lived experience, in the creation, development and successful delivery of a project that is of benefit to people affected by dementia.

## Judges:

### Sylvia Bouskill

Living with dementia

### Sue Last

Carer

### Emily Wilson

Former carer

### Mary Best

Living with dementia

## Presented by:

### Sylvia Bouskill

Living with dementia

## Finalists:

### 3 Nations Dementia Working Group

Many people with dementia described the sudden lockdown in March 2020 like a bereavement, everything they knew stopped, added to this the panic and confusion caused by difficulty in accessing healthcare and shopping and suddenly losing all face-to-face contact. 3NDWG turned this incredibly challenging time into a positive by capturing a new audience of people working in the dementia field, who were struggling to hear from people with dementia, through a series of webinars and connecting people with dementia with others through weekend social sessions.

### Alex Winstanley

Alex has written, 'My Grandma Has Dementia', a children's book that aims to decrease the anxiety that children can feel from family members living with dementia. Alex's grandma, who inspired the book, passed away just before Christmas, so the book is now her legacy in the fight against dementia. The book has so far sold hundreds of copies worldwide, with a recent live reading of the book reaching over 6,000 people in less than a week.

### Gail Gregory

Gail was diagnosed with early-onset dementia in early 2018. Since then, she has been determined to live as well as she can. She is an awesome crafter and uses these skills to provide inspiration and support to many other people affected by dementia throughout the past year. She presents her own show on Deepness Dementia Radio, writes a blog about her life, she is a Dementia Diarist, she has facilitated crafting courses for people with dementia, she has spoken on Webinars and has found time to raise money for charity, she really is a wonderfully kind and generous human being.

# Acts

And into all this comes Helen,  
home hairdresser,  
who with her every Wednesday  
brings the gift of touch.  
And picks out blouses  
mum's particular pink,  
and checks her feet  
and gives the weeping fig a drink.  
And listens and re-listens.  
A god-send - for, let's face it,  
we're struggling here - a soul  
befitting of her name,  
bright, shining light.  
And someone recognised.

**By Richard Meier**



# Dementia Hero Award for Broadcast Journalism (National)

This award recognises national journalists working for broadcast outlets, for example, TV documentary, news report, radio documentary/report or other filmed or recorded news feature, whose innovative and sensitive work on dementia has made a genuine impact, highlighting issues for those affected by dementia, raising awareness and challenging common preconceptions.

This might include influencing Government and decision-makers and including the voices of those affected by dementia.

## Judges:

### Jenny Hope

Former Medical Correspondent of the Daily Mail

### Nana Akua

BBC Three Counties and UK Health Radio presenter

### Laura Milne

Editorial Director, Movember Foundation

### Bethan Thompson

Volunteer affected by dementia

## Presented by:

### Judy Finnigan

Broadcaster and Alzheimer's Society Supporter

## Finalists:

### Alison Holt – BBC News at 10 / Panorama

Alison Holt, following her applauded Panorama 'Care in Crisis' (2019), has consistently sought to expose the issues faced by social care recipients, in particular care homes, throughout the pandemic, including the excellent Panorama programme The Forgotten Frontline. This explored the unfolding tragedy in care homes as they struggled to protect residents against the virus – cameras were allowed into two very different care homes, revealing sensitively the dedication of care staff, managers' frustrations and the heartache of families affected.

### Claire Kendall – BBC News

Claire showed great interest in Alzheimer's Society storytellers, with a sensitive and nuanced film portrayal of the lives of two couples, Bob & Julia and Anne & John. First Claire portrayed how the social care crisis affected those with dementia and then filmed a follow up to see how they were impacted by the coronavirus pandemic. She managed to some creative filming to maintain social distancing (particularly stringent in April 2020) and achieved a brilliant film segment.

**Finalists:****Curve Media – Our Dementia Choir**

Curve Media revisited the acclaimed 'Our Dementia Choir', from their first BBC series, in lockdown to see what happened when they are given the chance to sing at the English National Opera. Vicky McClure, whose relationship with Alzheimer's Society's Singing for the Brain in Nottingham, helped inspire the original series, went to interview one choir member in particular in a very moving programme. Curve Media have carefully brought out stories of a few choir members to show the impact of dementia – and lockdown, with an incredible combination of sadness, hope and warmth.

**Lewis Goodall – Newsnight**

Lewis has been a great ally for Alzheimer's Society and has put together three Newsnight packages showing how the pandemic has hit people affected by dementia. Lewis always uses storytellers in his packages and has used Alzheimer's Society research and statistics to create the story. His report on how some care home residents have deteriorated over the pandemic (June 2020) was well researched, using our polling stats and interviews with a care home manager, as well as one of our storytellers.

**Sanchia Berg – BBC Radio 4**

Sanchia is a reporter for the Radio 4 Today programme and has worked with Alzheimer's Society on several segments throughout 2020. These included pieces on the coronavirus outbreak in care homes and care home visitor restrictions. Always sensitive and understanding with storytellers we have put forward, Sanchia agreed to a voice over interview with the case study to put them at ease.

**Virgin Media UK – Chris Evans Show**

The Chris Evans Breakfast Show on Virgin Radio has consistently supported the work of Alzheimer's Society, over the last few years. The interviews they produce with our celebrity supporters are gold dust, seeing significant spikes to website traffic for key fundraising campaigns, and the team has gone above and beyond to further support and raise funds for our vital work. The team's efforts to raise money by taking part in several marathons for Dementia Revolution and hosting an incredibly successful auction in aid of our work also saw further coverage across national press, further showing the impact of the show's support.



# Dementia Hero Award for Broadcast Journalism (Regional)

This award recognises national journalists working for broadcast outlets, for example, TV documentary, news report, radio documentary/report or other filmed or recorded news feature, whose innovative and sensitive work on dementia has made a genuine impact, highlighting issues for those affected by dementia, raising awareness and challenging common preconceptions.

This might include influencing Government and decision-makers and including the voices of those affected by dementia.

## Judges:

### Jenny Hope

Former Medical Correspondent of the Daily Mail

### Nana Akua

BBC Three Counties and UK Health Radio presenter

### Laura Milne

Editorial Director, Movember Foundation

### Bethan Thompson

Volunteer affected by dementia

## Presented by:

### Judy Finnigan

Broadcaster and Alzheimer's Society Supporter

## Finalists:

### Andrew Edwards – BBC Radio Leeds

Insightful, powerful and, at times, heart-breaking – “Mum and Me: The Dementia Diary” is a weekly audio diary broadcast on BBC Radio Leeds. Since spring 2019 Andrew Edwards has been sharing his diary in an unfolding story about his mum. He cares passionately about discussing the experience of dementia from an “ordinary”, non-specialist perspective. He takes off his radio presenter's hat, and speaks honestly, emotionally, and from the heart, about what it's like caring for a loved one who's living with dementia.

### Debbie Tubby – BBC Look East

Debbie reported how coronavirus visiting restrictions in care homes impacted both people living with dementia and their family. Each broadcast has people affected by dementia at the heart of the storyline. Debbie built up relationships with individuals to provide a high-profile platform for raising the challenges and issues faced.

### Matt Treacy – BBC South Today

Matt is nominated for his state of Social Care report for BBC South. Matt articulated the injustices of the care system with compassion and eloquence illustrating clearly the severe financial penalties that come with the diagnosis for the patient and their carer.

### Steffan Messenger – BBC Wales / BBC Cymru

Steffan's reports were impactful, well-researched and sensitively handled. He said, 'It was a real privilege to be able to do these items and they've stuck with me... we were so struck by the experiences of the families and realised there was much more to say about how the situation was impacting on people affected by dementia.'



# Dementia Hero Award for Print/Online Journalism (National)

This award recognises national journalists working for print and/or online media outlets whose innovative and sensitive work on dementia has made a genuine impact, highlighting issues for those affected by dementia, raising awareness and challenging common preconceptions.

This might include influencing Government and decision-makers and should include the voices of those affected by dementia.

## Judges:

### Jenny Hope

Former Medical Correspondent of the Daily Mail

### Nana Akua

BBC Three Counties and UK Health Radio presenter

### Laura Milne

Editorial Director, Movember Foundation

### Dianne Campbell

Volunteer affected by dementia

## Presented by:

### Judy Finnigan

Broadcaster and Alzheimer's Society Supporter

## Finalists:

### Alison Graves – Platinum

Alison worked on a fantastic piece this year for Platinum magazine, that covered the story of a business owner and her business partner, who is living with dementia. It was a large piece that was sensitive, informative and in a prominent magazine. The article depicted dementia from the perspective of the best friend and her journey through her friend getting the diagnosis, declining in her health, and eventually leaving the business. It's a wonderful example of a friend's support of their friend's diagnosis and seeking change for the future.

### Amy Packer – Reach PLC

As Health Editor of the Lifestyle pages at Reach PLC, Amy writes and commissions strong, punchy features about dementia for seven national newspapers. Amy has a passionate commitment to using her platform and influence to help champion better understanding by giving a voice to those living with dementia, their families and carers. She approaches the subject with originality, compassion and always aims to bring hope. Amy's pages inform and educate about dementia across all demographics, engaging with readers of a wide cross section of newspapers.

### Daily Mail Sport

The topic of football and dementia has been very prominent in the last year and the Daily Mail Sport's campaign has been very much at the forefront raising this important issue. The campaign is pushing for dementia to be recognised as an 'industrial disease' in football and the support and influence of Daily Mail Sport is crucial in tackling the issue of dementia in football. The articles have put the topic of sport and dementia into the spotlight and has also encouraged the discussions around the impact sport has on people living with dementia.

## **Finalists:**

### **Daily Mail Health team**

Sophie Borland and Ben Spencer have been covering social care long before it had the notoriety it does today, and that notoriety is in part thanks to their reporting. Articles were very well written, thoroughly researched, and the influence on raising social care up the agenda was recognised. Additionally, Eleanor Hayward's reporting has been consistent all year and the focus on care home visiting campaign and her spotlight on Christmas visits was impactful. People affected by dementia have been firmly at the heart of the campaign, their stories leading every front page, inspiring hundreds of thousands of people affected by dementia to unite with the public and ensure social care was a lead election issue.

### **Eleanor Hayward – Daily Mail**

Eleanor has spearheaded multiple high-profile campaigns on behalf of people with dementia, most recently a successful campaign to reinstate visits for people with dementia in care homes - which brought this vital issue to the government's attention and led to rapid policy change to allow families to have meaningful visits with their loved ones with dementia. Eleanor has sought to raise awareness and funds for Alzheimer's Society's Dementia Connect support line, including a mention of this in an article, and a link to the Society's website.

### **Giles Sheldrick – Express**

Giles' passion for covering dementia and finding space to publicise dementia related stories in the Express has led to some brilliant, prominent pieces over the last year. Giles always goes the extra mile in ensuring any piece related to dementia gets the best showing it can do, leading to five front page stories this year alone. Giles has been a true supporter of Alzheimer's Society campaigning on social care, running prominent pieces with lengthy quotes from our spokespeople.

### **Rosie Sandall – Yours Magazine**

Yours is the only national magazine with a dedicated Reader Care Editor, Rosie Sandall, who every fortnight writes intelligently and compassionately about caring, offering targeted advice and valuable support for people with illnesses such as dementia and their carers. She also co-ordinates the Carers In Touch group, which is a lifeline for thousands of people affected by this illness.



# Dementia Hero Award for Print/Online Journalism (Regional)

This award recognises national journalists working for print and/or online media outlets whose innovative and sensitive work on dementia has made a genuine impact, highlighting issues for those affected by dementia, raising awareness and challenging common preconceptions.

This might include influencing Government and decision-makers and should include the voices of those affected by dementia.

## Judges:

### Jenny Hope

Former Medical Correspondent of the Daily Mail

### Nana Akua

BBC Three Counties and UK Health Radio presenter

### Laura Milne

Editorial Director, Movember Foundation

### Dianne Campbell

Volunteer affected by dementia

## Presented by:

### Judy Finnigan

Broadcaster and Alzheimer's Society Supporter

## Finalists:

### Charlotte Cox – Manchester Evening News

Charlotte Cox has passionately covered stories about care home visitations during the pandemic. She's done several in depth pieces which Alzheimer's Society supported with quotes and storytellers, supporting the charity's campaign work around care homes.

### James Holt – Lancashire Evening Post

James is a well-established regional journalist who has broken many front-page stories. Throughout 2020 he reported on many Alzheimer's Society stories on fundraising, research, and campaigns. This included a strong human-interest piece on the personal cost of lockdown to a woman living with dementia in a care home setting.

### Lisa Smyth – Belfast Telegraph

Lisa Smyth shone a light on the coronavirus crisis facing care homes in NI from the outset. Lisa used her platform to call the NI Executive to account and demand the public were told the scale of the issue. She was also the first to break the story of how waiting lists for dementia services had soared by 300%. Lisa put people with dementia at the centre of every story.



# Dementia Hero Award for Outstanding Achievement

This special award recognises individuals that have gone above and beyond during this pandemic to improve the lives of people affected by dementia. Those who at every opportunity champion the rights of people affected by dementia and unite us all to a common cause.

They are passionate and inspirational, innovators and change makers and by their actions clearly evidence the impact and positive change they have had on the lives of those living with dementia and/or their carers and families in the past year.

Sponsored by

**Tunstall**

Tunstall is extremely proud to sponsoring the Dementia Hero Award for Outstanding Achievement. For more than 60 years, we have been developing solutions to help people remain safe and independent, and although our technology has advanced exponentially, our philosophy remains the same: to make people's lives better. Technology such as telecare and telehealth can help to improve the quality of life for people with dementia wherever they live, as well as supporting those who care for them.

The last 12 months have been particularly difficult for those affected by dementia and Alzheimer's Disease, and the Dementia Hero Award for Outstanding Achievement rewards an individual or organisation that despite this immense challenge has made a real difference to others. Tunstall is privileged to be associated with an award that recognises such incredible achievement.

## **Gavin Bashar**

UK & Ireland Managing Director, Tunstall Healthcare

## **Judges:**

### **Ian Sherriff**

Academic Partnership Lead for Dementia,  
Plymouth University

### **Dawn Watson**

Lead Clinician, Tunstall Healthcare

### **Peter Jones**

Volunteer affected by dementia

## **Presented by:**

### **Zillah Moore**

Marketing Director, Tunstall Healthcare

**Finalists:****Christine Maddocks**

Chris was nominated for this award for her advocacy for improved rights for people living with dementia and for raising awareness of what it is like to live with this condition. Despite having to shield during the pandemic Chris has continued to use her voice to raise awareness of how amazing people living with dementia are and how valuable their lived experiences are when it comes to making decisions affecting them.

**Claire Puckey**

Claire Puckey is the Dementia Friendly Alliance Coordinator for the City of Plymouth. The membership is 110 organisations across the health, social, statutory, schools, voluntary, charity and the local BBC radio and television services operating in Plymouth. During the pandemic Claire coordinated a city-wide support programme for people living with dementia and their families.

**Paul Harvey**

Paul aged 80, was diagnosed with dementia in early 2019. Since then, Paul has had the courage to talk openly and honestly about his dementia. It was whilst on national TV, that he was set a challenge to compose a piece of music based on four random notes chosen by his son Nick. The piece that Paul composed went viral. The BBC Philharmonic Orchestra were so moved that they recreated the song, Four Notes - Paul's Tune with full orchestra. We know that music, dance, and singing can have such a positive impact of people living with dementia, and Paul has really helped to promote this by demonstrating the power of music.

## **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 operates in  
England, Wales and Northern Ireland.  
Registered charity no. 296645.

21018SD

**Call us:**  
**0330 333 0804**

**Email us:**  
**[enquiries@alzheimers.org.uk](mailto:enquiries@alzheimers.org.uk)**

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

