Norfolk & Suffolk
Dementia
Workforce Transformation Programme

A pathway approach to dementia workforce development.
- Evidence Based Development
- Current Delivery
- Early Indications
Principles of Good Care - 6 Cs

- Care
- Compassion
- Competence
- Communication
- Courage
- Commitment
Principles of Good Care - 6 Cs

• Care
• Compassion
• Competence
  — Communication
• Courage
• Commitment
WHY?
COMPETENCE

UNCONSCIOUS-INCOMPETENT

CONSCIOUS-INCOMPETENT

CONSCIOUS-COMPETENT
Dementia Competence Gap Analysis

Support Workers Composite Need Scores

- Nursing Home
- Physiotherapists
- Occupational
- Therapists
- Assistants
- Healthcare
- Assistants
- Domiciliary care
- workers
- social care
- support

Scores range from 0 to 100.
92% of staff reported insufficient training overall in relation to caring for people with dementia.
LESS THAN

40%

OF LEARNING TRANSFERRED INTO PRACTICE

Nick Clark, University of Southampton
In examining why such poor training transfer exists, three key factors have emerged as key influencers.
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1. Learner Characteristics
   - Trainee expectations
   - Perceived Utility

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2. **Intervention Design & Delivery**
   - Identical Elements
   - Behavioral Modeling

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2. **Intervention Design & Delivery**
   - Identical Elements
   - Behavioral Modeling

3. **Work Environment**
   - Coach & Mentor
   - Peer Support
   - Group and Self Reflection

Nick Clark, University of Southampton
ONE SIZE DOES NOT FIT ALL
HOW?
• Definition: **Coaching**, is a learning and development process in which an individual or team gets support while learning to achieve a specific personal or professional result or goal.
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• Definition: **Mentoring** is an informal relationship between one individual who has greater experience and expertise than another and offers advice and guidance as the other goes through a learning process.

• Definition: The term **Role Model** generally means any "person who serves as an example, whose behaviour is emulated by others"
WHO?
Potential Resource Allocation Solutions

Innovate
Carers & Public Home Care Primary Care

Fix
Residential Care & Nursing Care

Maintain
Acute staff MHT staff Community H&C

PRIORITY WORKFORCE TRANSFORMATION FUNDING
DFC = Dementia Friends Champion
DCEC = Dementia Carer Education Coordinator
DL = Organisation’s Dementia Lead
DCC = NSDA Dementia Care Coach
COMMUNITY DEMENTIA LEARNING HUBS

NORFOLK

Wells* (indep)
North Walsham (AS)
Aylsham*
Kings Lynn (AS)
Swaffham* (AS & Age UK)
Dereham (AS)
Downham Market (AS)
Norwich (AS)
Griston/Watton
Wymondham* (age UK)
Acle (AS)
Gt Yarmouth (AS)
Hunstanton (tbd)
Fakenham (AS)
Sheringham (AS)

Location of Hubs to be developed in 2013/14

SUFFOLK

Diss
Halesworth
Debenham
Wickham Market
Aldeburgh
Shotley
Ipswich
Felixstowe
Hadleigh
Haverhill
Newmarket
Bury St Edmunds
Newmarket

Norfolk & Suffolk
Dementia Alliance
comfort compassion dignity
WHAT?
<table>
<thead>
<tr>
<th>Number</th>
<th>Competence Area</th>
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<tbody>
<tr>
<td>1</td>
<td>Dementia – The Wider Picture (Dementia Friend Champion)</td>
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<tr>
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<td>Promoting Activity &amp; Rest</td>
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<td>Managing Surroundings</td>
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<tr>
<td>4 &amp; 6</td>
<td>Recognising Relationships – Establishing Relationships</td>
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<td>5 &amp; 10</td>
<td>Responding with Relevance – Responding in their reality</td>
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<td>Recognising Changes</td>
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<td>8 &amp; 9</td>
<td>Communicating for Better Understanding</td>
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<td>11</td>
<td>Understanding Distressed Behaviours</td>
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<td>12</td>
<td>Coping with Stress and Burnout</td>
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<td>- Coaching Skills &amp; IT Support</td>
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<td>- Safeguarding Issues</td>
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NORFOLK & SUFFOLK DEMENTIA CARE COACH DEVELOPMENT PROGRAMME

**The Competence Cup**

- **NSDA Dementia Care Champion Role**
  - Specific Training as required from DemTEC

- **NSDA Dementia Care Champion**
  - Core Training from DemTEC
  - To cover priority competencies

- **Alzheimer’s Society ‘Dementia Friends’ Champion Training**

**Three Tier Approach**
- **Level 1:** Determined by Alzheimer’s Society
- **Level 2:** Determined by DemTEC and Employers
- **Level 3:** Determined by DemTEC and Employers
WHERE ARE WE TODAY?
Dementia Care Coach Induction Evaluations 2013

Percentage Positive Responses

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<th>Coaching T</th>
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</table>
Quantitative Evaluation

Coaching activity recorded on The Coaching Centre

Qualitative Evaluation

Manager
Care Coach
Staff
Friends & family

Evaluation Development
Coach Effectiveness
Organisation Performance

Confidence Record
Simulator Assessment

Coaching Activity Levels
Workshops
Interviews

Workshops
Interviews
Welcome back Willie.

My Coaching Activities
- Date: 25/10/2013
- Recipients: 2
- Competence Areas: 11, 12

Add a new coaching activity

My Reminders
No Active Reminders
Add reminders to your diary to help you organise your coaching. You will also see important event notifications here from the NSDA.

Add a new reminder

My Assessments
No Assessments Completed
A graph showing your average assessment scores will appear here as soon as you complete at least 1 assessment.

Add a new assessment

My Recent Resources
No recently accessed resources
Each resource you open through the website will be shown here for easy access.

Browse resources

My Details
Mr Willie Cruickshank
willie.cruickshank@dementia-alliance.com
07786268295

You have completed 1 coaching activities, thanks for that! Click here to add more.

Edit my details

My Support (Help)

Latest questions answered:
- 15/10/2013 Can I access The Coaching Centre when I'm not on the internet?
- 07/10/2013 What if I want to change my email address?
- 07/10/2013 How do I connect to the wifi / internet?

Find additional help
My Coaching Activities

Welcome to ‘My Coaching Activities’. Please use this area enter all your coaching activities – this will include team sessions you’ve organised, as well as ‘one to one’ discussions you’ve had with colleagues, friends and family carers.

Make sure you record all your activity. It will help you to keep organised and help us see the effects of your coaching. Please enter the number of recipients, the date delivered, and the Competence area discussed and the level at which you coached. Click the + icon to add more Competence areas as required. Then select the type of resource you used, if any, and add any notes about your coaching session.

Understanding Levels

Level 1
Those being coached felt they had understood the basics around the competency area and had gained an understanding of the topic discussed sufficient enough to share with colleagues.

Level 2
Those being coached felt they had a good understanding around the competency area and had gained more knowledge to add to their existing knowledge around the topic discussed, sufficient enough to put into practice and share with colleagues.

Level 3
Those being coached felt they had a more advanced understanding around the competency area and had gained significant knowledge to further enhance their professional practice and to assist colleagues in delivering care.

Add a new Coaching Activity

Number of recipients: 0
Date delivered: Today
Competence area and Level coached:
Resources used:
- Audio/Podcast
- Book
- E-learning session
- PDF Document
- Quiz
Notes: Please make any notes about your coaching session here, include initials of those that you coached if you wish. This is for your personal use only.

My previous Coaching Activities

<table>
<thead>
<tr>
<th>Date</th>
<th>Recipients</th>
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<tr>
<td>25/10/2013</td>
<td>2</td>
<td>11, 12</td>
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Coaching Activity
12-Nov-13

1210 people recorded in receipt of coaching from DCCs