Luton
as a Dementia Friendly Community

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Where has it come from?

• Living Well with Dementia – National Strategy 2009

• Luton’s Joint Commissioning Dementia Strategy 2010

• Prime Ministers Challenge 2012
What is it - Five Key Aspects

- **The Physical Environment** – signage, use of colour, contrast
- **Local Facilities** – access shops, banks, transport and leisure facilities
- **Local Groups** – gives people with Dementia and their carers confidence
- **Social Networks** – isolation and exclusion disadvantages people
- **Support Services** – from the point of diagnosis
Luton as a Dementia Friendly Town

Three Elements

1. Dementia Action Alliance
2. Dementia Friends and Champions
3. Dementia Focus & Pressure groups
Aim & Objectives – Core Group

Aim
• To transform the quality of life of people with dementia and their carers within Luton through the establishment of a Luton Dementia Action Alliance, and the launching of Luton as a ‘dementia friendly community’.

Objectives
• To deliver the Supporting Luton in becoming a Dementia Friendly Community launch event
• To develop a local Dementia Action Alliance for Luton
• To identify sustainable sources of support for the alliance
Luton’s Dementia Action Alliance

• Director HCL
• Core Group
• Draft Terms of Reference for LDAA
• National Dementia Declaration-outcomes
• Action Plans – 2 questions
  – How would you describe your organisations’ role in delivering outcomes?
  – Give one or more actions your organisation will commit to.
How are we doing it in Luton?

• Alzheimers Society
• Temporary Project Manager
• Raising Awareness
• LDAA launch - Conference
• Networking – sharing resources
• Dementia Champions
• Dementia Friends
• Virtual Dementia Tour
• Ongoing support – LDDA
• Working together!!!!!!!
Problems

• Professionals don’t recognise their lack of current knowledge
• Getting businesses on board
• Getting to the right person
• Translating national into local
• Resources – specifically time!
• Is dementia becoming tired?
Organisations already signed up

Active Luton
Age Concern Luton
Alzheimers Society – Beds & Luton
Argos - Luton Mall
Bedfordshire Police
Cambridge Community Services
GP Ministries
Healthwatch Luton
Home Instead Senior Care
Luton Adult learning
Luton Borough Council
Luton Cultural Trust
Luton Irish Forum – LIF
Music 24
POhWER Advocacy Service
Post Office Ltd – Luton Mall
Quantum Care – Luton
Stopsley High School
Stopsley Tent Project
The Mall Shopping Centre
TOKKO

www.luton.gov.uk