

# DEMENTIA ACTION ALLIANCE – ANNUAL UPDATE SUBMISSION

## ARTS, CULTURE, LEISURE AND RECREATION

Work commenced with dementia friends/dementia awareness sessions involving the following organisations:

Port Vale Football Club.

Stoke City Football Club - match day respite, reminiscence, accessible room and tours, and walking football. Stoke are the first Premier Club to sign up to the DAA in the country.  
Tamworth Hockey and Cricket Club.

Jubilee Swimming Baths - Newcastle, Staffordshire - working towards offering dementia friendly swimming sessions.

Swimming Pool in East Staffs area - dementia friendly swimming sessions.

Private Golf Club in East Staffs area - looking at developing a dementia friends buddying system.

Biddulph Leisure Centre.

New Vic Theatre - Newcastle - Staffordshire - early conversations around commencing some work.

Garrick Theatre - East Staffordshire - setting up a Dementia Café and in the process of signing up to the DAA.

Regent Theatre - Hanley - Stoke-on-Trent - held a "relaxed" performance last Christmas of the pantomime; talks to be initiated with them around dementia.

Stoke-on-Trent Libraries - a number of dementia friends session held for library staff across a number of city libraries. Reminiscence Pod set up at Hanley Library and to move around the city libraries. Public Dementia Friends session held at Hanley Library and well attended.

Brampton Museum - Newcastle, Staffordshire, work in early phases to introduce dementia.

Emma Bridgewater Pottery - Stoke-on-Trent. Held a Dementia Friends session for staff.

Cheadle Guildhall - host Singing for the Brain in regular six weekly blocks.

## BUSINESSES AND SHOPS

Marks and Spencer - Wolstanton - Newcastle - Dementia Friends sessions held with staff as well as a dementia awareness session held for the public in the foyer area. Looking at incorporating this into the new staff induction process. Offered their community room for training sessions and considered the environment of the shop for people living with dementia.

Tesco - Hanley - Stoke-on-Trent - held dementia awareness raising and hosted the Alzheimer's Bus for a day.

Various Wilkinson stores across Staffordshire- some held Dementia Friends sessions; previously the Alzheimer's Society chosen charity of the year.

Sainsbury's - Tamworth - Staffordshire - have signed up to the DAA.

Talks with Morrisons, Tamworth, commenced about signing up to the DAA and this is progressing.

Sainsbury's - Stafford - Choices Housing to deliver Dementia Friends sessions.  
TSB - Hanley - awareness sessions held.

Stoke City Council - sessions held for some staff teams and Members; Dementia Friendly Communities Ambassador established - Councillor Melanie Baddeley who supports and promotes this work.

Newcastle Borough Council - sessions held for some staff teams and Members involved with the Health and Social Care Scrutiny Committee. Further sessions planned. Signed up to DAA.

East Staffordshire Borough Council - held Dementia Friends session for some teams of staff.  
Cannock Borough Council - held Dementia Friends sessions for some teams of staff.  
Staffordshire County Council - held Dementia Friends sessions for some teams of staff.

Tamworth - market stall awareness raising event.

Wolstanton High Street - Newcastle - Staffordshire - businesses and organisations signing up to DAA as a collective group - awareness raising events held.

Audley High Street - looking to sign up to the DAA and setting up of dementia friendly communities.

Vodafone - Dementia Awareness training for staff.

## **CHILDREN, YOUNG PEOPLE AND STUDENTS**

Working with a number of schools (around 20) across Staffordshire and Stoke-on-Trent. Three have signed up to the DAA, including Gladstone Primary School who were the first primary school in the West Midlands to sign up and, as a result, were featured on BBC Midlands Today in December 2016 on the work being taken forward at the school and benefits of it. Other schools are earlier on in the process and have had, or are having shortly, dementia friends sessions and looking to introduce the topic of dementia into the curriculum. Commissioners supporting and encouraging this work.

Initial conversations with Keele University - Newcastle - Staffordshire - to be progressed but sessions have been delivered to the University's counselling team.

Staffordshire University - Dementia Friends session delivered as part of the Citizens Course.

Staffordshire College - May 2017 - Dementia Friends sessions delivered to Level 3 students.

Tamworth - Staffordshire - special dementia friends resources developed for delivery to Year 5 pupils during a week called "safety town" to promote dementia across the area.

Wolgarston School - Tamworth - have had a Dementia Friends session.

A workshop with other schools has been held and some are now enquiring how they can progress this further.

Kingsland Primary School - Stoke - Staffordshire - Lichfield Diocese working with the school to develop some work around understanding dementia for pupils.

## **COMMUNITY, VOLUNTARY, FAITH GROUPS AND ORGANIZATIONS**

Working with Lichfield Diocese. Dedicated appointed workers to promote dementia awareness. Developed a strategy for embedding dementia friendly churches, created a bi monthly newsletter, supporting churches to become more dementia friendly and delivering dementia friends sessions in churches. Looking to appoint dementia friendly co-ordinators in each church to pray with and signpost accordingly.

St Barnabas, Tillington, Stafford, ran a dementia café, and holds specific dementia friendly services ahead of the café.

Forget me Not café running at Holy Trinity in Chesterton, Newcastle, Staffs. They are running, Approach are supporting.

Swan Bank Church - dementia friends sessions held with members of the pastoral team, wardens, and the congregation with consideration for environment.

St Peter's - Hartshill Catholic Church - having dementia friends session to the Faith Worship Group - looking to develop this further.

St John's and Sacred Heart Church - Tamworth - dementia awareness sessions for parishioners.

Staffordshire Parish Council Association have signed up to the DAA; individual parish councils looking now to progress this further.

Post offices - Tamworth - Staffordshire - work in early stages started through writing to post offices, response being considered and if no response, visits to be made to each one. Also awaiting further guidance/information from the Alzheimer's Society national pilot underway.

## **HEALTH AND SOCIAL CARE**

GP practices - Staffordshire / North Staffordshire / Stoke - 16 surgeries have held Dementia Friends sessions. 14 surgeries have either already signed up to the DAA or are in the process of doing so.

North Staffordshire/Stoke CCG has signed up to the Dementia Action Alliance. Dementia Friends sessions held for staff and now mandatory as part of induction for new starters. (approximately 50-60 staff to date - more sessions planned).

Consistently above national diagnosis rates every month.

South Staffs CCGs applying for dementia friendly status.

Hospitals - staff can request bespoke training sessions to be delivered, established a Dementia Working Group, Butterfly Campaign, This is Me Campaign and John's Campaign established. Revised training programme to ensure Tier 1 training is being delivered. Receptorship Programme for new nurses and overseas nurses, reinvigorating dementia friends sessions to increase awareness, taken part in the national dementia audit, round 3, and formulated an action plan. Distributing parent and carer questionnaires and also looking at alternatives to questionnaires. Use of social media, research around crockery in conjunction with Staffordshire University. Encouraging opportunities for research.

Admiral Nurse post established, based at Douglas MacMillan Hospice, jointly funded by Douglas MacMillan and Dementia UK.

Dementia Steering Group held on a bi-monthly basis, well attended and guest speakers invited and welcomed on topics around dementia. Representatives sit on the group from health, social care and voluntary sector and individuals living with dementia, as well as carers.

Pharmacies - South Staffs commenced work with some local pharmacies. Some awareness work done with pharmacies in the north of the county (internal Medicine Management team at CCG) and some work with Head of Pharmacy for the area.

Work commenced with NHS England around dementia awareness programme for people living with dementia and supporting them and their carers to attend. To be included in dentist's registration application.

Stoke City Council - community wellbeing teams (social work staff) have had dementia awareness training.

Stoke / North Staffs - have developed a Dementia Passport and a pilot will begin shortly to evaluate whether people with a new diagnosis of dementia and their carers feel this document is a helpful tool in the ongoing management of their care and support.

Re-design of patient and carer pathways.

Work with NHS England to develop Dementia Friendly dentistry and dental practices.

## **FIRE AND POLICE**

Throughout Staffordshire, fire service investing in livery for Fire Engine appliances for a dementia campaign.

Sandyford Fire Station hosts a carers group every Thursday at the end of each month.

Staffs Fire and Rescue - consistently attend the Dementia Steering Group and input progress and updates.

## **HOUSING**

Dementia Friends sessions held at many different venues consisting of sheltered accommodation.

Stafford and Rural Housing - Dementia Friends sessions with staff and done sessions for residents in Mid-Staffordshire - Stone and Stafford.

Aspire Housing - Newcastle - Staffs - have some staff who are Dementia Friends Champions.

## **TRANSPORT**

Stoke-on-Trent - Staffordshire - Engaged with two taxi firms, one of whom has had a Dementia Friends sessions for staff, the other has had detailed information about dementia to share with drivers. Work is in early stages to develop and offer some additional voluntary training, incorporating dementia, to all of the local taxi companies.

Dementia Friendly Bus services - met with two companies who had a Dementia Friends session for a small group of staff, working with them to encourage training as part of continuous professional development for bus drivers.

Tamworth Borough Council - delivered Dementia Friends sessions for Arriva bus company and working with taxi drivers to do awareness training.