**1. Local Dementia Action Alliance: Definition**

A Local Dementia Action Alliance (‘LDAA’) is the coming together of organisations who have signed the [National Dementia Declaration](http://www.dementiaaction.org.uk/assets/0000/1157/National_Dementia_Declaration_for_England.pdf); a set of seven outcomes informed by people with dementia and their family carers. LDAA members work towards delivering this vision through committing to action plans within their organisation and undertaking joint programmes of work when such opportunities arise.

The aim is for the members’ collective efforts to result in communities being more ‘dementia friendly’.

**2. Context**

**2.1 Findings from people with dementia**

Alzheimer’s Society Report [*Dementia 2012*](http://www.alzheimers.org.uk/site/scripts/download_info.php?downloadID=821) contained details of a YouGov poll it had commissioned which found that people with dementia want to be able to live independently within the community. An isolated 22% of respondents reported that they did not feel part of their community. In section 3.5 *Living in an enabling and supportive community*, 61% of respondents with dementia think that their community doesn't understand at all (25%) or has only a little understanding (36%) of how to help them live well. 71% would like their community to understand how to help them live well and 67% think that this understanding would make their life better.

People with dementia also reported that more could be done in their community to make it easier for them to live well with dementia, including:

Better understanding of dementia and less social stigma attached (25%). People with dementia would like the following to have more of an understanding of dementia from: family (54%), friends (58%), neighbours (51%), health and social care professionals 58%), people working in banks, post offices and shops (62%) and the police (54%).

**2.2 Dementia Friendly Communities (DFCs)**

In March 2012, the Prime Minister launched his challenge on dementia with a series of commitments to action including by 2015, up to 20 cities, towns and villages will have signed up to become dementia friendly. It is expected that Dementia Action Alliances will form the ‘vehicle of delivery’ for dementia friendly communities.

Dementia Action Alliance members and the communities in which the LDAA is based will be able to apply for ‘working towards becoming dementia friendly’ accreditation (which will involve an application process and a resulting DFC symbol if application is successful) from September 2013 via Alzheimer’s Society.

It is expected that local Dementia Action Alliances will be responsible for ensuring DFC accredited organisations maintain their commitment to the cause, ensuring members’ commitment is upheld through the quarterly reporting of action plan progress expected of Alliance members.

Local Dementia Action Alliances will also collate case studies of members’ achievements, in order to feed into the national evidence base of what it means to be a ‘dementia friendly community’.

**3. DAA infrastructure**

The cause for the LDAA model being the vehicle of delivery for the ‘dementia friendly communities’ initiative is founded upon the LDAA’s robust infrastructure.

This infrastructure includes an action plan application process, [national website](http://www.dementiaaction.org.uk/), members’ individual web pages that show their action plan progress, log in details, and staff support. This infrastructure ensures that the initiative is:

* Meaningful: membership to the Alliance is subject to commitment to *action:* no organisation can join the Alliance without an action plan
* Transparent: any organisation or member of the public can view members’ commitments and their progress towards achieving their action plans by visiting the national website
* Sustainable: by having LDAA web pages that act as the focal point for local DFC work, the Alliance addresses the risk of one person/organisation being the information holder for an area’s DFC work.
* Encouraging partnership working: members are encouraged to search through local members’ plans, other areas’ plans, in order to identify the opportunity for joined-up thinking and shared resources.
* Contextual: the staff resource enables LDAAs to maintain links with both regional and national practice; so that all LDAA work is captured as part of the national context.

**4. Membership**

**4.1 Sector representation**

The Alliance membership is arguably unique; most dementia group memberships are heavily biased towards health and social care representation. Conversely, the Dementia Action Alliance seeks to gain representation from the commercial and voluntary sectors as much as health and social care in order to reaffirm the message that a dementia supportive community is not health and social care’s responsibility, but everybody’s responsibility.

Organisations from all sectors are encouraged to join a local Dementia Action Alliance, for example:

* Healthcare sector
* Social care sector
* Voluntary sector
* Police
* Fire teams
* Post Offices
* Housing
* Retailers
* Commercial (non- retail)
* Local charities
* Care homes
* Domiciliary agencies
* Local charities
* Local community groups
* Faith groups

An LDAA can cover any geographic area; and can be any size.

**4.2 Membership requirements**

Each member will have their own action plan, which will be published on the national Dementia Action Alliance website. Please visit [www.dementiaaction.org.uk](http://www.dementiaaction.org.uk) to view members’ action plans.

Members will be asked to update on their action plan progress on a quarterly basis; these updates will be published on members’ web pages and will be shared at quarterly meetings. Quarterly meetings will convene when there is an appropriate level of sign ups to the LDAA to make the meetings worthwhile. This is dependent on a minimum number of 12 members and representation from commercial, statutory and voluntary sectors.

Although LDAA membership is free, members are asked to consider any in kind contributions (such as the use of venues) they can offer to the LDAA.

**4.3 Fairness and Impartiality amongst LDAA members**

Although hosted by Alzheimer’s Society, Dementia Action Alliances are a separate entity and so Alzheimer’s Society has equal membership with all other members. The LDAA will be impartial to all members and their service offerings.

Members will agree and own a term of reference which will include the understanding that no members can join the LDAA solely to profit from membership. Brand guidance will be issued to ensure the brand is protected and not exploited by members.