

HAMPSHIRE COUNTY COUNCIL

Report

Committee:	Safe and Healthy People Select Committee
Date:	25 May 2012
Title:	Briefing on 'The Prime Minister's Challenge on Dementia' and Hampshire's work on developing a prevention and early intervention approach for supporting people with dementia and their carers
Reference:	3966
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1. Purpose of Report

- 1.1. To brief the Select Committee on the 'Prime Minister's Challenge on Dementia'.
- 1.2. In addition, to brief the Committee on plans for developing a more 'dementia-friendly' Hampshire and putting in place a Dementia Advisor Service across the county.

2. Context

- 2.1. In Hampshire we have over 18,000 people with dementia, set to increase to just under 35,000 by 2030.
- 2.2. This presents us with a significant challenge both economically and in terms of the personal costs to people with dementia and their carers. Dementia has a massive impact on the people who develop it and the families and friends who care for them, and the need to improve and develop services and support for people living with dementia has received an increasing level of attention.
- 2.3. There is a huge amount that can be done to address some of the difficulties people face, to prevent crisis from developing and to enable people with dementia and their carers to live well with dementia.

3. Prevention and Early Intervention

- 3.1. One of the key outcomes expected following implementation of the National Dementia Strategy is that the number of people being diagnosed with dementia early will increase. Early diagnosis is seen as a good thing as it

enables people to start to come to terms with their diagnosis, plan for the future and consider how they want to live their lives well.

- 3.2. For many, especially those in the early stages of dementia, the ability to continue to be a part of their community is vital. Mainstream dementia services may have very little to offer at this stage in a person's journey. The National Dementia Strategy acknowledges that "some people will just want access to services that should be available to everyone locally, such as transport, leisure, housing and information" (p47). The premise is that the longer people stay connected to their communities, utilising community support, the more resilient they remain and the need for more intensive support is both delayed and reduced.
- 3.3. Services that provide information and signpost people to what is available locally support this prevention and early intervention approach.

4. The Prime Minister's Challenge on Dementia

- 4.1. On 26 March this year, 2012, the Prime Minister announced that he was taking a personal interest in delivering progress on the dementia agenda and launched the Prime Minister's Challenge on Dementia:

"I am determined that we will go further and faster on dementia- making life better for people with dementia and their carers."

This is very fortuitous for Hampshire and has come at a great time to support our future plans, further raising the profile of this very important work.

- 4.2. This Challenge on Dementia builds on the achievements of the existing National Dementia Strategy and focuses on 3 key areas:

- Driving improvements in health and care;
- Creating dementia friendly communities that understand how to help;
- Better research

- 4.3. Improvements in health and care include:

- Increased diagnosis rates
- Financial rewards for hospitals offering quality dementia care, through performance incentives
- An innovation challenge prize of £1m for NHS staff for innovative ideas for transforming dementia care
- A Dementia Care and Support Compact signed by leading care home and home care providers
- Better information for people with dementia and their carers
- Better support for carers

- 4.4. Creating dementia friendly communities includes:

- Dementia friendly communities across the country. By 2015, up to 20 cities, towns and villages will have signed up to become more dementia friendly

- Support from leading businesses for the PM's Challenge on Dementia.
- A renewed national awareness raising campaign.
- A major event over the summer, bringing together UK leaders from industry, academia and the public sector, to take forward the PM's Challenge.

4.5. Better research will include:

- More than doubling overall funding for dementia research to over £66m by 2015
- Major investment in brain scanning
- £13m funding for social science research on dementia
- Collaboration between research centres on dementia research
- Accreditation requirement. Offering people the opportunity to participate in research will be one of the criteria for accreditation for memory services

5. County-wide Dementia Advisor Service

- 5.1. Following on the success of our National Dementia Strategy Demonstrator Site, we are now rolling out a county wide Dementia Advisor Service, which is due to commence at the beginning of October 2012.
- 5.2. The Dementia Advisor Service focuses on empowerment and building confidence and resilience in living well throughout a person's journey with dementia. It does this through the timely delivery of tailor made packages of information and support that facilitate choice and control in decision making regarding independent living thus maintaining vulnerable people at home for as long as they want to be there.
- 5.3. This includes advice and planning for how to manage the change in condition as it progresses and adjust to changes in personal circumstances as well as planning for future needs and contingencies. This should reduce crises and thus reduce demand on emergency and repeat hospital admissions and premature entry to long term care.

6. Dementia Friendly Communities work in Hampshire

Hart and Rushmoor pilot project

- 6.1. In tandem with the development of the Dementia Advisor Service a short pilot project has just been completed in Hart and Rushmoor considering how we might set about creating a more "dementia friendly community" in this locality. This work was commissioned by the Local Government Association in the Autumn of 2011 as part of the Ageing Well programme and was carried out by Innovations in Dementia, who are a Community Interest Company.
- 6.2. Innovations in Dementia define a dementia friendly community as being one in which it is possible for the greatest number of people to live a good life with dementia; where people with dementia are enabled to live as independently

as possible and to continue to be part of their community, but at the same time are met with understanding and given support where necessary.

6.3. There are many barriers that people with dementia face when trying to maintain their normal daily routines and lives and one of the aims of the project in Hampshire was to establish what these barriers are and how they can be addressed, or at least to improve access, and to identify where things are working well and why, with a view to replicating this elsewhere.

6.4. The pilot has delivered:

- A report outlining project methodology and learning
- Engagement tools that help put people with dementia and their carers at the heart of deciding what “dementia friendly communities” are and mean.
- A range of tools that can be used to support services and businesses to become more dementia friendly
- A process to consider when developing “Dementia Friendly Communities”

6.5. The toolkits can be found at:

http://www.innovationsindementia.org.uk/projects_communities.htm#communities

6.6. The toolkit and learning from the pilot were shared at an event on 30th April attended by over 100 people. Many organisations and individuals expressed their interest in taking this work forward across the whole of Hampshire.

7. Hampshire-wide Dementia Friendly Communities Project

7.1. Hampshire is at the forefront of current developments and is now extremely well placed to build on the dementia friendly communities pilot project, use the toolkit and move forward with developing a more dementia friendly Hampshire.

7.2. We have:

- excellent partnership arrangements already in place built around our Older People’s Well-being Strategy, Ageing Well in Hampshire, and our joint Older People’s Mental Health Strategy
- a new Dementia Advisor Service about to start across Hampshire
- agreement to use one off funding provided by the Department of Health for developing Memory Services and community support for people with dementia and their carers to fund a project to develop a more dementia friendly Hampshire
- support from the Prime Minister’s Challenge on Dementia for prioritising and progressing this work

7.3. Procurement of a project provider is currently underway with work due to commence at the beginning of 2013. The project will run for 12 months, with the groundwork being laid and procurement activity underway between now and that date.

7.4. Outcomes expected are that it will deliver:

- Groups of empowered people with dementia and their carers who will have a voice and role in developing services and support that enable them to “live well” with dementia.
- An engaged community enthusiastic about and supportive of people with dementia that promotes inclusivity in its universal services such as leisure centres, opticians, shops, restaurants, hairdressers etc

10.6 More specifically, it will include delivery of:

- A Dementia Action Alliance for Hampshire
(See www.dementiaaction.org.uk)
- Piloting of a Memory Aware High Street scheme
- Identification of Community Dementia Champions and the establishment of a sustainable network of champions

8. Conclusion

- 8.1. In Hampshire we are clear that a vision for services and support for people with dementia and their carers that includes the development of a prevention and early intervention response is critical for meeting the challenge of our ageing population.
- 8.2. The implementation of our plans for a new county-wide Dementia Advisor Service and development of more dementia-friendly communities should go a long way to supporting people to stay resilient and connected to their communities for longer, enabling more people to live well with dementia.
- 8.3. The Prime Minister’s Challenge on Dementia adds an extra priority and impetus to our approach.

CORPORATE OR LEGAL INFORMATION:**Links to the Corporate Strategy**

Hampshire safer and more secure for all:	yes
Corporate Improvement plan link number (if appropriate):	
Maximising well-being:	yes
Corporate Improvement plan link number (if appropriate):	
Enhancing our quality of place:	yes
Corporate Improvement plan link number (if appropriate):	

Other Significant Links

Links to previous Member decisions:		
<u>Title</u> Progressing the Older persons Mental Health Strategy in Hampshire : Dementia Advisor Services	<u>Reference</u> 3552	<u>Date</u> 16.01.12
Direct links to specific legislation or Government Directives		
<u>Title</u> Living Well with Dementia: A National Dementia Strategy		<u>Date</u> 2009
The Prime Minister's Challenge on Dementia		March 2012
Putting People First: A shared vision and commitment to the transformation of adult social care		Dec 2007
Act Local, Think Personal: A sector wide commitment to moving forward with personalisation and community based support		Jan 2011

Section 100 D - Local Government Act 1972 - background documents

The following documents discuss facts or matters on which this report, or an important part of it, is based and have been relied upon to a material extent in the preparation of this report. (NB: the list excludes published works and any documents which disclose exempt or confidential information as defined in the Act.)

DocumentLocation

None