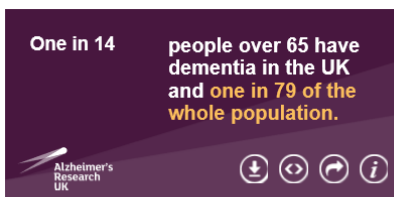


# Stafford - Working Towards Being Dementia Friendly 2020

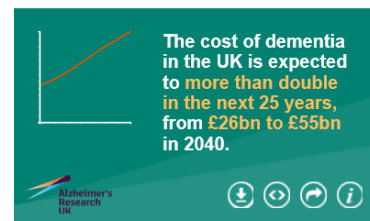
## Background – ‘The Why’

Dementia - as a disease of the brain - can affect people of any age, but is more prevalent in people as they age. Physically there is little to differentiate people with dementia from those without. Today, in England, there are @ 700,000 people living with dementia, according to NHS England, with many people going undiagnosed until a late stage, whilst the overall number is set to double in the next thirty years.

Today 7% of people over 65 are living with dementia. The forecast is that one in every three people born today will develop dementia in their lifetime. ***So this is a problem and a growing problem.***



Source: Prince, M et al (2014) Dementia UK: Update Second Edition report produced by King's College London and the London School of Economics for the Alzheimer's Society



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Dementia is progressive, with the initial symptoms including memory loss and difficulties with thinking, problem-solving or language. The most common types are Alzheimer's disease, vascular dementia, frontotemporal dementia and dementia with Lewy bodies.

Dementia is not curable, but it is treatable. For many, dementia is the curse that many used to see cancer (or 'the Big C') as. But it is possible to live well with dementia, with the appropriate awareness and support.

## The Objective – ‘The Where’

**For Stafford Borough's geographical area to be dementia friendly** (or 'to be working towards being dementia friendly' according to the Alzheimer's Society) **by 2020.**



By being dementia friendly, individuals could feel better supported, not feel increasingly isolated from their communities and able to live at home safely for longer. For Service Providers, services could be designed (or re-designed) to take into account the needs of people with dementia – *as an example a darkly coloured front door mat in a retail store, to someone with dementia, can look like a hole in the floor, so they will try and avoid it and go around it if they can and if not will actively try not to fall 'into the hole' by not entering the store – sometimes physically resisting.*

The aim is to raise awareness of dementia, to start ‘a community conversation’ and to actively do something about supporting, as a community, those affected by dementia better.

## The Plan – ‘The How’

By creating a community of interest around being **Dementia Friendly by 2020**, centred on the newly opened Northfield Village (which opened in Autumn 2014)– see Appendices 1 – 3 for a list of all the partners involved in ‘the Village’ – which incorporates a fifty nine bed dementia extra care facility with community outreach support and the accolades of the Village - interested parties were able to come together to create the Stafford Dementia Action Alliance (DAA) operational from May 2017.

The DAA has created a developing pathway on the journey to becoming dementia friendly and now includes :-

- Public Sector Service Delivery
  - Staffordshire County Council – County Councillors only ; the Library Service and Staffordshire Voluntary Community Transport organisers
  - Stafford Borough Council – Councillors, staff and organisation
  - Staffordshire Police
  - Staffordshire Fire and Rescue
  - Stafford and Surrounds Clinical Commissioning Group
  - Midland Partnership NHS Foundation Trust (formed by the merger of South Shropshire and Staffordshire Mental Health Trust and SSOTP)
  - HMP Drake Hall – the first Prison Service managed prison in England and Wales to be dementia friendly; the first prison to be able to do ongoing in-house dementia training

- Housing



- Stafford and Rural Homes – provider of 80% (6,500) of the social housing in Stafford Borough (or @ 10%)
- Aspire Housing
- Wrekin Housing, including Choices Housing

- Education and Leisure

- Staffordshire University – School of Health and Social Care
- Newcastle and Stafford Colleges Group – Newcastle and Stafford campuses
- Various Primary Schools
- Freedom Leisure - including the Stafford and Stone Leisure Centres and Stafford’s Gatehouse Theatre
- Stafford Town Centre Partnership – including the majority of Stafford’s retailers



- Noteworthy Others



- BBC Radio Stoke
- Gnosall Parish Council
- Fulford Parish Council

Dementia Awareness sessions delivered, since 2017, to groups across Stafford area include more than 2,000 new dementia friends.

In addition, to raise wider awareness amongst the general public there has been :-

1. An Art Exhibition with looping video raising awareness of the outreach work being undertaken, hosted by Staffordshire County Council in Stafford Library, which also was featured in a variety of local newspapers



- BBC Radio Stoke ran a feature on dementia at the end of May 2018, which involved fifty community based groups, carers and those with dementia to talk about the disease, raise awareness and talk about how to live well with dementia.



*BBC Radio Stoke's weekly radio listener figures are in the order of 127,000 people, so by running the feature all week this will have touched many people in different ways, whilst also re-enforcing the messages about the disease.*

- The launch by Staffordshire Police of the George Herbert Protocol, an initiative to create a database of photographs and key details so that if someone is found but unable to remember where they live or even their own name, they can be easily identified and re-united with loved

ones at the earliest juncture to save that individual from being unduly frightened or becoming concerned.



### **The Outcome – ‘The So What’**

The measurable outcomes of the work undertaken are :-

- There are now 2,000 new Dementia Friends in the Stafford Borough area
- There is a broad cross-section of key partners who are part of a dynamic and vibrant Dementia Action Alliance – and this grows by the week
- Stafford's Dementia Action Alliance is scheduled to be Dementia Friendly by the end of 2018, rather than by 2020
- Several of the individuals involved with the work in Stafford have been nominated for awards and recognition for their work in making Stafford more Dementia Friendly
- There is a greater awareness of the needs of those with dementia and how they can be better supported
- Service Providers are taking (often) simple steps to make their services easier to access and use for those with dementia
- There is a revised plan to support those with dementia and their carers to deliver by 2020 – to take the work to another level (including creating sustainability for existing dementia friendly organisations; wider coverage; volunteer support networks for sufferers and carers; wider engagement with the general public; etc.)

## Appendix 1 – Northfield Village

Northfield Village is a unique development that brings together a range of accommodation, community and care facilities on one site. The development is an innovative scheme which provides people with accommodation choices and a holistic approach to care, allowing people to continue to live the lifestyle they want in the same familiar locality. From preventative services and a community hub to a doctor's surgery and a specialist dementia home, Northfield Village is a bold new model of integrated services.



The site features:

- Elmwood Extra care – 80 apartments for over 55s
- Limewood dementia care – A specialised care facility with 59 en-suite bedrooms for every age and every stage of dementia, with a community resource hub.
- Health centre/GP surgery/pharmacy
- Community Hub – café, restaurant, bar, community rooms
- Community learning facility
- Occupational Health accommodation
- Saltbank supported housing – for people with learning disabilities
- Affordable general needs housing
- A woodchip Energy Centre providing the site with heating and hot water
- High quality Public realm and outdoor community spaces

The project is a partnership between Staffordshire County Council, The Wrekin Housing Trust, Choices and Galliford Try

The extra care elements of Northfield Village have received funding from the Homes & Communities Agency and are built to the following standards:

- BREEAM Very Good
- Lifetime Homes (the extra care apartments)
- Design and Quality Standards
- Building for Life Bronze
- Secure by Design Section 2

Whilst the Limewood dementia centre is funded by Choices and The Wrekin Housing Trust, it is built to the same standards as rest of the scheme.



Homes &  
Communities  
Agency



Staffordshire  
County Council







## **PRESS RELEASE**

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**15 August 2018**

### **Innovative local health and care hubs feature in new national report**

Two local health and care hubs have been singled out as examples of innovation and excellence in a national report.

**Northfield Village in Stafford** and the proposed development of the Outwoods site at Queen's Hospital in Burton have appeared as case studies in a report looking into how the NHS can best manage its estate in the future.

The report – entitled 'Laying the foundations for place based health and social care' – praises Northfield as a "bold new model of integrated services", while the Strategic Transformational, Real Innovation, Delivery Excellence (STRIDE) scheme at Outwoods is highlighted as an pioneering example of how an NHS trust can use its estate to develop an integrated 'health village' to benefit the local community.

As well as being the base for Stafford Health and Wellbeing GP Surgery and Health Centre, the Northfield Village site also features the specialist Limewood dementia centre and a community hub alongside supported housing for people with learning disabilities, extra care apartments for over-55s and other social housing.

The integration of health and care services for the benefit of people living and working in Staffordshire and Stoke-on-Trent is a key tenet of the Together We're Better partnership of NHS, local government and independent organisations.

Phil Brenner, who is the lead for Together We're Better's Estates programme and was invited to attend the event which led to the report, said: "I was delighted that both developments were used as the only case studies in the report, which is being shared with other NHS organisations nationally for consideration regarding the future of their estates."

John Henderson, Senior Responsible Officer for the Estates programme, said: "It's a real boost for the local area to be recognised in this way. Our estates strategy is hugely important as it complements the work of the other Together We're Better programmes in developing services that are fit for the future."

Simon Whitehouse, Director of Together We're Better, said: "Northfield Village in Stafford and the proposed health and care campus at Outwoods in Burton are innovative examples of how services can be more fully integrated to benefit the populations they serve. The report underlines the fact that there is great work taking place in Staffordshire and Stoke-on-Trent to transform the way services are provided."

# Dementia Hub

Latest news from dementia outreach

Summer 2018



## Welcome to our newsletter



Hi all,

As we continue to enjoy the lovely summer, it's so important to understand how a person with dementia copes as temperatures rise, particularly if they live on their own and might be isolated. People with dementia may forget to drink enough fluids and wear suitable clothing. Dehydration and high body temperatures can lead to greater confusion and with our support, we can help avoid that. With this in mind we have been offering support and advice throughout the summer.

Have a look through our newsletter to see what the service has been up to recently.

Best wishes,

*Diane*

## Drake Hall Prison goes Dementia Friendly

HMP Drake Hall is the first 'prison service managed' prison in England and Wales to sign up to becoming Dementia Friendly. Staff and women have taken part in extensive training to ensure that anyone with early onset dementia can be identified, diagnosed and supported.

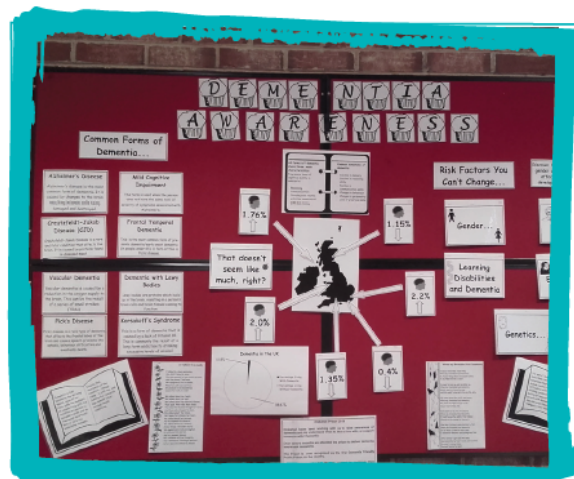
The initiative is a partnership between HMP Drake Hall and Choices Housing's Dementia Outreach Team. Diane Wallace, Dementia Outreach Manager from Choices has been working closely with staff and women at HMP Drake Hall to teach them about Dementia.

Diane said, "A big part of my role is working with local businesses and communities to help them understand what dementia is. 40% of people with dementia feel lonely and 34% say they do not feel part of the community. If we all have a better understanding of dementia, we can change this, and dispel any myths and stigma.

Following our visits, the women wanted to continue their interest and learn more about the disease. They completed a project on dementia, which is currently on show at Limewood.

## Coming Soon

- Several shops and businesses within Stafford have asked for dementia awareness training and dementia friend sessions. These are now booked into the diary.
- We are setting up a befriending service and would like to recruit and train volunteers to pilot the service.
- Reaching out to more businesses within Stafford and the surrounding areas in order to continue to raise awareness.
- A School programme, which will help parents to understand dementia and to talk about it with their children. We also want to improve the understanding and awareness of pupils directly involved in our dementia projects.



*Following the visit, a poster as part of the project, is currently on display at Limewood*

## A new addition to the team

I would like to introduce Tracey Gould, who has recently joined the team. Tracey is working with me to set up a befriending service, to support those people who are living with or caring for someone with dementia. This maybe a one off visit or a sitting service that will allow a carer some valuable "time out" to attend an appointment or a short break. Our aim is that our befriending service will be staffed by volunteers. So Tracey will be recruiting, training and supporting anyone who wishes to be a part of this amazing project. Welcome to the team Tracey!



## Supporting the newly diagnosed

A big part of our job is supporting individuals and their families who have been recently diagnosed. We continue to visit people who are referred to us, who are asking for advice and support following a diagnosis of dementia and for those who are caring for a loved one. We help many people who need support to access services and also those who are struggling with communication or dealing with behaviour.

## Leisure Centres get involved

Dementia awareness sessions have been delivered to staff from two leisure centres in the region and feedback has been very positive.

We are available to deliver information sessions to businesses, professionals, housing associations and local community groups - to help build a dementia friendly community. So if your organisation would like to become dementia friendly, why not get in touch?

## News in brief

- Dementia awareness sessions took place at Staffordshire University for teaching staff within social care.
- We have attended many parish council meetings and have been very pleased that councillors within the parishes, the borough and the county are all dedicated to the dementia friendly community project.
- Dementia awareness sessions have been delivered to three libraries and also to Holmcroft Youth Centre.
- Dementia presentations delivered to Stafford Town Partnership.

## We're here whenever you need us

We are here to support anyone in Staffordshire affected by dementia – whether you are living with dementia yourself, or your family is affected. Call us or drop in.

Call us: **01785 215 678**

Email us: [dwallace@choiceshousing.co.uk](mailto:dwallace@choiceshousing.co.uk)

Call in: **Limewood, Limetree Avenue, Northfield Village, Stafford, ST16 3DF**