

**From:** Graham Gibbens, Cabinet Member for Adult Social Care and Public Health  
**To:** Cabinet July 6<sup>th</sup> 2015  
**Subject:** **Dementia Friendly Kent**  
**Classification:** Unrestricted

**Summary:** This report is intended to update Cabinet regarding Kent's journey to become more Dementia Friendly.

**Recommendation:** Cabinet are asked to note the progress of Kent's Dementia Friendly Communities Programme and agree to follow the Prime Ministers lead in becoming Dementia Friends.

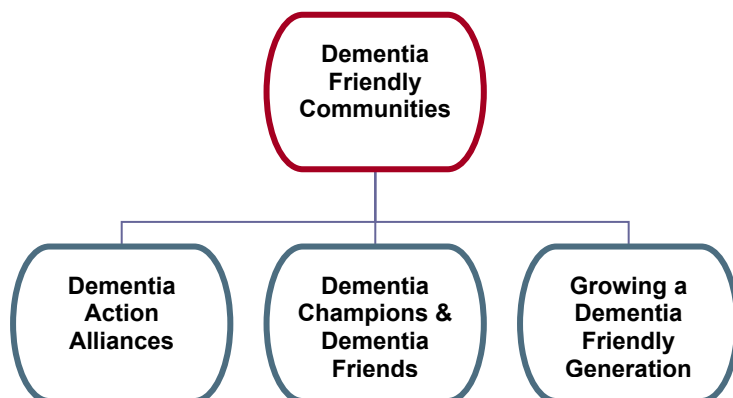
## 1. Introduction

### 1.1 Working towards Kent becoming more Dementia Friendly

In Kent we have a well-established Dementia Friendly Communities Programme which was initially funded via the Prime Ministers Dementia Challenge fund and is now jointly funded through the Better Care Fund. Kent's Dementia Friendly Communities Programme focuses on encouraging inclusion and improving the quality of life for people living with dementia. The programme is entering its third year. We have been working with people whose lives are affected by dementia, their families/carers and a range of stakeholders and partners to define and develop what Dementia Friendly Communities mean in Kent.

To support the building of Dementia Friendly Communities our programme has three key work streams:

1. Establishment of Dementia Action Alliances
2. Recruitment of Dementia Champion and Dementia Friends
3. Growing a Dementia Friendly Generation



1.2 Dementia Friendly Kent is part of the wider Community Capacity Building Programme within the Adult Social Care Transformation, where we are seeking to

gain better understanding of the role that community support plays in preventing or delaying the need for statutory services. Understanding what people need to remain active, independent, well and connected to their communities. Ensuring all services are designed and commissioned to support self-management, enabling people to find their own care and support solutions and prevent or delay the need for statutory assessment and services. Our strap line is ***People want a Life not a Service!***

Below is the infographic that captures our ethos and approach.



## 2. Financial Implications

2.1 The programme is funded via the Better Care Fund and costs £220,000 annually. This funds three KR9 project officers and a budget that is called upon for community based projects as and when necessary. The programme is hosted in the Strategic Commissioning Unit of Social Care, Health and Wellbeing Directorate.

## 3. Structure of the Programme

### 3.1 Kent & Local Dementia Action Alliance/s

Within Kent we have three tiers to our Dementia Action Alliances; there is an overarching Kent Dementia Action Alliance that brings together the leaders of all the local Dementia Action Alliances along with organisations like the Alzheimer's Society, Police and Fire Service that have a whole Kent perspective/role, Local Alliances which are established at district or borough level which in turn are underpinned by very local Dementia Forums. **Appendix 2** sets out the current structure, however, these change regularly as more communities come on board with the programme stating their wish to become Dementia Friendly. Anne Tidmarsh, Director of Older People and Physically Disabled Services chairs the Kent Dementia Action Alliance.

Our Kent Dementia Action Alliances evolved from a community necessity to help meet the needs of people living with dementia and its roots in a whole system collaborative, and a desire to integrate social care and mental health services.

In recognising the need for people to ***Live Well with Dementia*** we have identified the need to involve a wider range of partners including police, fire and rescue services, local authorities, local transport, charities, community groups, businesses, care providers, health trusts, and of course people living with dementia and their Carers.

All action alliances desired outcomes are delivered by individual member's action plans. To sign up and become part of a Dementia Action Alliance an organisation must develop a plan pledging how they will ensure their business or service will become more dementia friendly.

Dementia Action alliances are not statutory bodies and have no legal authority and therefore accountability for dementia services remains through the existing legal process of each partner organisation.

### **3.2 Dementia Friends**

Dementia Friends is a joint national initiative with Public Health England funded by the Cabinet Office and Department of Health which helps people to understand a bit more about dementia and the little ways they can be of help. The Dementia Friends programme is the biggest ever initiative to change people's perceptions of dementia. It aims to transform the way the nation thinks, talks and acts about the condition. It spans the political spectrum, with all three previous leaders of the main political parties becoming Dementia Friends, as well as many more Members of Parliament.

In December 2014 the Cabinet followed David Cameron's lead and all became Dementia Friends. In doing so the Cabinet learnt more about dementia and the little things they can do to help those living with the condition. This unprecedented event took place during the weekly meeting of the Cabinet.

By doing this the Prime Minister and his Cabinet showed leadership in the fight against dementia, in becoming Dementia Friends they helped raising awareness and understanding of dementia. Following the event, David Cameron, tweeted:

**'A brilliant session by @DementiaFriends at Cabinet. I want ministers to ensure staff in their departments to join this great scheme.'**

The schemes works through people being trained as Dementia Champions, who then go on to recruit people who will then attend a Dementia Friends training session. Within Kent we have 435 Dementia Champions who are largely volunteers providing this training above and beyond their day job.

Kent's Dementia Champions have delivered over 1,150 training sessions. Through this model we have 15,079 Dementia Friends trained in Kent. Another 4,971 people have become Dementia Friends by completing the Alzheimer's Society's online training. This mean we now have a total of 20,050 people in Kent who all know a little bit more about dementia and will be more able to support people.

### **3.3 Building a Dementia Friendly Generation**

Another strand of the programme has been focusing on growing a Dementia Friendly Generation. Nationally this programme has Angela Rippon as its ambassador who with the support of Alzheimer's Society aim is to ensure younger people are more educated and aware about dementia than ever before. Hundreds of schools have taken part in the dementia friendly schools programme and awareness is gathering pace within youth movements around the country.

In Kent we have had a number of schools take part in the Dementia Friendly Communities work; schools are also often members of local Dementia Action Alliances. Some good examples of this work in Kent are:

**Isle of Sheppey:** The Oasis Academy where a cohort of six formers have sought funding, arranged and delivered 6 themed 'dementia cafes' throughout this school year. This work has resulted in the students and school being awarded a Princess Diana award this year.

**Faversham:** The Head Boy and Head Girl of the local grammar school are both members of the local Dementia Action Alliance and have delivered Dementia Friends Training to many of their fellow pupils and staff.

**Shepway:** Memory Makers where the local volunteer centre has been working with a youth group and older people with dementia to develop memory books.

**Dementia Diaries:** A group of Kent young people and their families worked with KCC to produce a book called Dementia Diaries. This has been distributed to every school in Kent and we are now working on a learning resource pack linked to the national curriculum.

#### 4. Recommendation(s):

4.1 Cabinet are asked to note the progress of Kent's Dementia Friendly Communities Programme and agree to follow the Prime Ministers lead and become Dementia Friends.

#### Contact details:

**Report Author**

Emma Hanson  
Head of Strategic Commissioning  
for Community Services  
07595 088589  
emma.hanson@kent.gov.uk

**Relevant Director**

Anne Tidmarsh  
Director for Older People & Physical Disability  
03000 415521  
anne.tidmarsh@kent.gov.uk

**Appendix 1** Kent Dementia Action Alliance Members

**Appendix 2** Dementia Friendly Kent Governance Structure