



Bury DAA- 2015- 2016

1. Bury Dementia Action Alliance Vision

1.1. The Bury Dementia Action Alliance (DAA) started in December 2013. Following the growth of the Bury Dementia Action Alliance membership over the last 12 months. The Alliance held a consultation event (Ketso) on the 13th October 2014 to gain views and ideas from the DAA members, people with dementia and their carers on the three main priorities which the group chose to focus on from the diagram below.



These 3 priorities are:

- Shaping communities around the views of people with dementia and their carers
- Challenging stigma and building awareness.

- Ensuring early diagnosis, personalised, integrated care is the norm

1.2. A coordinating group was set up in December 2013 to support the roles of the chair/vice chair, to enable the work of the alliance to develop and for the DAA members to take more ownership and create a more community and sustainable model for the future. The Coordinating groups roles are:

Rotation role: minute taking

Communication and sharing best practice: making sure best practice, news and events are cascaded to members (and encouraging members to use the mailing list to share their own news), and securing speakers when appropriate for the DAA meetings. Assist with the promotion of the DAA i.e. attending local events/giving presentations/talks.

Website and membership: know how to signpost interested parties to the website to sign up to the DAA, approve new members, support interested organisations and business to complete their action plan and to admin the Bury DAA facebook page.

Meetings: venue planning for the next 12 months (there are only 4 meetings a year to organise), agreeing agenda with the coordinating group and sending it out to the open mailing list.

These DAA priorities are in align with the new Prime Ministers Dementia vision 2015-2020 and National NICE standards. Some of the main points are:

- All businesses encouraged and supported to become dementia friendly, with all industry sectors developing Dementia Friendly Charters and working with business leaders to make individual commitments (especially but not exclusively FTSE 500 companies). All employers with formal induction programmes invited to include dementia awareness training within these programmes.
- GPs playing a leading role in ensuring coordination and continuity of care for people with dementia, as part of the existing commitment that from 1 April 2015. Everyone will have access to a named GP with overall responsibility and oversight for their care.
- Improved public awareness and understanding of the factors, which increase the risk of developing dementia and how people can reduce their risk by living more healthily. This should include a new healthy ageing campaign and access to tools such as a personalised risk assessment calculator as part of the NHS Health Check.

1.3. The National Institute for Health and Care Excellence (NICE) have published Quality Standards for supporting people to live well with dementia. The standards set out how high-quality social care services should be organised and what high-quality social care should include, so that the best support can be offered to people with dementia using social care services in England.

2. Vision

2.1. Below are the 3 objectives considered to be the most important by the Bury DAA following the Ketso event.

Objective One – Challenging Stigma and building awareness

- **What is working**-Dementia cafes and groups, Dementia friend's Champion, Dementia friendly Communities, Government recognition.
- **Future Possibilities**- More CCG and GP participation by them attending the DAA meetings and circulating information via their communications teams. Regular dementia training and awareness sessions in the community. More info on dementia/media coverage .Recruit more DAA members -we will actively encourage more members to join the DAA by asking current DAA members to 'bring a friend'.
- **Challenges** – Lack of knowledge and education in the community, lack of funding.
- **Goals**-More work to inform the community, more training sessions, local campaign to challenge stigma, Reference group for people with dementia and carers

2.2.

Objective Two - Early Diagnosis and Integrated Care

- **What's working**- Government Campaign, local committed people and partnerships and more knowledge of dementia.
- **Future possibilities** – Better access to dementia information in GP's, libraries and community centres. Communication and involvement from GP's, memory services and partners, involving

everyone in the bigger picture-working as one, better screening and diagnosis and pathways.

- **Challenges** - Communication and inclusion of statutory services. Everyone needs to work together, GP surgeries links, more info and support needed.
- **Goals** - Local early diagnosis campaign-more awareness needed, action plan with set objectives, more involvement and consultation with people with dementia/carers Representation at CCG meetings.

2.3.

Objective Three – Involving and including people living with dementia and their carers

- **What's working-** Dementia cafes/groups
- **Future possibilities** GP involvement, widely accessible promotion of dementia, more networking and building relationships, access to information and shared resources.
- **Goals**-Evidence progress, appoint a carers champion, more carers to be involved, reference/steering group. Businesses and organisations to make dementia priority by linking up with the community and DAA alliance.

2.4. **Action Plan (How we make this happen).**

Objective	Action to be taken	Lead by
Objective 1: Challenging Stigma and building awareness	1. Dementia Awareness Week Awareness events (18 th -24 th May). To raise public awareness/work with DAA members to provide a week of awareness events throughout Bury. <ul style="list-style-type: none"> • Theatre productions • Memory Walk/community awareness event at Clarence Park • Dementia Friends sessions • Bury Museum-reminiscence. 	

	<ul style="list-style-type: none"> • Partnership working with: Public health/IWIYW/Council involved. <ol style="list-style-type: none"> 1. CCG and GP participation in the DAA <ul style="list-style-type: none"> • Representation (same person) from CCG/GP to attend DAA quarterly meetings and give updates and guest speak. 2. To gather dementia champions in the Bury area and develop a peer support group/Network and develop more Dementia Friends sessions in the community. 3. Seek Dementia Friends champion training in Bury. 4. Develop information packs/leaflet for people so that they are aware of what help/services are in Bury. 5. Reference group for those with dementia/carers. Bury Council, B3sda and health watch to arrange meetings Feb 15 to develop this group. One/Two members of this group to feed into and attend DAA meetings. 6. More DAA members – to ask at each DAA meeting for members to speak to their partners and support them to become members ‘Bring a friend’ (standing agenda item). Provide DAA packs to assist existing members to sign up new members. To support members in obtaining their actions – to identify 	
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	key members of the alliance to support each other.	
Objective 2: Early Diagnosis and intergraded Care	1. Increase screening, diagnosis and pathways.CCG and organisations that provide screening and diagnosis to provide regular updates to the DAA on the new dementia pathway/screening and how members can support it. <ul style="list-style-type: none"> • Guest speaker from CCG to give updates to the group. 1. Ensure that dementia information is accessible. <ul style="list-style-type: none"> • Bury Council website/dementia portal-members to send updated info to CCG and council comms teams to circulate widely i.e. social media. 2. Awareness resources – leaflets/information on dementia and agencies that can help via GP's, public health, CCG and DAA members	
Objective 3: Including those with dementia and Integrated Care	1. Commence Consultations with Service Users and Carers on what dementia friendly communities mean to them. <ul style="list-style-type: none"> • To involve carer support teams • Carers Centre • Day care centres 1. Member of the SU reference group to represent at CCG meetings. 2. DAA members to attend NW DAA conference.	

	3. Promote the benefits of being a DAA member to business and organisation via the coordinating group and using case studies from DAA members.	
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2. **Evidencing Progress**

- Working with another community to assess each other by peer mentoring, support and reviews.
- Seeking case studies on how being a DAA member has benefited staff in shops/businesses.
- Approaches to dementia – measuring the attitude/awareness of new DAA members to people with dementia through mini questionnaires at each 12-month intervals.
- DAA members to provide case studies
- Reference group to feed back on how the DAA is progressing/case studies.
- Focus groups and interviews with those participating in the dementia-friendly initiatives
- Annual Business/organisational awards – best dementia friendly DAA member

2. **Summary**

- 3.1. By creating and implementing this plan, the Bury DAA is demonstrating its responsiveness to the Dementia Friendly foundation criteria and is demonstrating its proactive in creating a dementia friendly community which meets local, national agendas and strategic plans. The overarching aim is to improve the awareness of the community of dementia so that people with dementia feel listened too and supported. This plan promotes the further development of the Bury DAA best practice that reflects a Dementia friendly community that cares.