

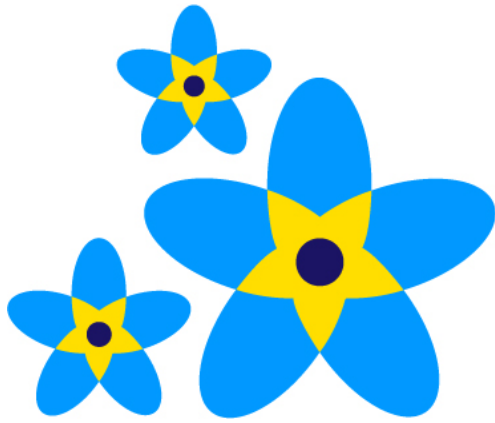
Working to become Dementia Friendly

2017-2018

Progress Report to Hackney Health and Well-being Board

Item No:	Date: 1 st November 2017
Subject:	Hackney Dementia Friendly Community
Report from:	Sandra Cater – Hackney Dementia Friendly Community Coordinator
Summary:	<p>Since the last report to the HWB Board in (Jan 2017) the Hackney Dementia Action Alliance (HDAA) successfully met the criteria to work towards the London Borough of Hackney becoming a Dementia Friendly Community (May 2017).</p> <p>This report outlines how this was achieved, what is working well, what needs developing and next steps.</p>
Recommendations:	To provide strategic endorsement and develop members' organisational processes that support and promote the continuing growth and strength of Hackney as a Dementia Friendly Community.
Contacts:	<p>Ms Sandra Cater sandra.cater@alzheimers.org.uk</p> <p>Councillor Yvonne Maxwell - yvonne.maxwell@hackney.gov.uk</p> <p>Ms Emma Higgins emma.higgins@homerton.nhs.uk</p>

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1. Definition and Background

Hackney Dementia Friendly Community is a social movement driven by the Hackney Dementia Action Alliance members from across all sectors striving to ensure that people affected by dementia are understood, respected and are confident that they can contribute to community life. In our dementia friendly community people will be aware and understand dementia, and people affected by dementia will feel included and involved. People with dementia in Hackney recently (community café conversation 20th October) described a dementia friendly community as “one where you feel welcomed in shops, safe on buses, and don’t feel silly to ask for help”.

The priorities/work-streams are:

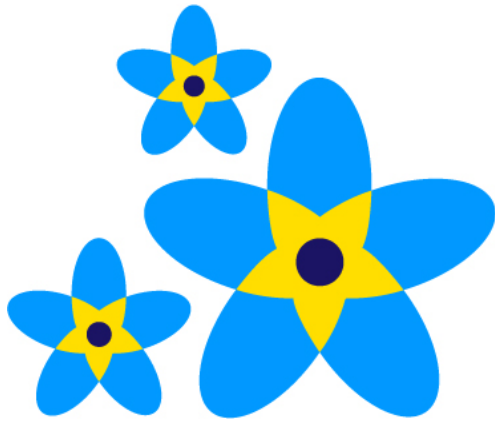
1. Health and Social Care
2. Housing (and Social Care)
3. Arts, Culture, and Recreation
4. Schools, education and young people
5. Transport
6. Businesses, shops, banks, post offices
7. Emergency services

2. People affected by Dementia’s Voice.

People affected by dementia are regularly contributing by supporting the Dementia Community Coordinator to identify dementia friendly local businesses, businesses that need support. A community conversation happen quarterly at the dementia café finding out more about what dementia friendly means in reality, what are the barriers to maintaining a social life?

The highlights from these conversations to date are:

- Community pharmacists are very dementia friendly – understanding, and providing person-centred service.
- Community transport availability and reliability, especially Dial-a-Ride is often a barrier, stopping people going out and getting involved, although individual drivers are dementia friendly.
- People attending community cafes and Singing for the Brain enjoy them and would like to see weekly cafes and a dementia-friendly specific venue in Hackney as the dementia journey progresses it is more challenging to attend “mainstream /generic” services.
- People affected by dementia in Hackney would benefit from more support/befriending time allocated to them, especially with regard to going out, respite for unpaid carers.



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3. Governance.

The Dementia Friendly Community Coordinator is a full-time post funded until June 2018 by the London Borough of Hackney and managed by the Alzheimer's Society.

Hackney Dementia Action Alliance Steering Group meets every two months to monitor progress, share ideas and influence decision making.

Work stream Task Groups have started to take forward the priorities and report back to the HDAA Steering Group and involve all members and supporters of the HDAA to deliver.

People affected by dementia informed, involved and engaged in working toward a Dementia Friendly Community. Monthly Newsletters to Dementia Adviser Service Users, coordinator is invited to carers groups and community cafes to gain feedback. A community conversation held on 20th October to inform tprogress.

4. Membership and Supporters.

The Hackney Dementia Action Alliance remains an important driver in developing Hackney as a Dementia Friendly Borough with a membership of 30 cross-sector organisations. Key to the success of our local Dementia Friendly Community is the buy-in and strong support at senior, decision making level of the member organisations locally and nationally. A good example of this is business and banking organisations such as Iceland, Tesco and HSBC who are signed up nationally cascading information down to local stores, and locally the London Borough of Hackney and the Homerton Hospital University Trust.

Our local model encourages Hackney Dementia Action Alliance members from each sector to network, encourage others from the sector to join, pool resources and achieve our goals; for example the Housing and Care sector working together to ensure that people with dementia experiences of moving in to supported housing or a care home is as straightforward as possible.

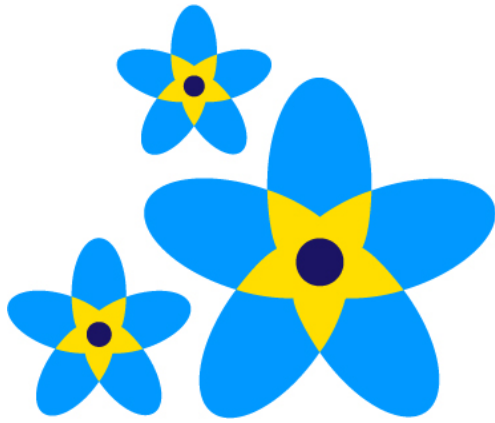
5. Priorities, actions and achievements:

5.1 Health and Social Care

All GP practices in Hackney are committed to becoming Dementia Friendly.

At the GP Confederation workshops in June 2017 representatives from all practices worked through case studies, strengthened links with their Dementia Advisers and agreed actions with The Dementia Friendly Community Coordinator to:

- Ensure their whole workforce become Dementia Friends
- That they ensure their practice environment is as dementia friendly as possible (using the Dementia Action Alliance Environmental Checklist).
- Identify a specific area for service improvement for people affected by dementia



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Nineteen GP practices are taking part in a Hackney Carers Centre project to display Dementia information on a designated noticeboard.

All community pharmacists in Hackney are Dementia Friends and participate in raising awareness events, providing medicines delivery and review service for people affected.

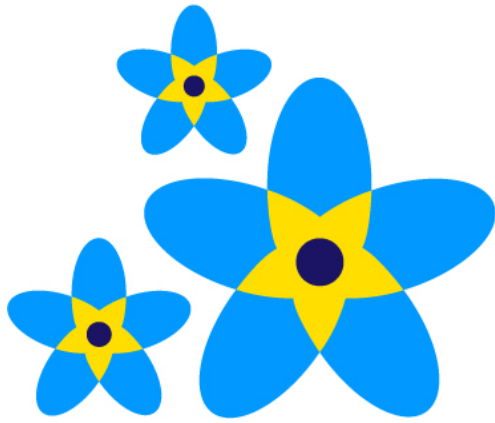
Homerton University Hospital Trust continues to improve services and activities for patients in their care and people affected by dementia and are an active member of the HDAA.

Hackney HealthWatch are collecting service users and people affected by dementia's experiences, comments and criticisms.

- **Housing (and Social Care)**

The aim of this HDAA members' group is to work with people affected by dementia to learn more about what makes the place where they live dementia friendly. At their meeting on 2nd August it was agreed to

- develop a Hackney housing /built environment network /virtual network to influence design, members communicating by email so far.
- look at design of new builds to enable people to live at home for as long as possible
- ensure all staff have dementia friends information sessions.
- to utilise community library resources
- raise awareness re housing officers, TMOs, TRAs – aware of signs to look for and identify people who may be coming to their attention such as not paying rent, issues with their neighbours etc.



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- **Arts, Culture, and Recreation**

Hackney has a diverse and vibrant arts, culture, leisure and recreation sector reflecting the communities it serves. There is already a commitment by the majority of provider organisations in this sector to be inclusive of people affected by dementia in Hackney. They will support, influence and benefit the other priority areas working towards a dementia friendly community.

The Arts, Culture and Recreation HDAA Members Group are leading on this:

- to recruit all local arts, culture, leisure and recreation organisations in Hackney to be members of HDAA and develop in to a strong dementia -friendly sector network by December 2017.
- to hold a LBH Dementia Friendly Arts, Culture and Recreation Festival in Dementia Awareness Week 2018, (planning commenced September 2017).

For volunteers to be trained up in January 2017 to interview at least 20 local people affected by dementia to hear their experiences of the arts, culture and leisure services in Hackney including feedback from the Festival (A local volunteer film maker is available to record these experiences).

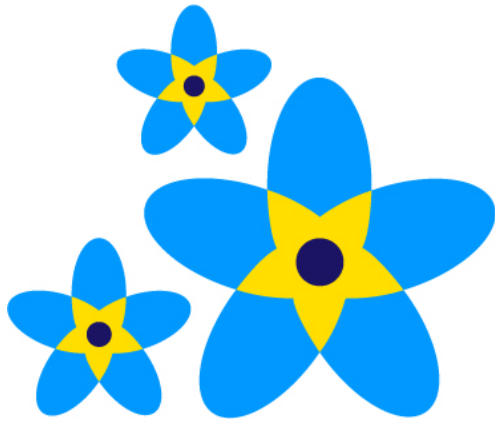
- **Schools, education and young people**

An HDAA members Group has not been set up for this sector as yet. The DFC contacted all heads of sixth form in May 2017 and has provided information materials to all Sixth Form Heads for them to utilise in PSHE lessons and Assembly.

So far 4 secondary schools in Hackney are engaging and have received Dementia Awareness Key Stage 12 and 13 assembly talks. Our Lady Convent School in Stamford Hill are signed up to becoming a Dementia Friendly School and are making links with local care homes and people affected by Dementia. Petchey Academy, Lower Clapton Girls and Skinners are also getting involved from November onwards.

- **Transport**

For people affected by dementia to receive friendly travel services and for them to report an improvement in services is key to Hackney being a Dementia Friendly Community. The sector membership group is working with TfL, Hackney Community Transport Team and Aviva to ensure all bus drivers in Hackney receive Dementia-Friendly sessions, and Dementia Friendly Champions identified. So far half of the HCT workforce is Dementia Friends with more sessions booked for November.



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- **Businesses, shops, banks, post offices**

Iceland, Marks and Spencer's, Tesco, Barclays Bank and HSBC in Hackney are all signed up to being dementia friendly, with all staff being Dementia Friends, personal shoppers/banking support available for people who request it. A decline in the number of high street banks has been noted by people affected by dementia.

This sector members group is hosting the December HDAA meeting.

A "High St blitz" of Mare St and Kingsland Shopping Centre are planned for April 2018.

- **Emergency services**

All Fire Brigade personnel in Hackney have attended Dementia Friends sessions (June-September 2017) and have strengthened links with local care homes, supported housing and publicised Home Fire Safety checks at local Dementia Café.

All Ambulance personnel working in Hackney have received Dementia Friends training and two of them went on to become Dementia Friends Champions.

The local police team are in the process of confirming dates for Dementia Friends sessions and rolling out the Herbert Protocol.

General Dementia Friendly Community information:

Since March 2017, 560 new Dementia Friends have been made in Hackney, the majority of them work for the London Borough of Hackney, local emergency services and local businesses. There are 10 new Dementia Friends Champions in Hackney recruited from the Dementia Friends sessions, two are Turkish/Kurdish speakers, and one is a BSL interpreter.

6. Next Steps:

November 2017 HDAA - meeting to monitor progress, plan December Members Meeting and project manage Festival 2018.

December 2017 - London Borough of Hackney to join HDAA as an organisation, motion to full Council

Continue to increase HDAA membership and raise profile of Dementia Friendly Community.

Increase people affected by dementia's involvement in all aspects of working towards a Dementia Friendly Community.