



Dementia Friendly Council Update

SUMMARY

- 1.1 The Dementia Friends initiative and its role in supporting the Derby's Dementia Friendly status and the Council's strategic approach to dementia.
- 1.2 The Dementia Friend national campaign is hosted by Alzheimer's Society. It provides briefings and other support to individuals and communities that wish to be more Dementia Friendly. The campaign aims to support people living with dementia to live positively in the community. Individuals and organisations use the resources available to learn about dementia and practical action they can take to support people with dementia.
- 1.3 In 2014 Derby registered as a Dementia Friendly community that is "working to become dementia friendly". As part of its commitment to this initiative the Council takes action every year to improve community support for people with dementia.
- 1.4 This involves promoting the Dementia Friend briefings with staff and local volunteers, as well as working with in-house teams and local partners to develop a Dementia Friendly community in Derby. This work forms part of the Council's support for the Dementia element of the Sustainable Transformation Plan (STP) "*Joined up Care Derbyshire*".

RECOMMENDATION

- 2.1 To note the Dementia Friends Campaign supports Derby's Dementia Friendly status and our wider strategic approach to dementia.
- 2.2 For Councillors to consider taking part in a Dementia Briefing, either online or face to face, and to become Dementia Friends as part of promoting this initiative.
- 2.3 To note that a Dementia Friend Briefings has been arranged as part of the Adult Health Scrutiny Board meeting on the 6/2/2018.

REASONS FOR RECOMMENDATION

- 3.1 The Dementia Friend campaign supports our Dementia Friendly community status and demonstrates Derby is 'working to become more dementia friendly'.
- 3.2 A Dementia Friend briefing will support Councillors to find out more about how

dementia affects people and the everyday actions they and their local community can take to support people with dementia to live independently in the community.

SUPPORTING INFORMATION

- 4.1 Dementia is caused by a number of illnesses that affect the brain. Dementia typically leads to memory loss, inability to do everyday tasks, difficulty in communication, confusion, frustration, as well as personality and behaviour changes. Although there is currently no cure, there are ways to slow down and reduce the impact of dementia.

Dementia is one of the biggest health and social care challenges faced by the Council. By 2021 Derby will have an estimated 43,800 people aged over 65 and an estimated 3,325 people will have dementia. Dementia is a factor in care provision for 13% of social care's community and direct payment customers and 28% of residential and nursing care customers.

- 4.1 The Dementia Friends campaign seeks to raise awareness of dementia, encourage local communities to be more supportive and enable people with dementia to live full and active lives within their community. There are currently over 2.3 million Dementia Friends in England and Wales.

- 4.2 The Campaign provides a key resource to assist the Council's commitment to the Dementia element of the STP. The Dementia workstream of the STP aligns with NHS England National Well Pathway for Dementia. The Well Pathway sets out the outcomes for people with dementia at different stages of their dementia journey. The Dementia Friend initiative supports the "Living Well" section of the Pathway that enables people with dementia 'to live normally in safe and accepting communities' and enables them to "feel included as part of society".

- 4.3 Dementia Friend information sessions are free and are delivered by volunteers supported by the Alzheimer's Society. Dementia Friends are volunteers, and make a personal commitment to take action as part of their daily lives to support people with dementia. This could be promoting the briefings with family and friends, taking more care when communicating with people who may have dementia, befriending someone with dementia in their community etc. The sessions can be done fact-to face, or online. Further information is available on iDerby+ on the Council's public website <https://iderby.derby.gov.uk/delivering-differently/adults-health-and-housing/dementia-friends/> this includes links to the Alzheimer's website.

The Society arranges regular Dementia Champion induction sessions where volunteers are trained to deliver the standard, nationally agreed Dementia Friend information sessions.

- 4.4 The Council has supported the Campaign by facilitating staff from across the Council to access Dementia Friend briefings either in group sessions or as e-learning.

The Briefings have a role in improving customer care, in the Council's commitment to equalities and support for staff who manage dementia within their families. It is a 'whole Council' initiative, examples of staff teams that have hosted briefings include

the Livewell Team, Derby Arena Staff, Council House Customer Services and Children’s Commissioning Teams.

In addition the Council works with local partners from voluntary, statutory and private sectors and the Derbyshire Dementia Action Alliance (DDAA) to support in-house services, community organisations and local businesses to become more dementia friendly.

The Council takes an active role in coordinating local activities for Dementia Awareness Week with statutory, private and voluntary sectors partners. The early plans for next year's event includes a proposal for a joint health and social care ‘Dementia Best Practice’ conference arranged in partnership with Royal Derby Hospital, developing dementia friendly shopping in the Cathedral Quarter, information days and activities across the City.

OTHER OPTIONS CONSIDERED

- 5.1 Not taking an active role in supporting the Dementia Friend campaign would deny the Council access to the significant resources, the high public profile and access to multi sector partners that support this initiative. An alternative, Council only approach would create unnecessary duplication as the Council sought to develop its own programme. It is likely that this approach would be less effective at supporting people with dementia to remain independent in the community. A Council only approach would also not provide the same value for money and would not promote the partnership approach required to manage dementia.

- 5.2 The option of not taking an active role within the initiatives to develop dementia friendly communities was considered. This would limit the impact of local initiatives to support people living with dementia to remain independent in the community. This would have a negative impact on the social care budget to support people with dementia.

This report has been approved by the following officers:

Legal officer Financial officer Human Resources officer Estates/Property officer Service Director(s) Other(s)	
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For more information contact: Background papers: List of appendices:	Ian Chennery 01332 642753 ian.chennery@derby.gov.uk None Appendix 1 – Implications
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IMPLICATIONS

Financial and Value for Money

- 1.1 Support for the Dementia Friend Campaign and dementia friendly communities is managed within existing budgets. Maintaining people with dementia in the community has the potential to reduce the impact on the Council budgets.

Legal

- 2.1 No implications.

Personnel

- 3.1 Improving support for people with dementia and their carers will support staff who manage dementia within their families.

IT

- 4.1 No implications.

Equalities Impact

- 5.1 Taking an active role developing services that support people living with dementia and their carers is part of the Council's support for equalities.

The Council's Delivery Plan for our Statutory Equality Objectives 2017-2020 includes a commitment to:

- Confirm support for STP Dementia and Delirium Workstream priorities
- Increase take up of Dementia Friend briefings within the Council

Health and Safety

- 6.1 No implications.

Environmental Sustainability

- 7.1 No implications.

Property and Asset Management

8.1 No implications.

Risk Management and Safeguarding

9.1 No implications.

Corporate objectives and priorities for change

10.1 Support for the STP is part of the Future of Derby Cabinet Pledges and Council Delivery Plan.