



Department
of Health

The Prime Minister's Challenge on Dementia

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The scale of the Challenge

- **670,000 people** in England with dementia - number will double in next thirty years.
- 35 million people affected worldwide, expected to grow to 115m by 2050
- **46%** of people with dementia in England have a **diagnosis** and many wait months to get one
- **550,000** carers of people with dementia
- Dementia Costs society **£19bn a year**, more than the costs of cancer, heart disease or stroke.
- Global cost of \$600billion

Dementia: The Priority

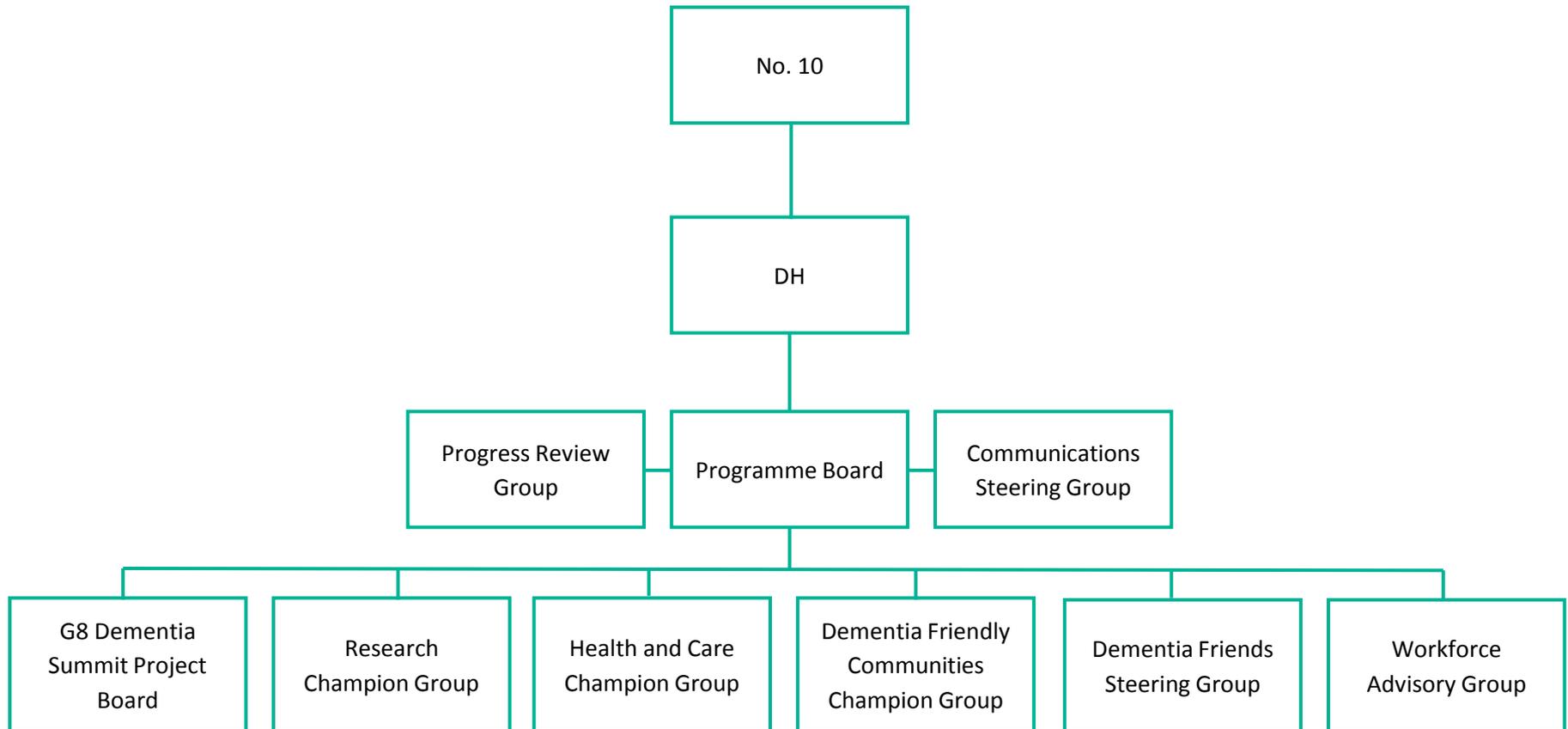


Prime Minister's challenge on dementia

Delivering major improvements in dementia care and research by 2015



The role of the Department of Health



Progress to date: Health and Care

- **NHS England national ambition on diagnosis rates:** Aim by 2015 for two-thirds of people with dementia to have a diagnosis, with appropriate post diagnosis support.
- **Enhanced Service as part of the GP contract for 2013/14:** Rewarding practices for having a pro-active approach to identifying the early signs of dementia.
- **Extended Dementia Commissioning for Quality and Innovation award:** For 2013/14 covers quality of dementia care and support for carers.
- **£50m funding** to create dementia-friendly environments in health and care

Dementia Friendly Communities

- **Dementia Friends:** over 2000 people signed up to train as volunteer Dementia Friends Champions. Over 30,000 Dementia Friends.
- **Dementia friendly places:** Criteria for becoming a dementia friendly community published in September, communities are starting to sign up.
- **Dementia education pioneer programme:** the resource suite for schools launched on 16th October, helping to educate children and young people about dementia.
- **Dementia friendly finance services charter:** launched in October

Research

- **National Institute of Health Research (NIHR) funding:** £22 million available to 21 pioneering research projects to boost dementia diagnosis rates and trial ground-breaking treatments.
- **Major investment in brain scanning:** £9.6m being provided by MRC for a pilot study involving 8,000 volunteers, to be expanded over time to scan the brains of 100,000 Biobank participants.
- **DH and Economic and Social Research Council (ESRC) funding:** £13m for social science research proposals in preventing dementia.
- **G8 Dementia Research Summit:** December 2013

A challenge to the DAA



- DH has over 500 Dementia Friends, that's more than a quarter of our staff
- Will you commit to encouraging staff in your organisations to become a Dementia Friend?
- Will you all commit to helping make your community dementia-friendly?

Where we want to be by 2015

- Two-thirds diagnosis rate and shorter waits for memory services
- Joined-up, post-diagnosis support in place for people with dementia and their carers
- Dementia-friendly communities across the country
- One million dementia friends
- Increased research taking place and more people with dementia participating
- A global solution to a global problem