Why join a Local Dementia Action Alliance (LDAA)
Why take action on dementia?

- 850,000 people with dementia in the UK by 2015, soaring to over 2 million by 2051
- £26.3 billion per year (£11.6 billion unpaid care)
- Two thirds of people with dementia live in the community
- 51% carers in work
- Equalities Act 2010
Dementia costs the UK £26.3 billion a year

That’s enough to pay the annual energy bill of every household in the country.

Total cost £26.3bn

- £11.6bn Unpaid care
- £4.3bn Health care
- £4.5bn State social care
- £5.8bn Individual social care
- £0.1bn Other costs

Unpaid carers: overworked, under supported

Two thirds of the cost of dementia is paid by people with dementia and their families.

Cost to people with dementia and their families: £17.4bn
Cost to the State: £8.8bn

Too many people with dementia aren’t living as well as they could

61% felt depressed or anxious recently.


The risk of dementia increases with age

1 in 688 people under 65 have dementia.
1 in 14 people over 65 have dementia.
1 in 6 people over 80 have dementia.

Dementia across the UK

England
685,812

Wales
43,677

Scotland
66,773

Northern Ireland
19,765

North East
34,289
North West
89,783
Yorkshire and Humber
67,630
East Midlands
69,254
West Midlands
73,406
East of England
82,516
London
72,699
South East
121,312
South West
84,413

Alzheimer’s Society (2016a).
“No society has the money to buy, at market prices, what it takes to raise children, make a neighbourhood safe, care for the elderly...”

Edgar Cahn – the creator of time banking.

We need the personal and social support networks of
• Family, friends and neighbours
• Being a member of a group
• A welcoming and inclusive local community

Small changes help make a dementia friendly community: https://www.youtube.com/watch?v=Fz8ACEu7Lho
Aspirations in the Prime Minister’s Challenge on Dementia 2020

- Alzheimer’s Society delivering an additional 3 million Dementia Friends in England,

- Over half of people living in areas that have been recognised as Dementia Friendly Communities.

- All businesses encouraged and supported to become dementia friendly, with all industry sectors developing Dementia Friendly Charters, (especially but not exclusively FTSE 500 companies).

- All employers with formal induction programmes invited to include dementia awareness training within these programmes.

- National and local government taking a leadership role, with all government departments and public sector organisations becoming dementia friendly and all tiers of local government being part of a local Dementia Action Alliances.
What is a dementia-friendly community?

- Able to remain active and included members of their communities
- Met with understanding rather than stigma
- Given support where necessary
- Able to remain as independent as possible
What’s the difference?

Dementia friendly communities are where we want to be

Local Dementia Action Alliances are how we get there

alzheimers.org.uk / dementiaaction.org.uk
What is a local Dementia Action Alliance?

- Organisations across England committed to transforming the lives of people with dementia and their carers.
- A local DAA brings together regional and local members to improve the lives of people with dementia in their area.
- Everyone that people with dementia come into contact with including Council, NHS, Transport, Police, Fire, Ambulance, Shops, Leisure.
- A local DAA is seen as the vehicle for developing a dementia-friendly community, programme run by Alzheimer’s Society.
- ‘alliance’ relates to process, and ‘community’ to outcome.
How the programmes work together

**Dementia Friendly Communities**
- **Foundation stage recognition process**
  - Complete form with 7 Criteria
  - Six monthly update

**Local Dementia Action Alliances**
- Own web-page on DAA website
- Member Action Plans
- Supporters registered

**Enhanced recognition process**
- To be determined by British Standards Institute

**Dementia Friends**
- DAA Annual Event
- DAA Sec Network

*Increased prescriptiveness*

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dementiaaction.org.uk  CIH Dec 15  alzheimers.org.uk
Why join?

- Be part of social movement
- Vehicle for creating a Dementia Friendly Community
- Access to resources
- Recognition
- Partnership working
- Guidance from local and national secretariat
- Be part of national campaigns
How to form a local DAA

- Form a steering group - start small – Gang of Four

- Arrange a first meeting – “pyramid selling community resilience”

- Set priorities: Local DAA action plan
  - DFs at 1:14 ratio
  - Range of members
  - Publicity / Calls to action

- Register your local DAA on the Dementia Action Alliance webpage:

- Members create their own pages and outline their own actions
What makes a successful DAA?

<table>
<thead>
<tr>
<th>Local authority District</th>
<th>Local authority County/Unitary</th>
<th>Health</th>
<th>Vol orgs</th>
<th>Leisure / Sports</th>
<th>Financial / Legal</th>
<th>Retail</th>
<th>Other local significant employers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health &amp; Wellbeing Boards</td>
<td>County Chief Execs / Public Service Boards</td>
<td>CCGs GPs</td>
<td>Age UK</td>
<td>Swimming Pools Sports centres</td>
<td>Banks</td>
<td>Supermarkets</td>
<td>Luton (Vauxhall)/ Airport</td>
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<tr>
<td>Environmental Health</td>
<td>Community Safety</td>
<td>Adult Social Care</td>
<td>Public Health</td>
<td>Hospitals Ambulance Healthwatch</td>
<td>Mind</td>
<td>Football / Rugby / Golf clubs</td>
<td>Local Building Socs</td>
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<tr>
<td>Housing &amp; Council tax Benefit</td>
<td>Home Imp Agencies</td>
<td>Libraries / Adult Learning &amp; Skills</td>
<td>Pharmacies</td>
<td>Carers Trust</td>
<td>Healthy walks (Env Health)</td>
<td>Solicitors</td>
<td>Shopping Centres</td>
</tr>
<tr>
<td>Housing providers</td>
<td>Social care Providers</td>
<td>British Legion</td>
<td>Faith groups</td>
<td>Transport</td>
<td>Catering</td>
<td>East Cambs (Turners Transport)</td>
<td></td>
</tr>
<tr>
<td>Local Regional National</td>
<td>Sheltered housing</td>
<td>LA Blue light services</td>
<td>Dom' Care Res Care Day centres</td>
<td>Rotary Club Lions W I Gardening / Allotment Socs</td>
<td>C of E Catholic Methodist Baptist Synagogue Mosque Salv' Army Sikh temple Hindu temple</td>
<td>Bus Co's Rail operators Taxi firms Airports</td>
<td>Coffee shops Restaurants Pubs (check Pub is the Hub) Breweries</td>
</tr>
<tr>
<td>Parish / Town Councils</td>
<td>Higher Education</td>
<td>FE Colleges Universities</td>
<td>Skills for Care</td>
<td>Guides Scouts Woodcraft Folk Cadets</td>
<td>Veterinary practices Funeral Directors</td>
<td>Chambers of Commerce Business in the Community</td>
<td>Ullitsford (Stansted Airport) Kings Lynn &amp;W Norfolk (Frigoscandia Processing)</td>
</tr>
</tbody>
</table>
Online resources, publications and training on dementia

Read these resources for tips about what your organisation can do and how to make the most of your membership.

- Looking for guidance on becoming a dementia friendly organisation? See our dementia friendly resources.
- If you are a national member have a look at the national resources which look at carers comorbidities, awareness and more.
- There are also several regional resources available for local Dementia Action Alliances to support their local members.
- For anyone who was unable to attend Dementia sessions, quarterly webinar programmes are available.
Peterborough Dementia Action Alliance

Latest News:
Peterborough Dementia Action Alliance Newsletter January 2015

Peterborough Dementia Action Alliance Newsletter February 2015

History:
Peterborough City Council has held Dementia Steering Group since November 2012. Membership of this includes local voluntary sector organisations involved in supporting people with memory problems as well as Cambridgeshire clinical commissioning group and Cambridgeshire and Peterborough NHS Foundation Trust who deliver the Memory Clinic in Peterborough. CIH Dec 15
Boots UK is a member of Alliance Boots, an international pharmacy-led health and beauty group. Our purpose is to help our customers look and feel better than they ever thought possible. We have close to 2,500 stores from local community pharmacies to large destination health and beauty stores. We offer fantastic products and services and you'll be cared for by expert, friendly people.

Updated: 29 October 2014
Location: East of England
Sectors: Care, Pharmaceutical, Other
Local Alliances: Peterborough Dementia Action Alliance
Actions to help people with dementia

- Join the Dementia Action Alliance and encourage others
- Encourage your employees to become ‘Dementia Friends’
- Nominate a Dementia Champion
- Feedback from people with dementia on environment and service delivery; mystery shoppers
- Encourage your staff to volunteer
- Use DF guidance resources published DAA website.
  - Training & Awareness / Environments / Employers
  - Sector Toolkits; covering nine different areas of service delivery
    - Customer facing staff / Business / Call centres / Finance / GP practices / Dementia Friendly Communities / Arts & Leisure / Local Authorities / Faith communities / Sexual orientation
- Search nearly 13,000 actions by over 3,500 members – you’re never alone

CIH Dec 15
Actions for housing organisations

- Housing orgs - the community’s “patient friend” – key DAA members.
- Dementia Friends for all customer facing staff
  - Not just Retirement Living staff and Housing Officers
    - Phone based - Customer Services / Revenues
    - Maintenance operatives, surveyors & contractors – special 30 mins toolbox talk
    - Residents - particularly in Retirement Living schemes
- Dementia Champions training (one day - free) personal development opportunity – come back and cascade - 100 DFs
- Environments: Small scale aids and adaptations - lighting, flooring and wall colours, contrasting toilet seats. Link to Assistive Technology teams. Incorporate into new build and reinvestment.
- Information: Referrals to support and housing options
- Want to do more?: Guinness, Orbit, ExtraCare Charitable Trust, H21, Axiom.

CIH Dec 15
Join a social movement
For more information

• Contact the Dementia Action Alliance Coordinator – East of England
goff.moore@alzheimers.org.uk

• Secretariat e: dementiaactionalliance@alzheimers.org.uk

• Local DAA information visit www.dementiaaction.org.uk/localalliances

• Dementia Friendly Communities information visit www.alzheimers.org.uk/recognitionprocess

• Follow DAA on twitter @dementia_action