

DEMENTIA FRIENDLY PLYMOUTH



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Dementia in The UK and Plymouth



- There are currently 702,039 people living with dementia in England. This is predicted to rise to over 1,000,000 by 2030.
- In 2017, 3,319 people in Plymouth have a dementia. This is predicted to rise to 3554 by 2020 and to 4,735 by 2030.
- One third of people with dementia live on their own
- In the UK, 1 person every 3 minutes is diagnosed
- In Plymouth approximately 60 % of people living with dementia are diagnosed.



Why does Plymouth need to become dementia friendly?



In 2010 researchers at University of Plymouth found that people with dementia:

- Felt isolated in the local community
- Unable to access services and organisations for social support
- Felt ignored, not valued and embarrassed ,due to the social stigma of dementia
- Significant rates of depression for both the individual and their carer were also noted.

What is a Dementia Friendly Community?



Dementia Friendly Communities aim to:

- Reduce social isolation
- Empower and include individuals
- Challenge stigma
- Raise awareness
- Improve wellbeing



Plymouth Dementia Action Alliance



- The Dementia Friendly Community and Dementia Action Alliance movement originates from Plymouth. The PDAA formed in 2011 as a partnership between Plymouth City Council and Plymouth University; the Dementia Action Alliances were rolled out nationally by the Alzheimer's Society – Currently 300 across the UK
- The PDAA currently has 90 members
- PDAA members create an action plan of how they will become dementia friendly
- 5 International Dementia Conferences in Plymouth (6th currently being planned)
- Delegations from Japan, China and Australia
- National Award – Dementia Friendly Community of the Year (City Category) 2016-2017.

Alliance Members



Role of Dementia Friendly City Co-ordinator



- 201 Dementia Awareness sessions in the last 2.5 years, creating 1671 dementia friends (14,000 total dementia friends in Plymouth)
- 81 Dementia Friendly Premises assessments
- Advising on the Built Environment – Council planning, toilets, The Box etc
- Supporting a wide variety of businesses and organisations to become dementia friendly and coordinating the PDAA
- Increasing dementia friendly working practice across Plymouth City Council e.g. parking team, public protection, arts and heritage service, library service, street cleansing and grounds, strategic planning and infrastructure, 1st stop shop etc
- Public awareness raising and events
- Supporting GP and dental practices including students

Impact of Dementia Friendly City



- Dementia friends have their own impact in their communities and families, 73% of dementia friends say they have developed more confidence in interacting with people affected by dementia.
- PDAA members have their own individual impacts within their area of work.
- Plymouth is mentioned in the BSI Code of practice for dementia friendly communities in England and the 2017 Dementia and Town Planning Advice as examples of best practice.
- Sharing practice across the UK ,with other local authorities and overseas – e.g. car parking.

Feedback/Impact - Dementia Friendly City



- 'Thank you for the carol service yesterday. My husband is not happy socialising now but loves singing and loved listening to the children too. Shop assistants are more dementia friendly now which makes shopping easier and their reaction to my husband can really lift his mood which means I can get all my shopping done and not have to give up'
- A regular bus user with dementia in Tamerton Foliot – All Citybus drivers are dementia friends, are aware of her and make sure that she gets back home safely.
- Following the success of the autism friendly and dementia friendly shopping events, Drake Circus are going to be providing a 'sensory shopping hour' one Saturday morning a month (light dimmed, music turned down etc).

Feedback/Impact –Dementia Friendly City



- ‘Mum and I had a really good day. It was nice to see mum engaging with other people as she is usually on her own for much of the day. I would love to get involved again should there be other events in the future.’
- At every dementia friendly shopping/other awareness event/awareness sessions, the DFC provides information to numerous carers and family members about where to access support and the range of activities and groups available across the city for people affected by dementia.

Impact - Dementia Awareness Sessions



- 'Thank you so much for the awareness session. I have put one of your ideas into practice with successful results. I look after my 80 year old mum who lives on her own and when presented with a meal she never ate much of it. Last Sunday I served a roast on a plain white plate with clear space between the foods. She ate it all in an orderly fashion. This little story might not mean much to many people but I was thrilled'
- Shortly after Drake Circus staff attended awareness sessions, the centre director helped to find a lady with dementia who had wandered away from her husband in the mall by using the knowledge gained to decide on the best questions to ask her husband to locate her more quickly.

Impact: Dementia Awareness



- During Dementia Awareness week 2016, all concierge staff attended an awareness session. Some time after this, an email was forwarded to the DFC re: an issue concierge had dealt with:

‘Today we have had a gentleman brought to Windsor as he was wandering the streets. Concierge contacted Livewell who made him a cup of tea and contacted his family.

The gentleman is still here waiting for his family. Lyn and John have gone above and beyond in their roles as they have ensured he did not leave the building several times’

PCC Example 1: Dementia Friendly Parking



- Following consultation with carers of people with dementia, designated parking spaces introduced in Theatre Royal and Western Approach car parks, another in the new coach station and a further 5 more to date.
- ‘There is widespread recognition at the highest level of government about the present and potential future impacts of dementia. The search for ways to enhance the quality of life for those affected is a constant and complex one. This innovated approach by PCC will provide and ensure that the experience of using city car parks will be dementia friendly’ (Ian Sherriff, Academic Partnership Lead for Dementia, Plymouth University).

PCC Example 2: Library Service



- The library service facilitates weekly memory cafes at St Budeaux and Central library.
- Plans to introduce more cafes in Tier I libraries across the city.
- Themed monthly reminiscence roadshows in partnership with the arts & heritage service in a different library each time.
- Reading Well Books on Prescription for Dementia Scheme (Recommendations of books that may be helpful to people living with dementia, caring for someone with dementia or to those who just want to learn a bit more about it).

PCC Example 2: Library Service



- Impact of attending St Budeaux Memory Café:

‘...My father was not going out and since coming to the memory café he now goes out and feels happier and it’s all thanks to this. The lady who runs it is a star in her own right. So lovely, funny and caring. Nothing is too much trouble, she finds out things for us and makes us smile, so much laughter.’

‘It makes people more able to cope with their illnesses and knowing they’re not alone.’

‘...It helps forgetting about my problems, I enjoy meeting all the people and fantastic staff.’

‘ ...My husband loves it, he talks about it to others and he is happy when he is here.’

PDAA example I: GP Practice



- As a result of attending the awareness session, when a new patient with dementia registered at the surgery the receptionist remembered the importance of taking more time and spent an hour with him, taking all his details and medical history in a way that allowed him to feel comfortable and supported.
- After an assessment of the surgery premises, dementia friendly signs were put up around the surgery. When it was explained to a patient whose husband has dementia that a yellow background and bold black font are easier for people with dementia to pick out, she bought a pad of yellow paper and a black pen so that she and her husband could communicate with each other more easily.

PDAA example 2: Plymouth Dance



- Plymouth Dance facilitate the monthly 'Tea Dance With a Twist' sessions on Saturday afternoons at the Guildhall- consistently high numbers are attending.
 - Volunteers are all dementia friends and dance practitioners trained in facilitating dance with people living with dementia, Parkinson's Disease etc.
 - 'So nice to see young and elderly dancing and smiling together. Great band! Great Dancers! Great everything!'
 - 'We regularly witness moments of joy shared by the carers and people with dementia as they dance together...our events create an opportunity that reduces social isolation and exclusion for those who are vulnerable as a result of living with or caring for people living with dementia.'
- (June Gamble, Coordinating Producer)

PDAA example 3: Plymouth Argyle



- Football Café: This is a fortnightly afternoon filled with fun and brain-challenging activities followed by afternoon tea. Two of the volunteers are now trained in cognitive stimulation therapy and the activities are being built around these principles.
- Senior VIP Matchday Experiences: Reminders, transport and a supportive environment are provided from arrival to departure and the privilege of sharing all the fun of a pre-match social and the match itself with people who really know their football.

PDAA example 3: Plymouth Argyle



- Sponsored GP Matchday 'Prescriptions': With a major sponsor the matchday initiative has been extended to every GP surgery in Plymouth to offer 7 home matches as a 'prescription' to a football-loving patient living with dementia.
- Senior Advisor Roles: In August 2017, the club appointed its 1st Senior Advisor (a former league football coach living with dementia) who helps train and give advice to the young players in Argyle Academy and their coaches.
- 'First time at Home Park for many years. Felt really good to be part of it again.'
- Feedback from families indicates that participants relive their positive experience for a long time afterwards.