Why take action on dementia?

• £26.3 billion per year (£11.6 billion unpaid care)

• Two thirds of people with dementia live in the community
Why take action on dementia?

- An estimated **22 million** people in the UK have a family member or friend who has dementia (YouGov, 2011)
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.

There is a national priority to increase diagnoses rates. In the same period, diagnosis rates across England were 67.9% and 71.1% for London.
Creating a Dementia Friendly London
What other LDAAs have done

• Hackney DAA
  Dementia-friendly GP project

• Waltham Forest DAA
  Dementia-friendly housing conference
  New project targeting faith groups for membership

• Southwark DAA
  Raising awareness in local shopping places
  Arts activities for people with dementia workshop to educate care homes and local arts venues

• Lincoln, Hackney, Haringey & Southwark DAAs
  Dementia-friendly cinema screenings providing regular activity for people living with dementia and carers
So how does Croydon become a dementia-friendly borough?

Answer

By embedding dementia-friendliness into the fabric of the borough using all avenues available including businesses, the voluntary sector, Croydon University Hospital, Croydon Clinical Commissioning Group and the Council
How to take action on dementia?

Think

• People – raise awareness of dementia
  • Host dementia friends awareness sessions – there are an increasing number of Dementia Friends Champions who can deliver an awareness session in Croydon, just ask
  • Increase people from BME community accessing services (working with BME Community Forum on social isolation)
  • Refer people living with dementia to Croydon Memory Service at Heavers Resource Centre
  • Croydon Fire Brigade sharing learning from colleagues in Bromley (already dementia friendly) and become CDAA member
  • Police and Ambulance – link with both services to encourage them to join CDAA
How to take action on dementia?

Think

• Place – make Croydon accessible
  • Dementia friendly shops and high street - share dementia friendly environment checklist with businesses and shops in Croydon.
    • Work with Purley BID to identify how they went about changing their high street
    • Link with Croydon BID [meeting set up for December]
    • Use ground up intelligence from councillors about the business and community networks in their wards
  • People living with dementia / carers – workshops, “what do you want from your high street”
  • Work closely with ‘One Croydon’ Alliance (Croydon Council, Age UK, SLaM, Croydon CCG [Outcomes based commissioning over 65])
How to take action on dementia?

• Process – how do services interact with people living with dementia?
  – Rubbish, recycling
  – Parking
  – Adult education
  – Planning
  – Paying bills/missing payments/arrears
  – Trading Standards
  – Social Care
  – Environmental health
  – Benefits and council tax exemption
  – Social care
  – Parks and gardens
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?