

## **Dementia Action Alliance Action Plan**

### **Local Authority Guidance note**

This note states why and how local authorities can improve the lives of people with dementia. It also provides guidance on how they can join the Dementia Action Alliance and publically state their commitment through developing an Action Plan.

### **What is dementia?**

Dementia is a condition of the brain which can affect memory, everyday tasks, communication and perception.

People with dementia face many challenges going about their daily lives. These include going shopping, using public transport, socialising and getting involved with their community. When they face difficulties, it adds to their stress, and can lead to people reducing or giving up their community involvement and becoming isolated.

Unfortunately people's lack of understanding and impatience can make these problems worse. Local Authorities have an important role to play in ensuring people living with dementia can continue to live their lives, be an active part of their communities for as long as possible.

### **Why is dementia important to you?**

Dementia is important to Local Authorities because:

- There are 800,000 people living with dementia in the UK making it a significant public health issue
- An estimated 22 million people in the UK have a family member or friend who has dementia which affects Local Authorities as employers
- 82% of the public believe that people with dementia and those that care for them need more help and support (You Gov 2011)
- When asked which local authority services they would LEAST like to see cut, 36% of the public say social care for older people, compared to 18% for children services and 15% for bin collections (You Gov 2011)
- By not undertaking actions to support people with dementia your Local Authority may not be compliant with the Equality Act 2010, which recognises dementia as a disability. This means that your organisation should make reasonable adjustments to avoid discrimination

## How can you help?

By joining the Dementia Action Alliance and developing a short Action Plan, you can become part of the national movement to improve the lives of people living with dementia.

## Sign up to the National Dementia Declaration

The National Dementia Declaration lists seven outcomes that all businesses, charities and public bodies can collectively work towards to improve the lives people with dementia and their carers. These are:

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 the 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 family, community and civic life
7. I know there is research going on which delivers a better life for me now and hope for the future

By signing up to Declaration you are publically stating that people can live well with dementia and that all of the society has a responsibility for ensuring that it happens.

To read about the history of the Declaration, visit:

[http://www.dementiaaction.org.uk/info/3/national\\_dementia\\_declaration](http://www.dementiaaction.org.uk/info/3/national_dementia_declaration)

## Join the Dementia Action Alliance

Dementia is everyone's responsibility. By joining your local Dementia Action Alliance you can have regular contact with likeminded businesses and organisations who are undertaking similar actions to improve the lives of people living with dementia. This could save you money by allowing you to bulk purchase training and work collectively to create dementia friendly communities.

To join a local Dementia Action Alliance you just need to draft a short Action Plan. The Action Plan is a public statement of how your local authority is working to improve the lives of people with dementia. Your Action Plan will be added to the Dementia Action Alliance website and appear alongside the commitments of other Alliance members.

To view other members Action Plans visit:

[http://www.dementiaaction.org.uk/info/1/participating\\_organisations](http://www.dementiaaction.org.uk/info/1/participating_organisations)

## Draft an Action Plan

The section overleaf provides guidance on and suggested content for each question and simple actions you may wish to commit to improve the lives of people living with dementia.

## Question template

- 1. The National Dementia Declaration lists seven outcomes that the DAA are seeking to achieve for people with dementia and their carers. How would you describe your organisation's role in delivering better outcomes for people with dementia and their carers? For example:**

*Local authorities have a key role to play in the lives of people with dementia:*

- In providing accessible universal services to improve quality of life for all residents, including people with dementia*
- In their place-shaping role to develop dementia friendly communities, providing local leadership to organisations to create an environment, supported housing and community facilities which is supportive of the needs of people with dementia and their family carers*
- Using their ring fenced public health budgets to promote messages and services which inform the public about dementia and how to reduce their risk of developing dementia.*
- In commissioning and shaping a personalised social care and support market in which involves and enables people with dementia to live at home as independently as possible for as long as possible*
- Having a commitment to involve people with dementia and their carers in developing services for people*

- 2. What are the challenges to delivering these outcomes from the perspective of your organisation? For example:**

- Achieving local targets on the uptake of direct payments / personalised budgets.*
- Need to maintain and improve joint working arrangements with NHS partners for commissioning and delivery, at a time when these partners are undergoing significant structural change.*
- Commission appropriate services currently needed and also in the future as a result of increasing earlier diagnosis of dementia.*

- 3. What are your plans as an organisation to respond to these challenges between now and 2014? For example:**

- Involve people with dementia and their carers in the design and delivery of local services to ensure that their knowledge and expertise is used to ensure quality of services*
- Support providers in ensuring the local social care workforce has sufficient understanding, awareness and training in dementia.*
- Joint Strategic Needs Assessments contains most up to date information and includes the needs of people with dementia*
- Ensure that jointly with health, via Health and Well-being Boards strategic commissioning meets the needs of people with dementia.*

## Local Dementia Action Alliances



- *Ensure that dementia is a public health priority in line with the recommendation of the World Health Organisation report.<sup>1</sup>*
- *Ensure that all universal services, provided or commissioned by local authorities eg leisure and libraries are dementia friendly*
- *Establishing dementia E Learning in the local NHS Trust*
- *Commission personalised care and support services which support people to stay in their own homes for as long as possible*
- *Increase the range of accommodation choices, including extra care and influence the design of residential and nursing care environments*

**4) What networks or communication channels are available to your business that could help us to spread the word about the National Dementia Declaration? For example:**

- *Promote dementia friendly approaches in our newsletters, and talk about the Alliance*
- *Let other organisations know what we are doing so they can do it too,*
- *Develop good practice within our wider chain, and our networks locally and nationally*

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<sup>1</sup> World Health Organisation and Alzheimer's Disease International (2012) *Dementia: a public health priority* World Health Organisation, Geneva