



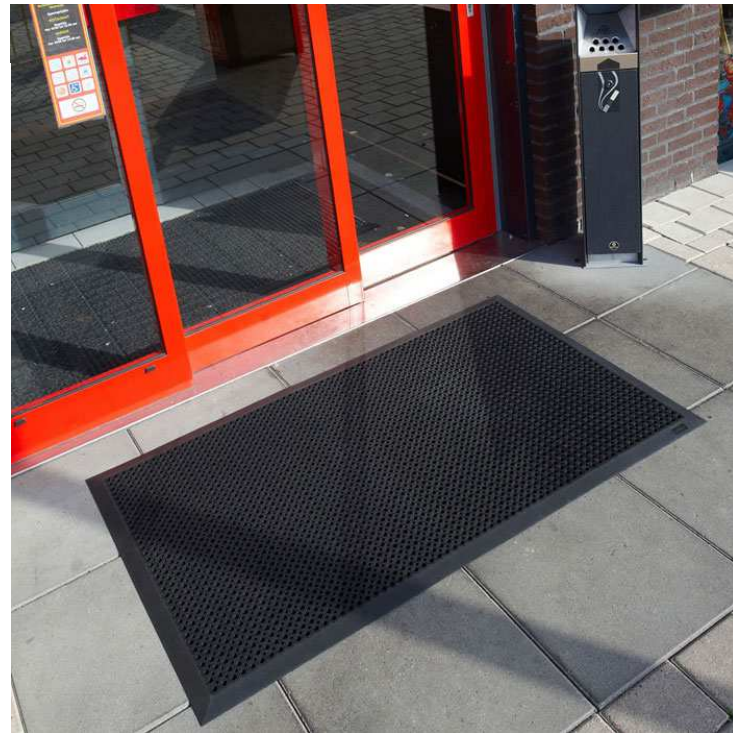
Creating a Dementia Friendly Croydon

Rachel Carse, Dementia Action Alliance & Social Inclusion Coordinator
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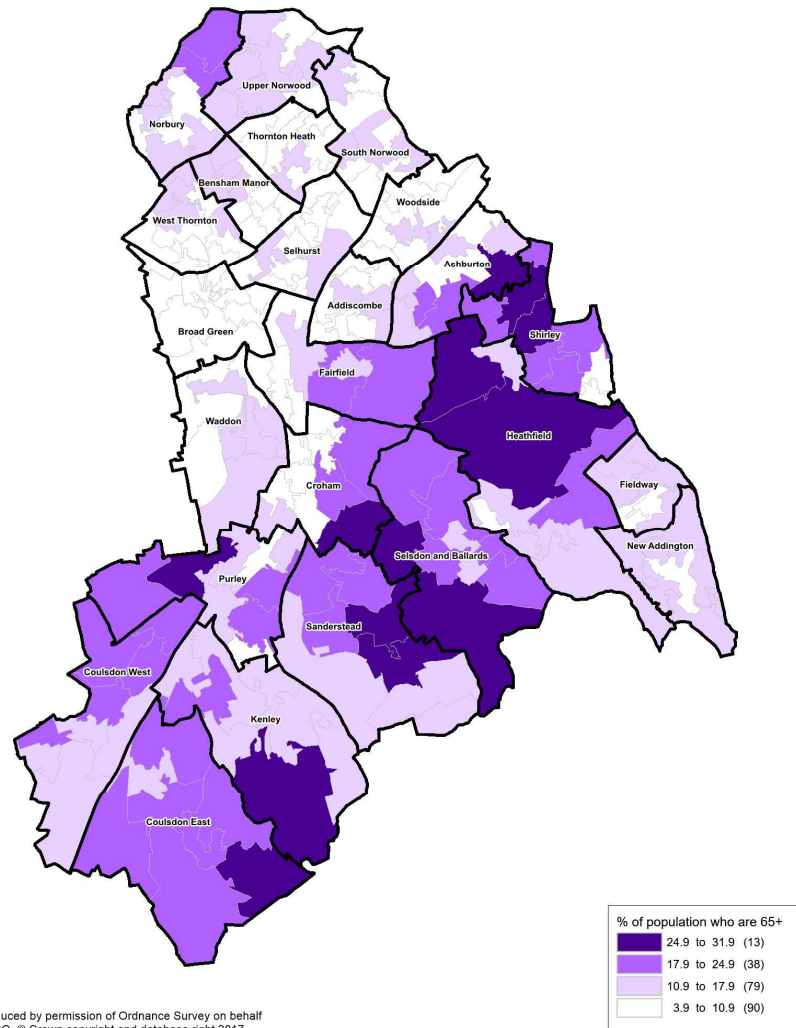
DAA Dementia Action Alliance

What is it like to live with dementia?

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- 850,000 people living with dementia
- Cost £26.3 billion per year (£11.6 billion unpaid care)
- 24.6 million people in the UK, know a family member or close friend who is living with dementia
- Two thirds of people with dementia live in the community, majority are supported by family who are often working



London Borough of Croydon

% of the population 65+
Mid year 2016 figure

In 2016, there were 50,206 65+ year olds in Croydon. The 3rd highest number in London.

That equates to 13.1% of the total population.

This the 11th highest rate in London.

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Croydon's figures at 30 April 2017

- The number of people living with dementia in the over 65 population is approx. 3,290
- Of those, only 2,197 have been formally diagnosed, approx. 67% of the total with dementia.

They, their family and carers are customers of many businesses, shops, services and transport services in Croydon.

Supporting people with dementia and their carers by having a dementia friendly community allows them to live well with dementia in the community and can reduce the number of people needing traditional health and social care support.

DAA Dementia Action Alliance

What can you do to make Croydon a dementia-friendly borough?

Join and work in partnership with the Croydon Dementia Action Alliance (CDAA) and commit to at least three dementia friendly actions. I can support your organisation in the process of joining.

A few of our members include:



Croydon Dementia Action Alliance - Creating a Dementia Friendly Croydon

Croydon Council's actions and commitment

1. Members, senior management team and directors to become Dementia Friends and attend awareness session (before the forthcoming council elections);
2. All front facing council and sub-contracted staff should participate in Dementia Friends awareness sessions by Dec 2019;
3. Commission with dementia in mind, across all areas of the council. Produce a guide/checklist which demonstrates the council's expectation that organisations are dementia friendly.

Phase 1 – Oct 17 – Mar 18

Stakeholder engagement – businesses, council, councillors, people with dementia, carers

Workshops to establish local priorities and actions for each area of community

Key themes identified for phase 2 (e.g. dementia friendly high street and medical services) phase 3 (e.g. transport, parks and arts)

Phase 2 – April 18 – Sept 18

May – Launch of Dementia Friendly Croydon and re-launch of Croydon Dementia Action Alliance

Phase 3 – Sept 18 – Sept 19

Submission to be formally registered as part of the national Dementia Friendly Community programme



Any questions or suggestions?

rachel.carse@croydon.gov.uk