

National Dementia Action Alliance

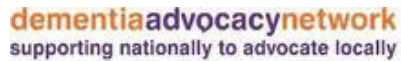
Simon Kitchen,
Executive Lead

Dementia Action Alliance

Thank you



dementia adventure



National Dementia Declaration

1. I have personal choice and control or influence over decisions about me
2. I know that services are designed around me and my needs
3. I have support that helps me live my life
4. I have knowledge and know-how to get what I need
5. I live in an enabling and supportive environment where I feel valued and understood
6. *I have a sense of belonging and of being a valued part of my family, community and civic life*
7. I know there is research going on which delivers a better life for me now and hope for future

Membership:

- Local authorities
- Banks
- Care providers
- Visitor attractions
- Faith groups
- Hospitals
- Emergency services
- Supermarkets
- Solicitors
- Utilities
- Transport operators
- High street shops



Action:

Each member has:


- Their own action plan
- Their own web page

The screenshot shows the Dementia Action Alliance website. At the top, there is a navigation bar with links for 'Welcome back Simon Kitchen', 'Your DAA', 'Your Actions', 'Home', 'Resources', 'News & Events', 'Contact us', 'Log-out', and a search bar. Below the navigation bar is the DAA logo and a menu with options: 'Who we are', 'Members Action Plans', 'Local Alliances' (highlighted), 'Joint Work', 'Achievements', and 'Join the Alliance'. A large purple banner with the text 'Local Alliances' and a decorative pattern of circles is positioned below the menu. Underneath the banner, there is a breadcrumb trail 'Home > Local Alliances' and a list of regions: 'East Midlands', 'East of England', 'London', 'North East', 'North West', 'South East', 'South West', and 'West Midlands'. The 'South Lincolnshire Dementia Action Alliance' page is selected. The main content area includes a sub-section 'Local Alliance information' with a photo of a green field and a blue sky, and a list of 'Alliance Members' such as 'Adults Supporting Adults', 'Age Care Advice - Independent Social Work Service', 'Allied Healthcare, Spalding Branch', 'Alzheimer's Society Lincolnshire', 'Barchester Healthcare', 'Boots Lincolnshire', 'Buckles Solicitors LLP', 'Chattertons Solicitors', 'Dementia Support South Lincs', 'Double and Megson Solicitors', 'Evergreen Care Trust', and 'Home Instead (Peterborough, Oundle, The Deepings & ...)'.


What is a Local Dementia Action Alliance?

South Lincolnshire example


Rapid growth



The Dementia Action Alliance was formed in 2010




There are **47** local alliances




The DAA is made up of over **725** organisations working together spread across the whole of England:


- 79 organisations in the East Midlands
- 27 in the East of England
- 30 in London
- 6 in the North East
- 47 in the North West
- 291 in the South West
- 44 in the West Midlands
- 60 in Yorkshire & Humber
- 136 national organisations




National Dementia Declaration is a common set of **7** outcomes informed by people with dementia and their family carers




The DAA's members are committed to over **3000** actions



41 original signatories for the National Dementia Declaration



4 national events per year (with an average of **80** attendees per event)

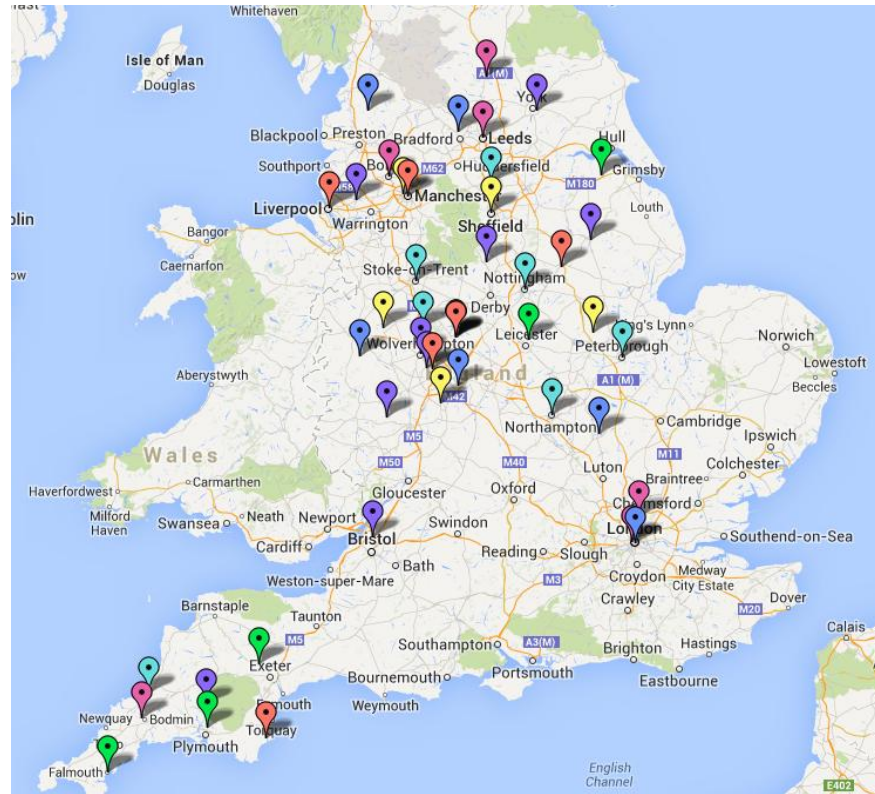


136 national members

approx **600** local members

Members include people with dementia; carers; care home providers; policymakers; dementia related charities; pharmaceutical companies; local authorities; acute trusts; royal colleges; and assistive technology companies.

Geographic spread



Contributes to Dementia Friendly Communities



Dementia friendly
communities are where
we want to be



Local Dementia Action
Alliances are how we
get there

What Local Alliances can expect from us?

- National ownership of the concept
- Website
- Good practice exchange
- Calls to Actions and other national programmes
- Annual Event

What we expect from Local Alliances?

- Maintain ethos of the Alliances – action not talking
- Keep your action plans and pages up to date
- Involvement in national programmes such as calls to action and dementia friendly communities
- Consultation / involvement of people with dementia and their carers

Thank you

