

# ***Tackling Dementia***

## **Sutton Coldfield District Challenge**



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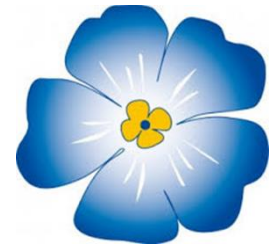
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Birmingham Public Health

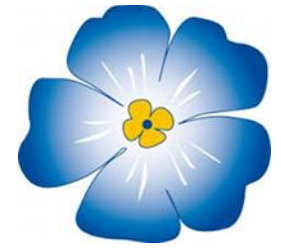
Birmingham City Council

# The National Picture – An Overview



- There will be 1 million people with dementia in the UK by 2025 this number is expected to rise to exceed two million by 2050.
- Two thirds of people with dementia are women.
- The proportion of people with dementia doubles for every five year age group.
- One in six people aged 80 and over have dementia
- 60,000 deaths a year are directly attributable to dementia
- The financial cost of dementia to the UK is £26 billion per annum
- Two thirds of people with dementia live in the community
- Dementia is the leading cause of death among women in the UK with 13.27 per cent of deaths per year attributed directly to the condition

# Dementia Strategy for Birmingham and Solihull



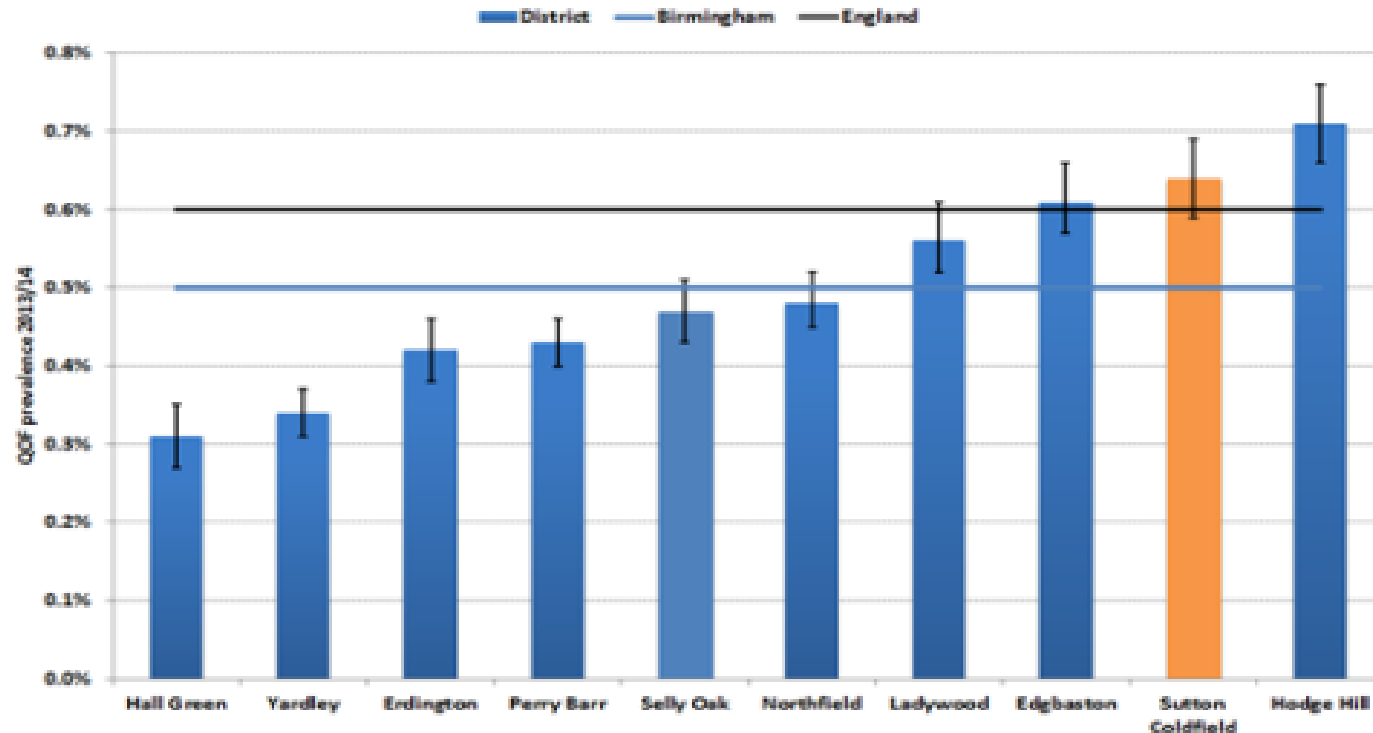
[http://www.solihull.gov.uk/Portals/0/StrategiesPlansPolicies/Dementia\\_strategy.pdf](http://www.solihull.gov.uk/Portals/0/StrategiesPlansPolicies/Dementia_strategy.pdf)

2014 – 2017. Currently being reviewed for 2017 onwards

***“Dementia is not a normal part  
of growing old. We know from  
what people have told us that it is  
possible to have a really good life  
with dementia, but we also know  
that many people’s experience of  
living with dementia has been poor  
and that there are lots of things  
that we can do better.”***

# Dementia Prevalence Sutton Coldfield

Figure 10: Prevalence of Dementia 2013/14 (district in orange)

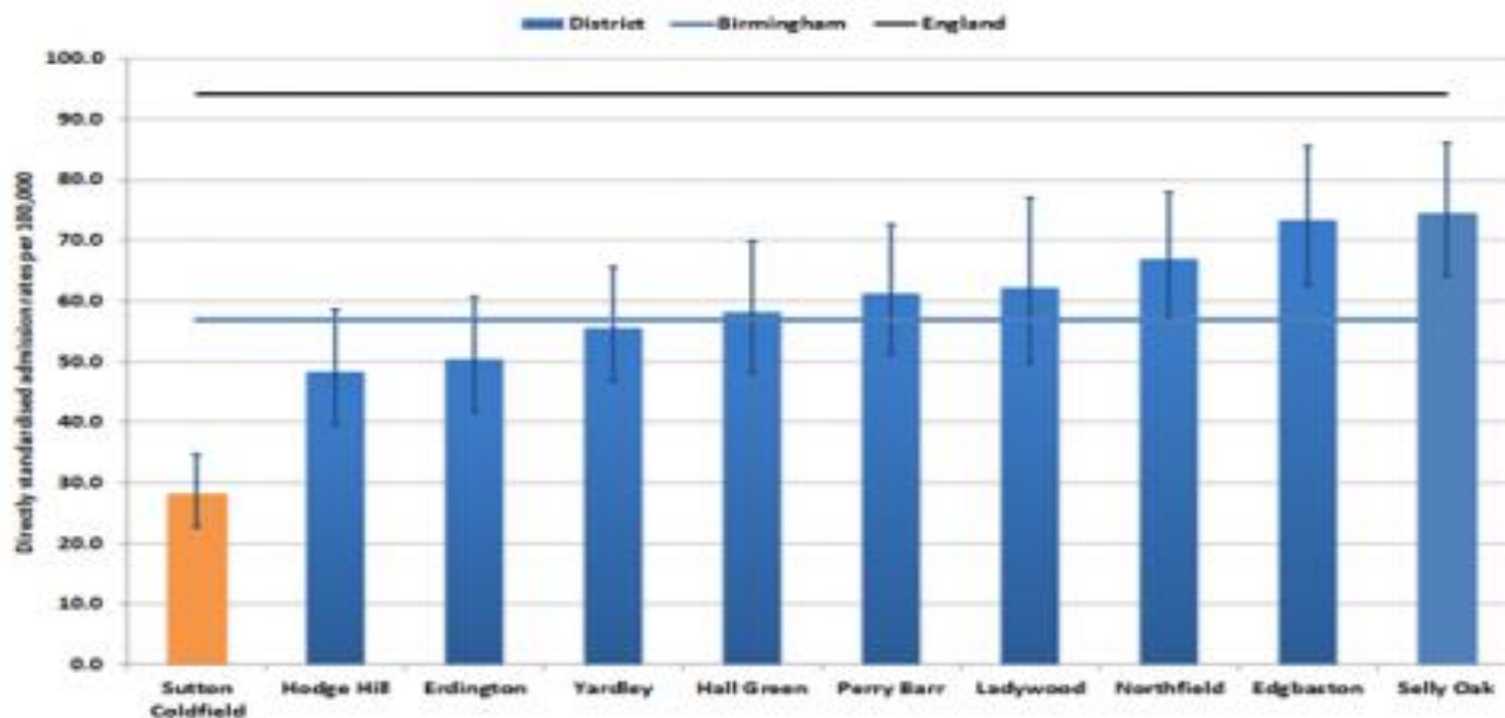


Source: Quality Outcomes Framework 2013/14

QOF disease prevalence data is collected for GP practices only. Prevalence percentages and 95% confidence intervals for districts are estimated by calculating weighted averages according to the geographical distribution of the whole practice population.

# Admission Rates for Dementia

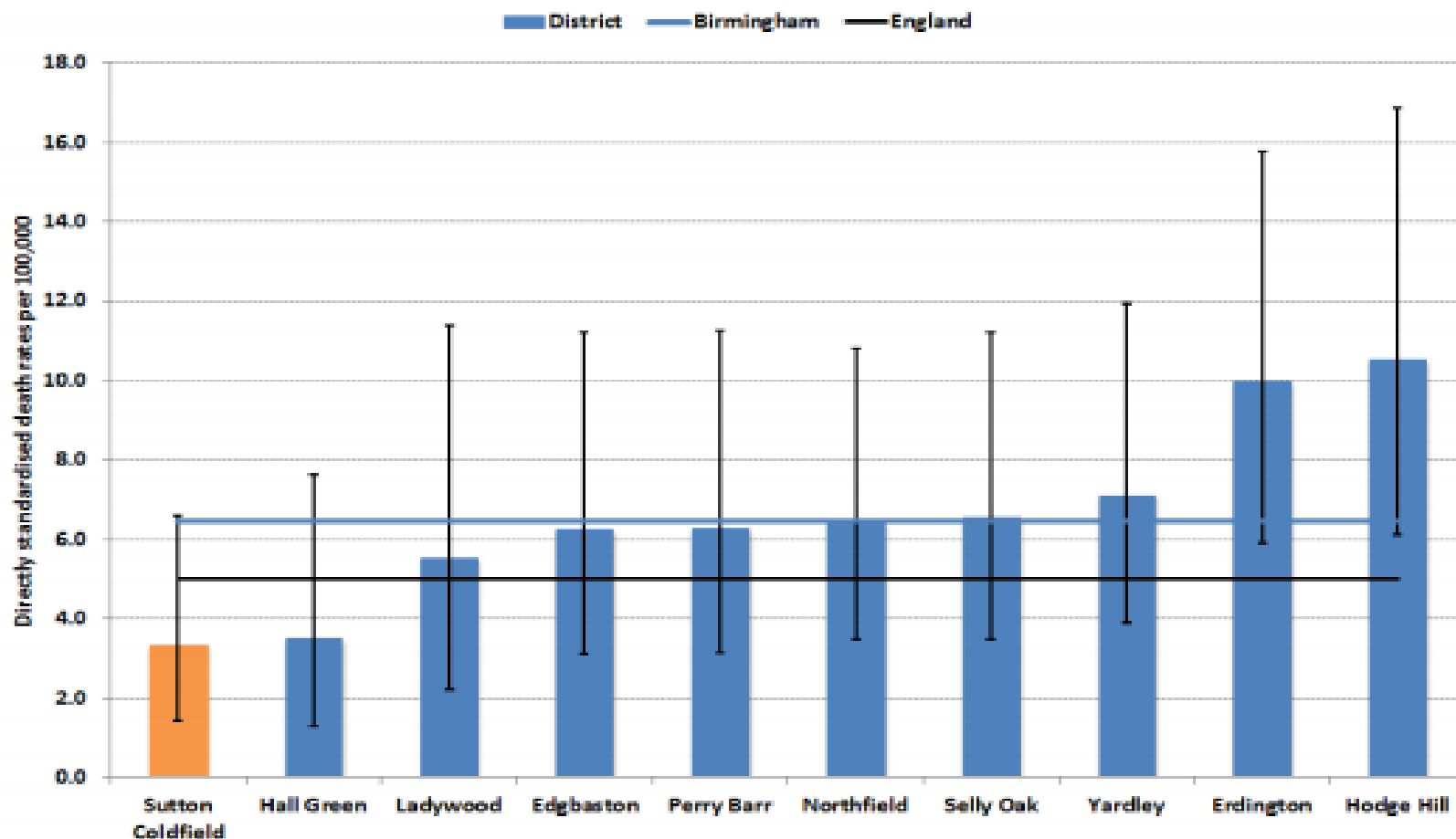
Figure 11: Admissions rates per 100,000 for dementia 2010/14 (district in orange)



Source: SUS Midlands and Lancashire CSU

# Death Rates for Dementia

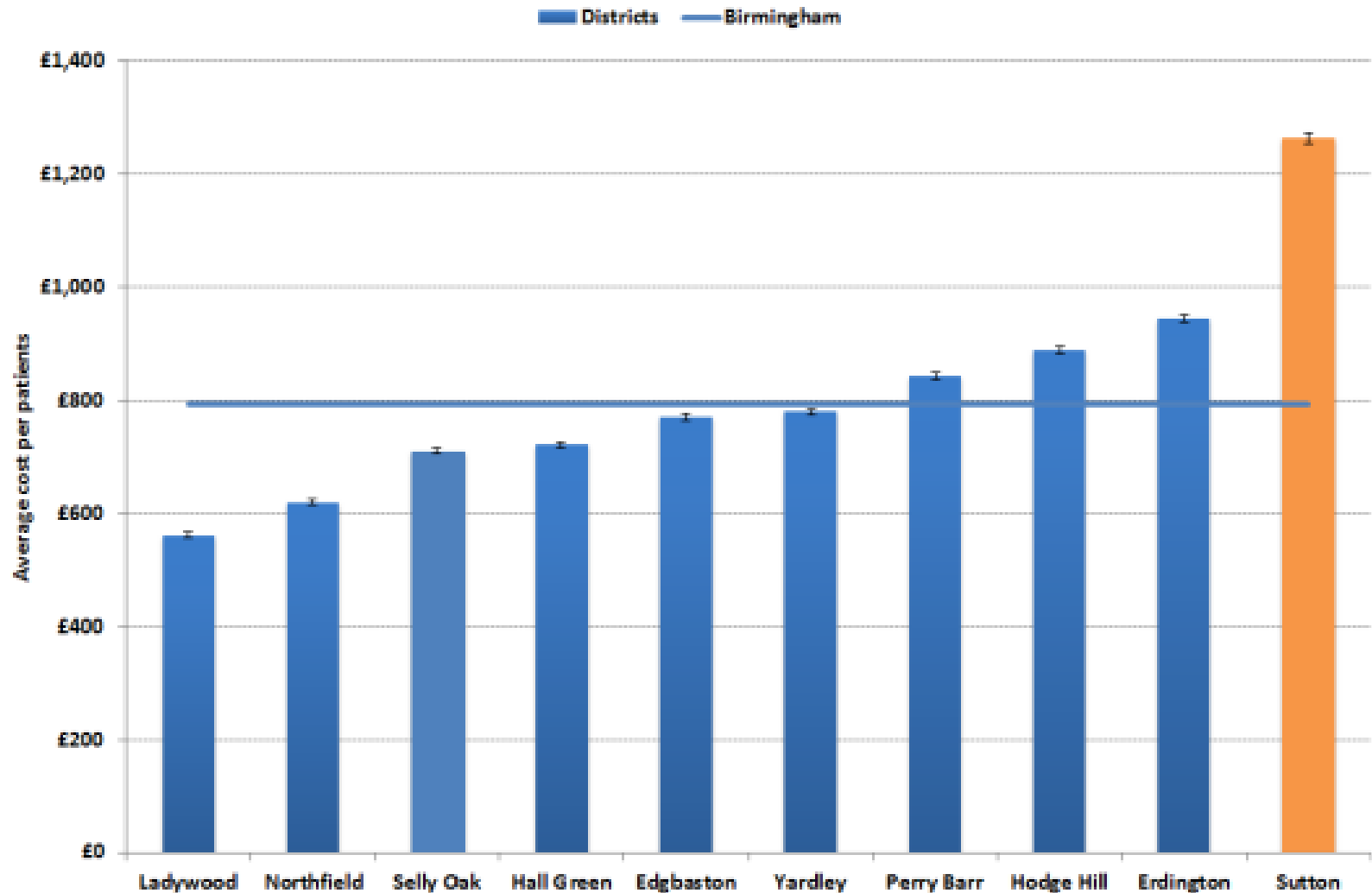
Figure 13: Directly standardised death rates per 100,000 for Alzheimer's (U75) 2011/13 (district in orange)



Source: ONS Deaths

# Cost to Dementia

Figure 12: Cost of Dementia inpatients 2013/14 (district in orange)



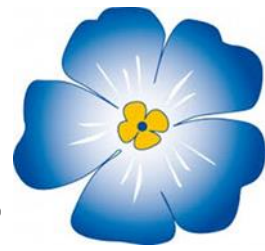
Source: SUS Midlands and Lancashire CSU

# **Sutton Coldfield District & Ward Profiles**



[http://birminghampublichealth.co.uk/intelligence/  
district-ward-health-profiles/sutton-coldfield](http://birminghampublichealth.co.uk/intelligence/district-ward-health-profiles/sutton-coldfield)

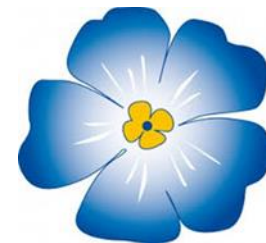




# The Challenge – Key Questions

- Who are the key partners working in the District?
- What are the gaps in provision?
- How can we improve the engagement processes with residents and families with dementia?
- What processes can we set up to improve the knowledge and understanding of dementia within our local communities?
- How do we get agencies that may come into contact with dementia patients trained to understand the issues and symptoms of dementia?
- How do we create dementia friendly environments and safe surroundings for those at risk?
- What can be done to reduce the risk factors of developing dementia

# Potential for Next Steps



- Town Council Support
- Town Centre Partnership
- Local Groups and Statutory Agencies
- Analysis of resources
- Options Appraisal of resources and gaps
- Dementia Conference

# Becoming Dementia Friendly

*“Dementia is everybody’s business and it is, therefore, reliant on a coherent partnership framework across health, social care and the third sector.”*

***PREVENTION AND HEALTH PROMOTION is the key***



# Steps to becoming Dementia Friendly

## 1) Case for Change

People with dementia and their carers said they often **felt discouraged and unsupported by their community**, and excluded because of their condition. This, they said, made it **difficult to live independently with choice and control over their life.**



# Steps to becoming Dementia Friendly

## 2) Background

The development of dementia friendly communities is a key element of the programme of work put in place with the Prime Minister's Challenge on Dementia early in 2012. It focuses on **developing communities where people will be aware of and understand more about dementia, and how they can help to support people in their community.** People with dementia and their carers will be encouraged to seek help and support, they will feel included and valued, be more independent, and have more choice and control.



# Steps to becoming Dementia Friendly

## 3) Best Practice

Solihull Metropolitan Borough Council has **signed up to the Dementia Action Alliance as well as a number of organisations** across Birmingham and Solihull. These include Heart of England NHS Foundation Trust, Touchwood Shopping Centre and Centro.

In Hampshire and Sheffield, **people with dementia and their carers could easily identify which supermarkets they would go to for consistency of layout, signs, staff attitude and available help, even though getting there might involve a longer bus journey.**



# Steps to becoming Dementia Friendly

## 4) Define the Changed State

*“I will be able to find my way round my local area and be safe.”*

*“I will be able to access the local facilities that I am used to and where I am known (banks, shops, cafés, cinemas and post offices).”*

*“I will maintain my social networks and continue to feel I belong.”*



# Steps to becoming Dementia Friendly

## 5) Key Actions

1. Development of community capacity building/small grant programmes.
2. Publicise 'Dementia Friends', 'Dementia Champions' and 'Dementia-Friendly Communities'.
3. To work with local groups, organisations and agencies to develop dementia alliances which will improve the lives of people with dementia.
4. Include early identification of dementia as a priority for health and social care services.





# Next Steps

What are the questions that we are trying to answer?

What outcomes do we want to achieve?

What are our timescales?

Who else needs to be involved?

