

Dementia Friendly Districts

A Framework for Birmingham 2015



BIRMINGHAM BETTER CARE

DEMENTIA FRIENDLY DISTRICTS:

A FRAMEWORK FOR BIRMINGHAM

This framework looks at how a district could help and support people with dementia better, combining the Five Ways to Wellbeing framework with the Dementia Friendly Communities Programme. These work on the principle that inclusion and good quality of life will benefit people with dementia and the communities around them and that communities themselves can make this happen.

What is a dementia-friendly district?

A dementia- friendly district is one that shows a high level of public awareness and understanding so that people with dementia and their cares are encouraged to seek help and are supported by their community.

They are more inclusive of people with dementia and improve their ability to access local services, remain independent and have choice and control over their lives while living well in the community.

Why do districts need to be more dementia friendly?
There are estimated to be around 11,000 people in Birmingham with dementia and there are estimated to

be more than 9,000 family and friends acting as primary carers. A study by the Alzheimer's Society found that only 47% of people with dementia felt a part of their community. Becoming more dementia friendly can improve the lives of people with dementia and their carers.

People with dementia and their families and carers want to feel a part of their community and to be able to 'give something back'. How inclusive is your district? The smallest action can count, whether it's a smile, a 'thank you' or a kind word. Everyone has a part to play.

1. PROMOTE A 'DEMENTIA FRIENDLY COMMUNITY'

Two thirds of people with dementia live in their own homes but many suffer from isolation and many people know little about the condition until it affects them or their family. In Birmingham alone there are around 13,000 people with dementia and that number is growing as people live longer.


Lead by example: encourage Senior Members of the District Team to take part in a 'Dementia Friends' awareness raising sessions – it only takes 45 minutes

Local activities: Put on your own local 'dementia event' – local organisations will be glad to help if you approach them

Awareness: Raise the profile of dementia with the local media

Ask questions: Ask large shops/ supermarket chains locally in the area what they are doing to be 'dementia friendly'

Better Planning: Include the needs of people with dementia and their carers in local planning



Dementia Friends: Encourage 'local events planners' to be dementia friendly by considering signage, accessibility and also quiet zones Encourage shops and other local businesses to take part in the Dementia Friends awareness raising and to wear their badges with pride

Take Action: Talk to local organisations about joining the Dementia Action Alliance -Birmingham City Council is part of this as is the West Midlands Fire Service and West Midlands Police

2. RAISE AWARENESS

Many people still believe that dementia is a normal part of getting old and the main symptom is loss of memory. A lack of knowledge can mean that people with dementia are prevented from doing some of the things they enjoy. Being more aware can help people to understand the effect of dementia on someone's life, and what they can do to help.

Dementia Friends: Arrange and publicise local 'Dementia Friends' awareness raising sessions – you can do it online instead of face-to-face

Education: Encourage schools in the area to become dementia friendly, some schools already have dementia friendly sessions as part of the curriculum

Conversations: Talk to local shops, cafes, libraries and other groups and facilities and get them to join you as Dementia Friends and in the Dementia Action Alliance

Employers: Make sure shops and businesses are aware of advice and guidance that can help them work better with people with dementia

Speak Up: Talk to local organisations and businesses about dementia training for staff who might meet people with dementia – many large organisations do provide 'Dementia training' to help staff feel confident that they will be able to help people with dementia

Connect: Talk to local shops, cafes, libraries and other groups and facilities and get them to join you as Dementia Friends and in the Dementia Action Alliance

Promote: Publicise local events such as 'Grandma Remember Me'

Highlight: Raise awareness of dementia through leaflets and posters

3. MAKE SURE INFORMATION ABOUT DEMENTIA IS AVAILABLE

Being able to get support can make a huge difference to the lives of people with dementia and their carers. People with dementia and professionals told us that they found it very difficult to find out what help and support was available.

Local Services: Get Libraries to display information about dementia and local services

Service Promotion: Promote the Activity and Dementia Cafes that are funded by Birmingham City Council and run across the city – sessions are either once a fortnight or once a month.

Dementia Cafe: Develop local 'dementia cafes'- identify local services that might want to offer a dementia café once a month and find out what is needed to make that happen.



RESOURCES AVAILABLE

What are Dementia Friends sessions?

'Dementia Friends' awareness raising sessions are free 45 minute sessions delivered by the Alzheimer's Society using volunteers. They help people to learn a little bit more about what it's like to live with dementia. It can also be done online.

To find out more go to:
<https://www.dementiafriends.org.uk/>

What is the Dementia Action Alliance?

The Dementia Action Alliance is made up of organisations across England who are committed to transforming the lives of people with dementia and their carers.

To join the dementia action alliance go to:
http://www.dementiaaction.org.uk/join_the_alliance

What are Activity and Dementia Cafes?

Activity and dementia cafes offer people with dementia and their carers the chance to socialise and share information. To find out more about the activity and dementia cafes, as well as other services run by the Alzheimer's Society, in your area

<http://www.alzheimers.org.uk>
and go to the **local information** pages

WHAT GUIDANCE IS THERE FOR DEMENTIA FRIENDLY ENVIRONMENTS?

Dementia Friendly Physical Environments Checklist'

This leaflet helps organisations identify quite small changes that might have a major impact on improving accessibility for people with dementia.

Go to:

http://www.dementiaaction.org.uk/assets/0000/4334/dementia_friendly_environments_checklist.pdf

What else is there? Reading Well Books on Prescription for dementia recommends books you might find helpful if you have dementia, are caring for someone with dementia or would like to find out more about the condition

To find out more go to:
<http://reading-well.org.uk/books/books-on-prescription/dementia>

WHAT INFORMATION IS THERE ABOUT DEMENTIA AND LOCAL SERVICES?

<p>'The Dementia Guide - Living Well after Diagnosis' is a free practical guide for people with dementia and their carers following a diagnosis (produced by the Alzheimer's Society with support and funding from the Department of Health).</p>	<p>To download the guide or apply for a copy go to: http://www.alzheimers.org.uk/dementiaguide.</p>
<p>'Information for People with dementia and their carers in Birmingham' This is a guide to some of the services available locally in Birmingham.</p>	<p>To request copies please e-mail Cindy.fischer@nhs.net</p>
<p>The Joint Commissioning website includes information about local services commissioned for people with dementia by the city council and clinical commissioning groups.</p>	<p>Go to http://www.jointcommissioningbirmingham.org.uk/ and follow the link for Dementia</p>

WHAT GUIDANCE IS THERE FOR SHOPS AND BUSINESSES?

<p>'Helping your customers with Dementia- A guide to customer-facing staff' This booklet gives an introduction to dementia and how it can affect people and explains how small actions can make a big difference when you are serving customers with dementia.</p>	<p>To download the guide go to http://www.alzheimers.org.uk/customerfacing</p>
<p>'Creating a dementia friendly workplace- A practical guide for employers' This is a practical guide for managers and HR teams to support employers to become dementia friendly.</p>	<p>To download the guide go to http://www.alzheimers.org.uk/employers</p>

See the film or read the book
'Still Alice' by Lisa Genova
& 'Elizabeth is missing' by
Emma Healey are just two
recently released novels that
talk about dementia

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