

Full Monmouthshire County Council meeting 28th July 2016

1. **PURPOSE:** To provide Cabinet Members with an overview of the work undertaken to develop a Dementia Friendly Local Authority Community (DFA) and: set out recommendations for consideration that can support the DFA process going forward through training and subsequent accreditation.
2. **RECOMMENDATIONS:** Cabinet is asked to
 - i. Note content of report
 - ii. Discuss points for consideration
 - iii. Identify next steps
3. **KEY ISSUES:**

There were 24 people who lived to 100 years of age in 1917 and this rose to 4600 in 2003 but the predicted number of centenarians in 2031 is over 40,000 people. We are part of an ageing population and this will present new opportunities and challenges. Dementia is a major concern with 1 in 14 people over 65 years of age reported to be living with dementia; however it will have a great impact on family members who take on a caring role for loved ones. All members of society will be touched at some point - if it is not immediate family, it will be extended family or friends.

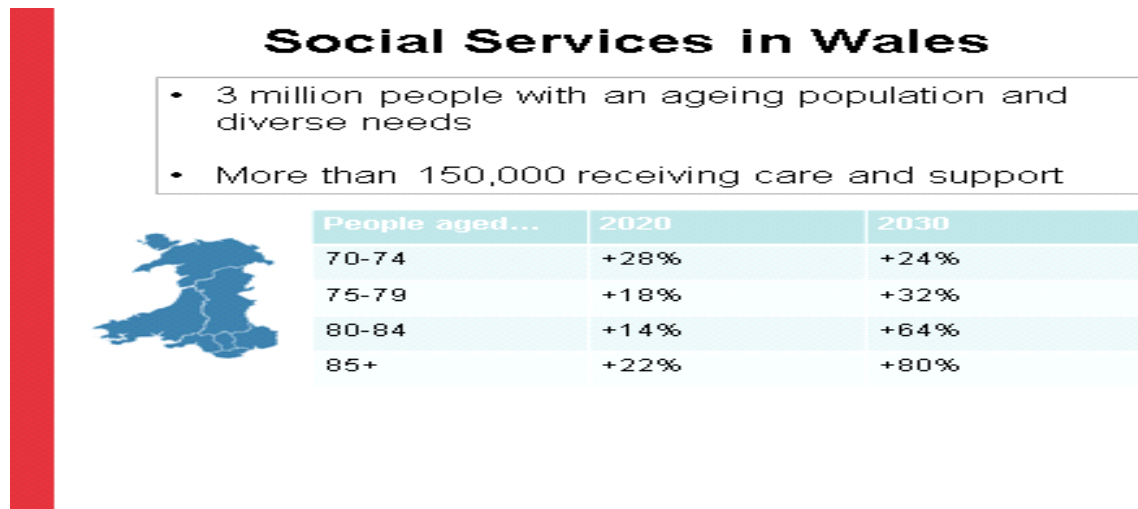
The Alzheimer Society within the National Dementia Vision for Wales estimate by 2021, the number of people with dementia across Wales is to increase by 31% and by as much as 44% in some rural areas. Dementia is the single most frequent cause of admission to care homes, with a quarter of hospital beds occupied by people living with dementia and the largest need for community care services for older people. Although most people with dementia are in later life, younger people may also be affected, and often receive care in services designed for older people.

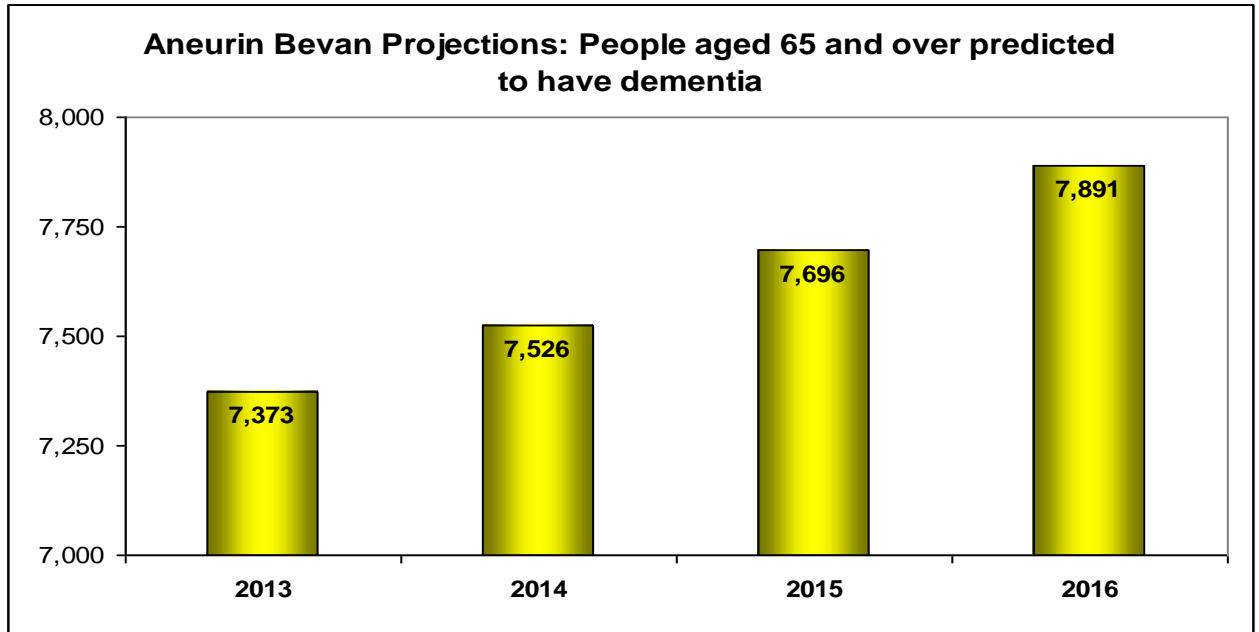
The Minister for Health and Social Services launched '*Wales: a Dementia Supportive Nation*' in April 2015 with priorities

- i. increase dementia diagnosis rates,
- ii. increase training for professionals
- iii. increase public understanding of dementia
- iv. strong focus on prevention and early intervention to achieve better outcomes and prevent dementia needs escalating
- v. to develop stronger communities and community resilience so that people can feel supported in their community
- vi. To increase the level of support for people living with dementia the Alzheimer's Society has developed a Dementia Friendly Community (DFC) accreditation process.

Evidence

The table and graph below evidence the demographic pressures





Up until May 2015 there were only 2 areas in Wales accredited as 'working towards dementia friendly community' but since then an additional 5 areas have been successfully accredited in the Gwent region. Raglan and Usk towns were successfully accredited as 'working towards dementia friendly community' (DFC) in June 2015. An application and accompanying action plan was submitted to Alzheimers Society setting out how partners will meet the 7 criteria. A summary of the criteria and corresponding actions are set out below

1. **Structure and Governance:** It is recognised that the MCC is ideally placed to provide significant numbers of dementia aware staff and the DFC process has been coordinated by Monmouthshire's Ageing Well Executive group.
2. **Champions:** key individuals have been identified to 'champion' DFA at a strategic level. In Monmouthshire, Councillor Geoff Burrows is the identified champion.
3. **Awareness raising:** Dementia Friends awareness sessions have been delivered to increase understanding of dementia and what life is like for people living with dementia. The session lasts 45 minutes and there is also a 'train the trainer' course available so that partners can deliver the sessions internally. Since April 2014 **over 1000** people have undertaken awareness raising and become Dementia Friends, and **35** people have trained as Dementia Champions to be able to deliver Dementia Friends sessions. Most recently an awareness session was delivered to elected members. A number of business and organisations across Monmouthshire have received

Dementia Friends sessions e.g. MCC, Melin Housing Association, ABUHB staff including Monnow Vale Hospital and Gwent Police

4. **Strong Voice:** a link to local support groups such as Dementia Friendly Cafes and carer's groups has been established so that the voice of the people living with dementia is driving the DFC agenda.
5. **Raising profile:** Awareness information has been included on partner's websites and a new website is being developed with GPs and Neighbourhood Care Networks (NCNs). We will need to ensure there are regular updates through existing partner websites and newsletters also. Partners and organisations are being encouraged to adopt the 'working towards dementia friendly' logo which requires the satisfaction of a small number of actions
6. **Priorities:** a small number of priorities have been identified for the first year which involves a pilot location and awareness raising
7. **Report:** the Alzheimer's Society requires a report every 6 months to ensure progress against the 7 criteria.

4. REASONS:

In the current financial climate there is a need to work smarter and in partnership. There are a number of benefits

Links to strategies – a DFA will support the implementation of a number of strategies such as:

- o Social Services and Wellbeing Act,
- o Ageing Well in Wales (and work of the Older People's Commissioner),
- o Welsh Government's Dementia Nation and more locally the
- o Previous Single Integrated Plan in relation to Older People are Able to 'Live Their Good Life'

Collaboration – the development of Dementia Friendly Communities (DFC) is collaborative. The focus of DFC will be on all partners and parts of society working together especially public services and the third sector to create a supporting environment. The Public Service Board will be ideally placed to facilitate greater partnership working across Monmouthshire and ensure strategic oversight; however Monmouthshire County Council is a lead partner and will show strong leadership by adopting a wider dementia approach across the local authority that will encourage wider partners to adopt similar agendas.

A DFC will support the Local Authority, especially Social Services, in providing enhanced outcomes for people living with dementia and their carers; and fulfilling

the independent living agenda. A DFC will also support wider partner agendas such as:

- i. Gwent Police in protecting some of the most vulnerable people in society. The Police Crime Commissioner for Gwent Police sits on the national Dementia Board and a DFC will help deliver local commitments
- ii. the mobilisation of the third sector, especially with 'Dementia Champion' volunteers being trained to deliver Dementia Friends.
- iii. people living with dementia remain in their homes longer and support local Registered Social Landlords (RSLs) to provide enhanced outcomes and sustained tenancies.
- iv. the 'pull' on acute health services by ensuring earlier intervention

Outcome Focus – DFC will facilitate independent living which is a 'Ageing Well in Wales' priority. The need to engage with carers will also support and feed into the SIP engagement strategy.

Points for consideration

- i. Monmouthshire County Council formally become a Dementia Aware Local Authority by working towards the 7 Alzheimer's Society criteria set out above and ensure all staff receive 'Dementia Friends' awareness - this could be facilitated by identifying a 'Dementia Champion(s)' in each directorate.
- ii. Monmouthshire County Council adopt a Dementia Friendly Community as work stream and provide strategic governance and scrutiny of progress reports through the Ageing Well Executive group
- iii. Monmouthshire County Council encourage wider Public Service Board partners and business to adopt the 'working towards dementia friendly' logo and commit to a small number of actions such as Dementia Friends awareness sessions.

5. RESOURCE IMPLICATIONS:

The delivery of Dementia Friends awareness is free as well as the training of Dementia Champions training.

6. WELLBEING OF FUTURE GENERATIONS IMPLICATIONS (INCORPORATING EQUALITIES, SUSTAINABILITY, SAFEGUARDING AND

CORPORATE PARENTING)

The development of a dementia aware local authority and coordination of a wider dementia friendly community will contribute to Wellbeing of Future Generations especially the sustainability principles and prevention (earlier intervention) in particular.

7. CONSULTEES:

Geoff Burrows, Cabinet Member for Social Care Safeguarding
Ageing Well Executive Group 16th June

8. BACKGROUND PAPERS:

9. AUTHOR:

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