

2014/15

Annual Report Richmond Dementia Action Alliance



DAA

Richmond Dementia
Action Alliance



Foreword

Welcome to the first Richmond Dementia Action Alliance Annual Report, we are very excited to have launched a Dementia Action Alliance and I personally, have found the role of Chair extremely rewarding.

There are over two thousand people living with dementia in the London Borough of Richmond upon Thames and this figure is expected to rise by almost a fifth by 2020; dementia is, and will remain, an important issue for our community. Dementia affects not only those people living with the condition but those around them – those who care for them and those who form part of their wider networks, therefore, we need to galvanise our partners to ensure that a community-wide response to dementia is achieved.

We now have 41 members in our alliance and I would like to extend my personal thanks to our members who have committed to take action to work towards making our Borough a dementia-friendly community; our first annual report will outline some of the key successes that our members have had in making this vision a closer reality. There is still much to be done and I am looking forward to a second term as Chair of the RDAA to continue to lead the alliance on the journey to working towards becoming dementia-friendly.

Finally, I would implore anybody reading this report to look to themselves and their own networks to spread the word about dementia-friendly communities and to think about the action that you, personally, can take to make a difference.

Dr Dagmar Zeuner, Chair of the Richmond Dementia Action Alliance and Director of Public Health for the London Borough of Richmond upon Thames

Acknowledgements

Thank you to all of the members of the Richmond Dementia Action Alliance, listed below, who are working towards making the London Borough of Richmond upon Thames a dementia-friendly community.

- AGE UK Richmond Upon Thames
- Allied Healthcare Group, South West London
- Alzheimer's Society, Richmond Upon Thames
- Bluebird Care (Richmond & Twickenham)
- Corporate Partnership and Policy Team, LB Richmond upon Thames
- Crossroads Care Richmond and Kingston Upon Thames
- FiSH (Friendship, independence, Support and Help)
- Health Innovation Network
- Health-Connected Ltd
- Historic Royal Palaces
- Homelink Day Respite Care Centre
- Hounslow and Richmond Community Healthcare NHS Trust
- Integrated Neurological Services
- Kingston Hospital NHS Trust
- London Borough of Richmond upon Thames Adults Workforce Development Team
- London Borough of Richmond upon Thames Clinical Commissioning Group
- London Borough of Richmond upon Thames Council's Parks and Open Spaces
- London Borough of Richmond upon Thames Library Services
- London Borough of Richmond upon Thames Shared Lives Scheme
- London Fire Brigade, Richmond
- Metropolitan Police - Richmond
- My Life Films
- Orleans House Gallery
- Public Health Team - London Borough of Richmond upon Thames
- Richmond Carers Centre
- Richmond Health Walks
- Richmond Housing Partnership
- Richmond Music Trust
- Richmond Wellbeing Service
- Right At Home (Twickenham to Weybridge)
- Skills For Care SW London
- South West London St George's NHS Trust
- Strawberry Hill House
- United Response - Richmond
- West Middlesex University Hospital NHS Trust
- Woodville Centre Ham

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1. Introduction

Purpose of the report

This first annual report of the Richmond Dementia Action Alliance forms part of the evaluation of the alliance in its first year, with the purpose of the document being to:

- Provide background information about dementia-friendly communities
- Ascertain whether the Richmond Dementia Action Alliance has met its objectives
- Showcase the key successes of members over the last year
- Summarise feedback from members on challenges faced over the last year
- Provide recommendations for the Richmond Dementia Action Alliance going forward

Background information

1.1.1 What is dementia?

Dementia is an umbrella-term for a group of conditions that cause irreversible damage to the brain resulting in a range of different symptoms, which characteristically include memory loss, changes in personality and loss of problem-solving and language skills¹. Different types of dementia include: Alzheimer's disease, vascular dementia, mixed dementia, dementia with Lewy bodies and frontotemporal dementia.

Dementia is progressive and often has a profound impact on the daily life of the person living with dementia and their family, friends and carers. Dementia usually affects older people and becomes more common with age, although it can develop in younger people and it is important to note that it is not a normal part of the ageing process.

1.1.2 How many people are affected by dementia in the UK?

There are over 800,000 people living with dementia in the UK and this figure is predicted to rise to 1 million by the year 2021². Locally, an estimated 2,075 people are living with dementia in the London Borough of Richmond upon Thames (LBRuT)³ with the figure expected to rise by 18% by the year 2020⁴. In the Borough around

¹ What is dementia? Factsheet 400LP. Alzheimer's Society (2014)

² What is dementia? Factsheet 400LP. Alzheimer's Society (2014)

³ Joint Strategic Needs Assessment (JSNA) – The Richmond Story 2014/15 (2014)

⁴ Richmond borough: Profiles of mental health and wellbeing (2010)

63% of the estimated number of people with dementia have received a formal diagnosis, with an estimated two-thirds of those with dementia living in the community⁵. There are 15,800 carers living in the LBRuT⁶ and with dementia being one of the most common conditions requiring care, it is likely that a significant proportion of carers in the Borough provide care for someone living with dementia.

In addition to the personal and social costs of the condition, dementia is estimated to cost the UK £26.3 billion a year in unpaid care, health care, state social care, individual social care and other costs⁷.

1.1.3 What is being done about dementia in the UK?

Prime Minister's Challenge on Dementia

The Prime Minister's Challenge on Dementia was launched in March 2012 and highlighted commitments in three key areas⁸:

1. Driving improvements in health and care
2. Better research
3. Creating dementia-friendly communities that understand how to help

The work of the Richmond Dementia Action Alliance is primarily concerned with the third key area – creating dementia-friendly communities that understand how to help. An update on the Prime Minister's Challenge on Dementia published in February 2015⁹ states that 82 communities across England are currently working towards being recognised as Dementia Friendly Communities.

Dementia Friends Campaign

The Dementia Friends Campaign was launched by Public Health England and the Alzheimer's Society in 2014, with the aim to increase awareness and subsequently, understanding of dementia¹⁰. Educational resources and learning sessions delivered by Dementia Friends Champions are available, which enable people to become Dementia Friends. Dementia Friends are encouraged to take action to spread the word about dementia, whether this is by educating friends and family or by signing up

⁵ Joint Strategic Needs Assessment (JSNA) – The Richmond Story 2014/15 (2014)

⁶ Carers Health Needs Assessment (2014)

⁷ Dementia UK: Update. (2014)

⁸ Prime Minister's Challenge on Dementia (2012)

⁹ Prime Minister's Challenge on Dementia (2020)

¹⁰ Become a Dementia Friend. Alzheimer's Society. (2014)

to become a Dementia Friends Champion themselves. Nationally, there are over 1 million people who are now Dementia Friends¹¹.

The Dementia Action Alliance

In existence since 2010, the Dementia Action Alliance¹² is a national body with a mission to:

Transform the lives of people with dementia and those that care for them through building commitment and actions to deliver the National Dementia Declaration.

The National Dementia Declaration outlines a call to action¹³ that centre around seven outcomes that the Dementia Action Alliance aims to achieve for people living with dementia and their carers. The seven outcomes are as follows:

1. I have personal choice and control or influence over decisions about me
2. I know that services are designed around me and my needs
3. I have support that helps me live my life
4. I have the knowledge and know-how to get what I need
5. I live in an enabling and supportive environment where I feel valued and understood
6. I have a sense of belonging and of being a valued part of family, community and civic life
7. I know there is research going on which delivers a better life for me now and hope for the future

The Dementia Action Alliance supports and co-ordinates Local Dementia Action Alliances; a local alliance is a collection of stakeholders brought together to improve the lives of people with dementia in their area, which involves working towards becoming a dementia-friendly community.

¹¹ Prime Minister's Challenge on Dementia (2020)

¹² Dementia Action Alliance Governance Framework. Dementia Action Alliance.

¹³ National Dementia Declaration. Dementia Action Alliance. (2015)

Dementia-friendly communities

1.1.4 What is a dementia-friendly community?

*'A dementia-friendly community can be described as a city, town or village where people with dementia are understood, respected and supported, and confident they can contribute to community life. In a dementia-friendly community people will be aware of and understand dementia, and people with dementia will feel included and involved, and have choice and control over their day-to-day lives.'*¹⁴

In addition to the description of a dementia-friendly community above, the following diagram summarises ten areas that provide a key focus for any dementia-friendly community¹⁵:

Figure 1: Vision of a dementia-friendly community (Alzheimer's Society, 2013)



¹⁴ Guidance for communities registering for the recognition process for dementia-friendly communities. Alzheimer's Society. (2013)

¹⁵ Building dementia-friendly communities: a priority for everyone. Alzheimer's Society. (2013)

1.1.5 Why do we need to create dementia-friendly communities?

The report Building dementia-friendly communities: a priority for everyone¹⁶ published by the Alzheimer's Society in August 2013 highlights the findings of a survey the Alzheimer's Society conducted, with key findings including that 58% of survey respondents do not think that their area is set up to help them live well with dementia, additionally only 47% felt part of their community. In creating dementia-friendly communities, it is hoped that people will be able to live well with dementia in their community.

1.1.6 How does a community become dementia-friendly?

The journey to becoming dementia-friendly is supported by the Alzheimer's Society, who have developed a set of foundation criteria that communities officially agree to work towards in order to be recognised as dementia-friendly. There are seven foundation criteria for communities and these are outlined below¹⁷:

1. Make sure you have the right local structure in place to maintain a sustainable dementia friendly community
2. Identify a person or people to take responsibility for driving forward the work to support your community to become dementia friendly and ensure that individuals, organisations and businesses are meeting their stated commitments
3. Have a plan to raise awareness about dementia in key organisations and businesses within the community that support people with dementia
4. Develop a strong voice for people with dementia living in your communities. This will give your plan credibility and will make sure it focuses on areas people with dementia feel are most important.
5. Raise the profile of your work to increase reach and awareness to different groups in the community.
6. Focus your plans on a number of key areas that have been identified locally.
7. Have in place a plan or system to update the progress of your community after six months and one year.

The Borough is currently working towards becoming a dementia-friendly community through the work of the Richmond Dementia Action Alliance (RDAA).

¹⁶ Building dementia-friendly communities: a priority for everyone. Alzheimer's Society. (2013)

¹⁷ Foundation criteria for the dementia-friendly communities recognition process. (2014-15)

2. Richmond Dementia Action Alliance

2.1 Aims and objectives

The purpose of the Dementia Action Alliance in Richmond is to help local businesses and organisations to become dementia-friendly. We want to create a community that has a good understanding of dementia and is committed to helping people to live well with dementia.

2.2 Roles and responsibilities (2014/15)

Table 1: Roles and responsibilities of RDAA Chair, Members, Secretariat and Project Team

Role	Responsibilities
Chair of the RDAA – Dr Dagmar Zeuner, Director of Public Health at the LBRuT	Chair quarterly meetings Work with the Secretariat to develop the agenda for quarterly meetings Mediate if members raise issues Promote the RDAA and encourage active participation
Secretariat of the alliance – Richmond Council and Clinical Commissioning Group	First point of contact for queries about the RDAA Organise quarterly meetings Advise organisations on how to join the RDAA and provide assistance with the creation of action plans
Project team – Project Sponsor (Chair of the RDAA), Project Manager and Business Support Officer	To work towards delivering the key monitoring and performance indicators by delivering the objectives of the RDAA – see further information below.
Members of the RDAA	Every member of the RDAA will be committed to delivering the National Dementia Declaration and every member will have an action plan setting out what the role of their organisation is in delivering the outcomes described in the Declaration.

2.2.1 How to become a member of the RDAA

Local organisations and businesses are welcome to apply to become a member of the RDAA by creating an action plan that outlines at least three actions for the member organisation to take in order to contribute to the creation of a dementia-friendly community (see *Appendix 2*). The action plan is subsequently reviewed by the project team and if appropriate the member will be added to the National Dementia Action Alliance website as a local member of the RDAA from where they are able to update their action plan on a regular basis.

2.2.2 Role of the Project Team

The RDAA Project Team will help to support the purpose of the RDAA to create a dementia-friendly Borough by:

- Encouraging and supporting local organisations to sign up to the RDAA.
- Promoting the RDAA at local events and forums to raise the profile of the RDAA locally.
- Holding quarterly events to encourage RDAA members to meet and share ideas and knowledge.
- Providing information to RDAA members about dementia in the Borough through regular distribution emails and maintaining an up to date website
- Having ownership over the 'working towards becoming dementia-friendly' logo and issuing of its use in Richmond.
- Reporting back to the Alzheimer's Society on Richmond's progress in working towards becoming dementia-friendly.
- Supporting transition of RDAA support following the end of the initial one year pilot.

2.2.3 Monitoring and performance indicators

The monitoring and performance indicators for the RDAA for 2014-15 are as follows:

1. A minimum of 40 organisations to be signed up to the RDAA
2. An end of year report setting out case studies of the work RDAA members have undertaken to make their service dementia-friendly

2.3 Quarterly meetings

2.3.1 Launch – 6th March 2014

Richmond DAA was launched on 6th March 2014 and was well attended with more than 90 people representing over 50 local organisations. The launch included information from a local GP on the signs and symptoms of dementia, a presentation from the Alzheimer's Society on Dementia Action Alliances as well as a Dementia Friends session run by a local carer and dementia friends champion. Organisations attending were asked to sign up to the alliance by drawing up a simple action plan and left the launch with a dementia friends badge.

2.3.2 Second meeting – 3rd July 2014

The second meeting took place on the 3rd July 2014 with an emphasis on encouraging more organisations to sign up to the alliance by having Richmond DAA members presenting on some of the work they had been doing and what their action plan was. Orleans House Gallery presented on their programme of arts classes for people with dementia, Adult Workforce Development presented on training courses to improve awareness and understanding of dementia and local charity My Life Films presented on the work they have been doing developing reminiscent films for people with dementia and their carers as well as presenting a short film they had previously worked on.

2.3.3 Third meeting – 27th November 2014

Members of the RDAA were invited to ask questions related to the further development of a dementia-friendly community. A specialist panel, with representatives from the local Alzheimer's Society, London Fire Brigade, Metropolitan Police, Commissioning Care Services Team, South West London and St George's Mental Health Team and an experienced local Carer and Dementia Champion answered questions, with the following issues being addressed through the session:

- Steps that local businesses can take to enable people living with dementia to remain active customers
- Importance of an awareness of services available for people living with dementia and their carers as well as for those who may not have yet received a diagnosis
- Safety of people living with dementia in the community

2.4 Community Engagement

To raise awareness of the RDAA, the project team have engaged both within the Council and with the local community by attending various meetings, conferences and forums. These are briefly summarised below:

2.4.1 Engagement within the Council

Extended Executive Meeting
Adult and Community Services Directorate Briefing
Finance Directorate Briefing
Health & Wellbeing Board

2.4.2 Engagement with the local community

Chamber of Commerce Business Breakfast
Capita conference
Learning Disabilities Forum
Richmond Theatre Manager's Meeting
Richmond Adult Community College
Local Pharmaceutical Committee
Richmond Town Centre Business and Retail Association
Richmond Partnership
Inter Faith Forum

2.5 Finance

The total budget is £35k, of which £25k has being used for officer support of 2.5 days per week of project management and 0.5 days of project support officer time. The remaining £10k has to be used for event organisation (venue hire, refreshments, meetings materials), communications campaigns and promotional materials. The breakdown of costs from the £10k budget are presented in the table below:

Item	Funding used
Promotional materials	£280
Sponsoring Chamber of Commerce Business Breakfast	£800
Event equipment	3225
Ad hoc agency staff to develop annual report	£6,782
Total 2014-15	£8,087
<i>Budget remaining</i>	<i>£1,913</i>

2.6 Measuring success

Measuring success is challenging and the RDAA are continuing to strive towards the goal of creating a dementia-friendly borough. Indeed, measuring community awareness of dementia is difficult – the number of Dementia Friends and Dementia Friends Champions in the Borough is a useful indicator of dementia awareness of which there are currently 1,565 and 71 in the Borough, respectively. However, there is no comparable indicator of dementia awareness in the Borough prior to the Dementia Friends campaign so it is difficult to draw comparisons of dementia awareness before and after the campaign.

If measuring success against key monitoring/performance indicators, the RDAA has met the first indicator of having 41 members signed up to the RDAA in the first year. The remainder of the annual report sets out to meet the second key performance indicator by way of focusing on qualitative examples of action taken throughout the borough. Additionally, going forward, it will be important to develop channels for people living with dementia and their carers to feedback on their experiences in the borough, which will help to provide a greater understanding of how far the community has come on the journey of working towards becoming dementia-friendly.

3 Member's update

3.1 Introduction

In order to better understand the impact of the RDAA on creating a dementia-friendly community, members have been contacted by the project team to provide case studies of actions taken over the course of the last year.

3.1.2 Methodology

Existing members of the RDAA were contacted by telephone between the 27th November 2014 and the 25th March 2015 by one member of the Project Team. 31 members of the RDAA were contacted in this time period; this excluded any members who had joined very recently. Of the 31 members contacted, 25 telephone interviews were conducted, 4 face-to-face interviews were held and 2 members did not respond.

In discussion with members the following questions were asked (see *Appendix 3: Topic Guide for telephone interviews* for more information):

Have you done anything to make your service/business more dementia-friendly?

What would you like to do next?

What's getting in the way of you achieving the actions?

What are your expectations of the RDAA?

Some of the key themes from these discussions and examples of case studies have been summarised in the section below. *Appendix 1* outlines a case study for each member organisation who responded as part of this exercise, including a description of the organisation, an overview of their key successes over the last year and an outline of their future plans.

It is important to note that the work of member organisations in becoming dementia-friendly is always evolving and that these case studies only act as a snapshot of the work of members of the RDAA during the time period of the interview process.

3.2 Key successes of member organisations

3.1.3 Who are our members?

The RDAA is made up of a diverse group of different organisations; these organisations can be broadly divided into the following categories:

1. Organisations that focus especially on care for people living with dementia, for example, day care centres for people living with dementia
2. Organisations with a wider care remit that includes people living with dementia, for example, hospitals and services for carers
3. Organisations with a client interface likely to have contact with people living with dementia and their carers
4. Organisations with little client interface but employees who might develop dementia or care for somebody with dementia

3.1.4 What do our members do?

Members pledge to take a minimum of three actions and these can be very individual and thus quite diverse, however there are some common themes that members may choose to focus their actions around including:

- Creating dementia-friendly environments
- Developing activities for people living with dementia and their carers
- Developing services for people living with dementia and their carers

- Raising awareness of dementia in the workforce and the public
- Building relationships with local partners

3.1.5 Examples of specific actions taken by some of our members

A case study outlining the key successes for each member organisation has been included in *Appendix 1*, below some examples of these actions have been included to highlight the diversity of different actions that members have taken over the last year to work towards making Richmond a dementia-friendly Borough.

Dementia-friendly pilot

Richmond council funded the Alzheimer's Society South-West London to undertake a dementia friendly pilot by talking to people with dementia and their carers about the types of activities they would like to continue doing and working with local organisations to develop dementia friendly activities that also have a physical or mental health benefit. All organisations that took part in the pilot also signed up to RDAA. Members involved in the dementia-friendly pilot include Age UK, FiSH, the Borough's Library Services, Orleans House Gallery, Strawberry Hill House, and Richmond Health Walks and key successes will be considered for each individual member organisation in *Appendix 1*. Overall the pilot has been successful in introducing a range of new dementia friendly activities, including art classes, reading groups, supervised walking and gardening. These activities are now well-attended and have received positive feedback from people with dementia and their carers.

Creating dementia-friendly environments

Teddington Memorial Hospital

The Arts Service at Orleans House Gallery is working with Hounslow and Richmond Community Healthcare Trust to develop patient areas at Teddington Memorial Hospital. Artwork, memory walls and sculptures will be used to stimulate reminiscence and aid in the creation of a dementia-friendly environment.

Homelink Day Respite Centre

Homelink Day Respite Centre have recently moved to a new specially designed dementia friendly building, developed in liaison with The King's Fund and Stirling University.

Strawberry Hill House

Strawberry Hill House held a walkthrough session in liaison with the Alzheimer's Society, whereby a group of volunteers living with dementia, provided feedback on whether the house was easy to navigate.

Developing services for people living with dementia

South West London St George's NHS Trust

South West London St George's NHS Trust have been working with the Alzheimer's Society to further integrate the role of the Dementia Advisor and Dementia Support Worker into the Community Mental Health Team and increase understanding of the role of these key personnel.

London Fire Brigade, Richmond

The London Fire Brigade in Richmond have set up a residential and care home project in the Borough. The team have completed information about premises for care homes in the Borough to ease access in case of an emergency and are now planning to deliver community safety advice to these care homes in subsequent visits.

4 Feedback from members

During interviews members were asked to feedback on any challenges they had faced over the last year in reaching their desired goals and their expectations of the RDAA. This feedback has been summarised in the two diagrams below to highlight the key themes raised.

Figure 2 demonstrates the key challenges faced by members over the course of the last year. The first challenge raised was that of limited resources, which included the staff, time and funding needed to set up and maintain activities and services.

Additionally, members have faced challenges with the promotion of their services and activities, partly through limited resources, but also in being able to access the right channels to ensure that people living with dementia and their carers know about their services and activities. Several members also raised the issue of the lack of appropriate transport for people living with dementia and their carers in the Borough.

Some members had initially found it difficult to gauge the number of volunteers needed to run activities for people living with dementia and their carers, especially for mixed ability groups, however this challenge had been overcome through experience and development of activities to fit the needs of the whole group. Finally, the lack of information-sharing between organisations was raised as an issue, with the identification that greater partnership working is needed.

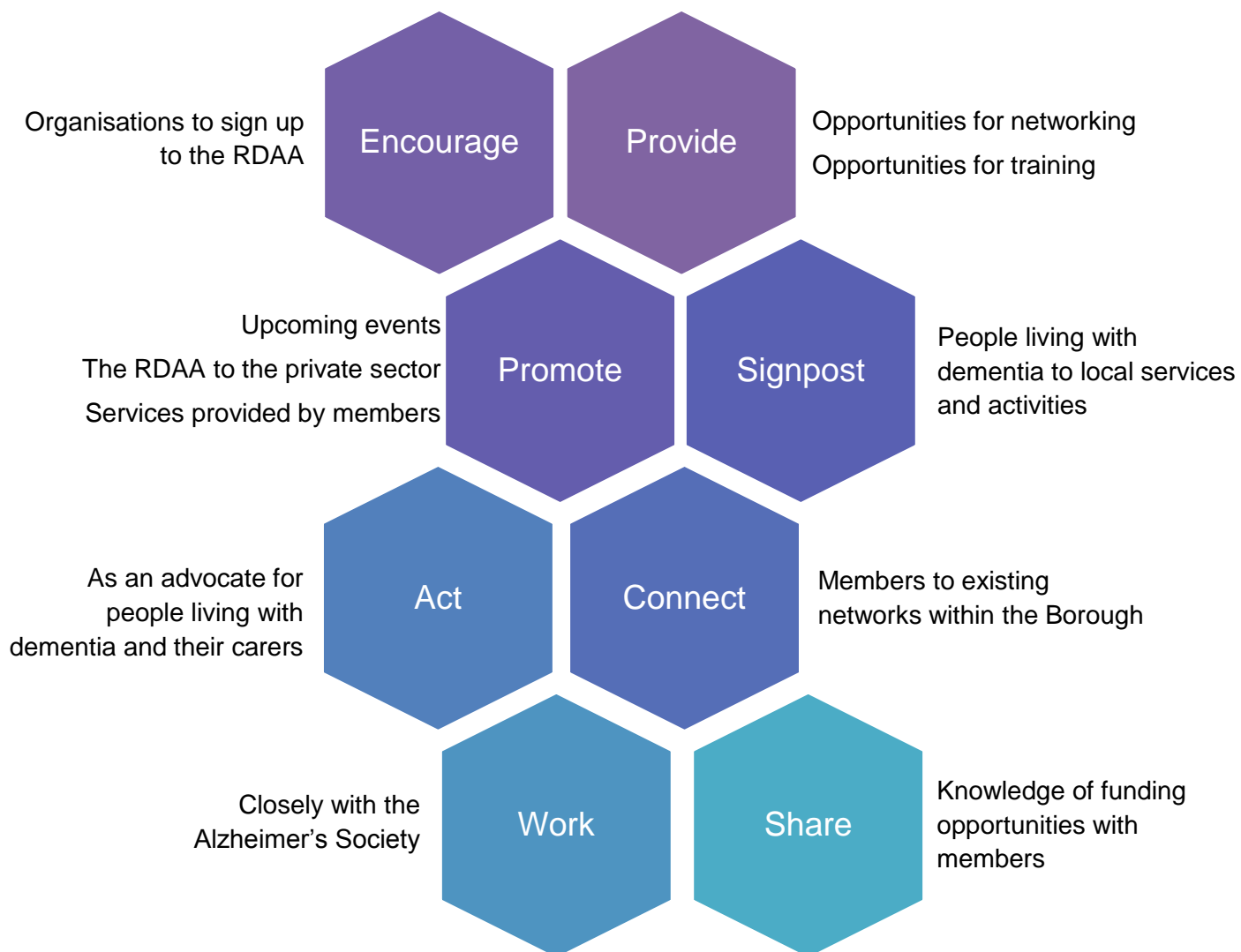
Figure 2: Summary of feedback from members about challenges they have faced in trying to achieve their desired goals over the last year.



Figure 3 summarises the feedback that members gave about their expectations of being a member of the RDAA. Some of the common expectations of being a member were for the RDAA to:

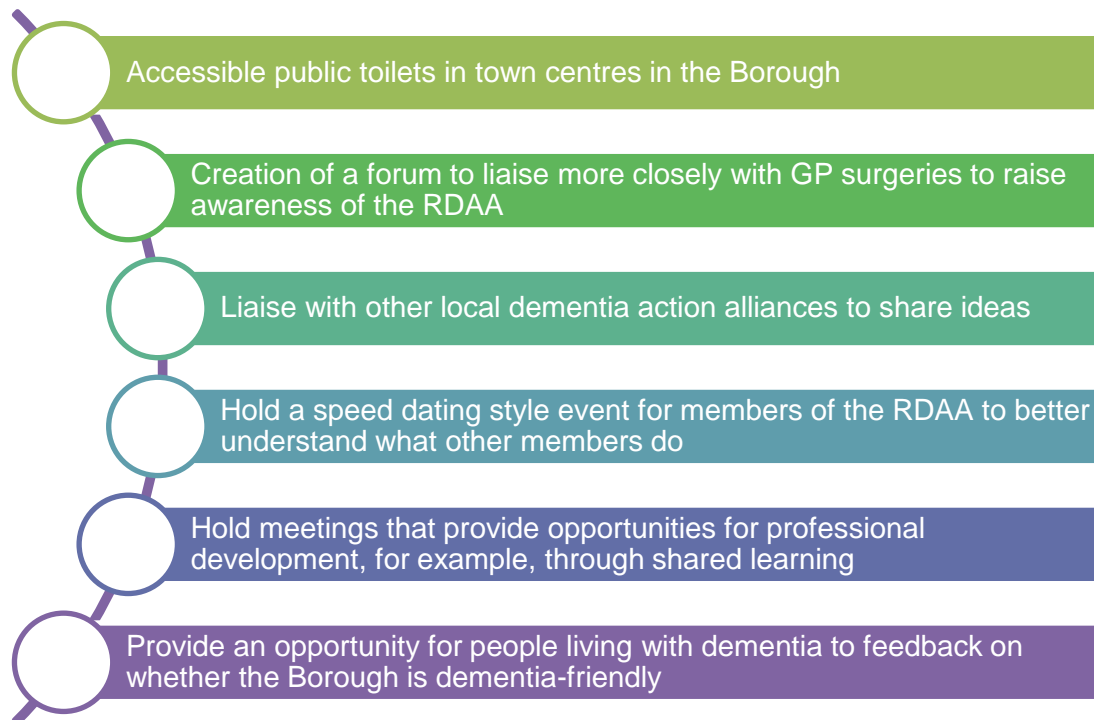
- Provide opportunities for networking and training
- Encourage organisations to sign up to the RDAA
- Connect members to existing networks within the Borough
- Share knowledge of funding opportunities with members

Figure 3: Summary of feedback from members about their expectations of the Richmond Dementia Action Alliance (RDAA).



Through the process of interviews with members of the RDAA, several ideas were put forward for the alliance to consider in moving to its second year, these included ideas for future meetings as well as some broader issues, such as the availability of accessible public toilets in town centres in the Borough. These ideas are summarised in *Figure 4* below.

Figure 4: Ideas that members raised through the evaluation process.



5 Recommendations

As a result of this report, it is possible to make several recommendations, based on the experiences of the project team and the feedback of members, these recommendations are outlined below.

First recommendation – develop further methods to better understand the impact of the RDAA in creating a dementia-friendly community

The RDAA has successfully met its two key performance indicators. However, going forward, the importance of developing robust methods of understanding the impact that the RDAA has had on creating a dementia-friendly community cannot be underestimated.

Second recommendation – improved transport services for people living with dementia in the Borough

Through feedback from members, the issue of the availability of appropriate transport for people living with dementia in the Borough was raised and therefore, a recommendation of this report would be to further analyse transport options within the community and to look to developing future options to make travelling easier for people living with dementia in the Borough.

Third recommendation – evaluating the sustainability of the RDAA

Part of the ongoing work of the RDAA will be to evaluate the sustainability of the RDAA and to highlight key priorities for the upcoming year.

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3. Appendix A: Member organisation case studies

1. Alzheimer's Society, South West London

Alzheimer's Society is the UK's leading support and research charity for people with dementia, their families and carers. They provide information and support to people with any form of dementia and their carers through publications, the National Dementia Helpline, website and local services. They campaign for better quality of life for people with dementia and greater understanding of dementia. They also fund an innovative programme of medical and social research into the cause, cure and prevention of dementia and the care people receive.



An update on key successes so far...

The Alzheimer's Society are the national leaders on dementia friendly communities and have been heavily involved in developing the Dementia Action Alliance infrastructure and the Dementia Friends awareness raising campaign.

At a local level the South West London Alzheimer's Society have worked in partnership with a number of other DAA organisations to ensure that staff are sufficiently skilled and have a good understanding of dementia in order to provide good care and support.

In September 2013 the Alzheimer's Society South West London were funded to conduct a one year dementia friendly communities pilot where they sought the views of people with dementia to understand what everyday activities they would like to continue to partake in and the barriers faced by people with dementia to continue doing these activities. A number of activities that also improve the physical and/or mental health of people with dementia were developed in partnership with local organisation's including walking for health, a read-a-book group, talk and draw classes and a community garden. An evaluation of this pilot found that on the whole the quality of life of those people with dementia who partook in the pilot had improved as well as the lives of their carers.

Future plans...

The Alzheimer's Society South West London will continue to support people with dementia and their carers through a number of services, including their work with the Community Independent Living Service, the Carers Hub and by providing information and advice for people with dementia and their carers.

2. Case studies for members involved in the dementia-friendly pilot

2. AGE UK Richmond upon Thames

Age UK Richmond upon Thames is an independent charity working across the borough to improve the quality of life for older people. They offer a wide range of services including a Telephone Helpline, Handyperson Service and Social Centres.



An update on key successes so far...

Helping people to live independently...

Age UK offers a wide range of different services and activities for older people living in the Borough and have recognised that some people may need additional support in accessing their services and activities.

As such, volunteers in an 'introducer' role go along with a person who needs more support to their chosen activity until the person is settled and comfortable in their surroundings to no longer need the accompaniment of the volunteer. This has proven to be helpful, particularly for those people who are living with dementia who have problems with remembering their surroundings or more broadly, people who are lacking in confidence.

Additionally, Age UK reminds people of the trips and courses that they are booked onto so that problems with memory loss do not stop them taking part in activities they would like to do. This allows people living with dementia to be more independent within the community.

Raising awareness...

Age UK has engaged with local healthcare professionals by visiting GP surgeries and holding information and advice sessions in order to raise awareness about local services that are available for people living with dementia and their carers. Additionally, Age UK has an ongoing partnership with the Alzheimer's Society to provide information about dementia services as part of the Community Independent Living Services in the Borough.

Future plans...

Age UK's Community Services Co-ordinators are involved in computer tuition at various locations in the borough of Richmond upon Thames; their role is to help those on the courses to open email accounts. These courses are hoping to be extended to people living with memory problems in order to enable them to open online calendars so that they can be reminded of their important dates on their telephones, tablets or computers.

3. FiSH (Friendship, independence, Support and Help)

FiSH (standing for Friendship, independence, Support and Help) Neighbourhood Care gives voluntary help for the residents of Barnes, Mortlake & East Sheen with the aim of combating loneliness and providing practical support.



An update on key successes so far...

Retro Café...

The Retro Café is a weekly café for people living with dementia and their carers that FiSH have been running in association with the Alzheimer's Society since February 2014. The café is hosted at St Michael's Community Centre in Barnes and transport is included –either in the FiSH minibus or by Fish volunteers in cars and everyone is dropped home afterwards.

The café is usually themed and volunteers have recently been using the *Daily Sparkle*, a reminiscence activity newspaper, for inspiration. The café is run by a member of FiSH staff and volunteers. Additionally a volunteer from the Alzheimer's Society is present to provide additional support.

Other activities...

FiSH also run a Bridge group and a Choir who meet every other week; these groups are both open to people living with mild dementia. Each week there are Tuesday talks and on the first Friday of the month there is music both of which are open to people with dementia and their carers. Additionally, as part of the befriending work carried out by FiSH, volunteers have been joining people living with dementia in a range of different activities, with walking proving popular.

Raising awareness...

Two Dementia Friends sessions have been held for volunteers; volunteers also have access to a range of different training opportunities, with a recent training session held on dealing with loss and bereavement.

Future plans...

FiSH intend to continue with the current activities that they offer and are in the process of considering other projects to take forward.

4. London Borough of Richmond upon Thames Library Services



Provide a comprehensive and efficient library service dedicated to unlocking, for the community, the world of information, knowledge and ideas.

An update on key successes so far...

The Shared Book Group...

In liaison with the Alzheimer's Society, the Borough's Library Services team has been running a reading group for people living with dementia. The group meets in East Sheen Library for an hour and a half each week; usually a short extract from a novel or poem is read aloud by the group leader or a member of the group, which is then used to stimulate discussion amongst the group. Members of the group are encouraged to take part in the discussion and the session has an informal and friendly atmosphere, with carers being welcome to stay if they wish to partake. The reading group is led by a member of the Libraries Partnership and Outreach team who is a Dementia Friend Champion and volunteers from the Alzheimer's Society are also present.

Raising awareness...

The Library Services Team has a dedicated Dementia Friend Champion and has also hosted a Dementia Friends training session in Twickenham Library, which staff attended. Additionally, volunteers who assist with the Home Library Service are encouraged to attend local Dementia Friends sessions.

Drop-in sessions with the Alzheimer's Society were hosted by six libraries in the Borough last year, with the aim sharing information about dementia with visitors and answering any questions. Additionally, library staff visited The Woodville Centre in Ham on Dementia Awareness Day to raise awareness of their services including the Home Library Service.

Partnership working...

As well as working closely with the Alzheimer's Society, Library Services have held two outreach sessions at the Woodville Centre in Ham where they hosted a summer quiz on WW1 and a Christmas quiz in December.

Future plans...

With the Dementia Reading Group proving popular, the Library Services team are aiming to start another reading group in a different area in partnership with the Alzheimer's Society.

5. Orleans House Gallery

Orleans House Gallery and Richmond Arts Service contribute to the delivery of Excellence for Everyone, Richmond's Cultural Partnership plan, helping to ensure that everyone in the borough can access their cultural entitlement, especially those who might experience barriers to accessing cultural opportunities. The mission statement for the Arts Service is to develop learning and leisure opportunities through a varied experience of the arts and heritage, which offers targeted provision and encourages participation through an integrated service.

An update on key successes so far...

Imagine art programmes...

Orleans House Gallery held four Imagine art programmes last year for people living with dementia and their carers, which are small group sessions hosted within local care homes and community centres. The sessions take place over four weeks and are facilitated by volunteers; each programme has a different theme throughout, for example, one programme focused on birds and nature. Additionally, for the second year running, a *Person Within* series was held at a local care home, where participants were encouraged to create artwork for a memory box with plans in place to hold an exhibition of this work.

Talk and draw sessions...

Talk and draw sessions are held weekly at Orleans House Gallery, during these sessions, a piece of artwork, which could be anything from a painting to a historical object, is used as a starting point to stimulate discussion. People living with dementia can be signposted to these sessions through the Alzheimer's Society and equally Orleans House Gallery signpost individuals to the Alzheimer's Society if directly approached about the sessions.

Future plans...

Orleans House Gallery are due to begin a new project at Teddington Memorial Hospital focused around using artwork in patient areas, a part of this work will include a memory wall to encourage reminiscence for people living with dementia. Additionally, there are plans for a future Imagine series to be held at Teddington Memorial Hospital. Orleans House Gallery are keen to build up their volunteer base to continue to be able to deliver both the Imagine art programmes and the Talk and Draw sessions.

6. Richmond Health Walks

The Richmond Health Walks are managed by Richmond Council for Voluntary Services, and funded by the Hounslow and Richmond Community Healthcare NHS Trust as part of LiveWell Richmond. Health walks are free, organised group walks for people who are currently not very active but would like to increase their physical activity. The Richmond Health Walks are part of the national Walking for Health programme.



Their ambition is to provide everyone with access to a short free local walk, particularly engaging inactive people and people living with long term health conditions.

An update on key successes so far...

Working to make walks more dementia-friendly...

Richmond Health Walks hold six walks a week and a group of people living with dementia regularly attend one of these walks hosted on a Friday at Bushy Park. The walk lasts for approximately 40 minutes and people living with dementia attend with or without their carers. In addition, several volunteers accompany the group including a volunteer from the Alzheimer's Society and the walking sessions have proved extremely popular.

Some volunteers have attended the Alzheimer's Society half-day training workshop to learn more about supporting individuals with dementia and the option for more volunteers to attend these workshops remains open. A representative from the Alzheimer's Society has also attended a quarterly meeting for volunteers and held a Dementia Friends session to raise awareness about dementia amongst volunteers.

Future plans...

Richmond Health Walks are aiming to set up a shorter walk on a Monday around Richmond riverside to encourage those who would find the longer walk too strenuous.



STRAWBERRY HILL
Horace Walpole's Gothic Castle

7. Strawberry Hill House

The Strawberry Hill Trust was formed in August 2002 with a mission to restore Horace Walpole's gothic villa and open it to a wider public. The Trust has taken over a 120 year lease from the Catholic Education Service, the owner of the property, and secured £8.9 million in funding to restore the building and garden.

An update on key successes so far...

Community garden project...

The community garden project at Strawberry Hill House is led by their learning manager, who specialises in outdoor learning, in liaison with the Alzheimer's Society. A small group of gardeners meets each week and takes part in a variety of horticultural activities, which in the past have included sowing seeds, planting and harvesting vegetables, as well as, cooking and discussion. The group welcomes those people living with dementia and their carers to join them – as well as others in the community who are not living with dementia.

Raising awareness...

Strawberry Hill House hosted a Dementia Friends session for staff and volunteers to raise awareness of dementia – this was well received, particularly by those working in direct customer-facing roles. Since the session, Strawberry Hill House has directed volunteers to Dementia Friends sessions being held elsewhere to continue to encourage people to sign up and become Dementia Friends.

Creating a dementia-friendly environment...

In liaison with the Alzheimer's Society, Strawberry Hill House arranged for a small group of volunteers living with dementia to walk through their services and provide feedback on the layout of their house and grounds. Some feedback was given that signage could be increased; however the group noted that they would be happy to approach staff if they were having any difficulty, given that staff and volunteers were found to be both friendly and respectful.

Future plans...

Strawberry Hill House would be keen to offer further bespoke sessions for particular groups, as well as diversifying by developing an arts-based group through working with other local partners. Strawberry Hill House also has a sensory garden where people from the community from all backgrounds can enjoy the therapeutic benefits of plants and their uses.

Based on the very successful Feel Good Garden course that was run in conjunction with Richmond Council in 2014, the intention is to create a series of workshops that will include horticulture, art and the making of simple herbal remedies. This will run in Autumn 2015 and Spring 2016. They are seeking funding to ensure that the course is either free or heavily subsidised.

8. Bluebird Care (Richmond & Twickenham)

Bluebird Care (Richmond and Twickenham) operate in the Borough of Richmond upon Thames, providing personal and practical care to people in the comfort and safety of their own home. They are passionate about delivering consistently excellent quality care; tailor made for the customer whose wellbeing is always the primary concern. The services they offer range from half hour wellbeing checks to high dependency end of life care. They are equally comfortable providing temporary respite for the main carer or working alongside the person's support network, to provide full-time live in or 24 hour care.



An update on key successes so far...

Customer awareness sessions...

Bluebird Care has held customer awareness sessions, where a customer living with dementia delivers a short presentation about their life and the ways in which they have been affected by their condition. This has proven beneficial for all involved, with speakers being able to use this as a forum to express their personal experience of living with dementia and carers being able to better understand the impact that dementia has had on the life of the person they are caring for; as a result, there are plans for these sessions to continue.

Building community partnerships...

Bluebird Care previously held music workshops in partnership with Age UK, which had proven to be popular and as such, initial plans are in place to hold a music workshop with another local partner and development of these plans look set to continue. Bluebird Care has also volunteered their training room for upcoming ICT workshops to be delivered by Age UK.

Raising awareness of dementia...

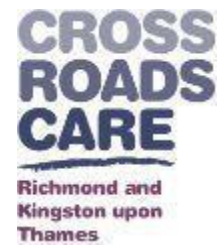
A nominated member of staff has attended the Dementia Friends training workshop and is now a Dementia Friends Champion, who is keen to train other staff by holding future Dementia Friends sessions.

Future plans...

Customer awareness sessions are set to continue along with plans for the development of future music workshops.

9. Crossroads Care Richmond and Kingston upon Thames

Crossroads Care provides respite breaks for carers, they provide care within the home and in the community to carers caring for people of all ages. They also run a Caring Café for those with dementia and their carers and a Saturday club for children and young carers with special needs.



An update on key successes so far...

Caring Café...

Crossroads Care runs the Caring Café in partnership with the Alzheimer's Society for people living with dementia and their carers; the café is hosted on the first Saturday of the month at Homelink Day Respite Care Centre and on the third Saturday of the month at Sheen Lane Day Centre.

Lunch is provided and people living with dementia are invited to take part in different activities, which have previously included quizzes, live entertainment, craft activities, flower arranging and the use of reminiscence applications on tablets. The café also provides an opportunity for carers to access support and information about caring for someone living with dementia.

Raising awareness of dementia...

Both the Chief Executive Officer (CEO) and the Care Manager of Crossroads Care are Dementia Friends Champions and have held Dementia Friends sessions for staff and trustees. The CEO of Crossroads Care is also a member of a recently formed group at the London School of Economics called MODEM (modelling outcome and cost impacts of interventions for dementia).

Future plans...

Crossroads Care plan to continue offering monthly drop-in sessions for carers to access different sources of information and hear from speakers in specialist areas. Additionally, Crossroads Care intends to develop some specialist services for male carers and those carers who have been diagnosed with cancer.

10. Health-Connected Ltd



Health-Connected builds software that delivers reminiscence and Life Story therapies to people with dementia. With a cross generational and cross cultural focus, the system supports communication between families and care providers, bringing the identity and preferences of the person with dementia to the fore and promoting better informed care. With both a B2B and consumer B2C version, importantly Re-MindMe is portable across the dementia journey, from one care sector into another.

An update on key successes so far...

Launching Re-MindMe...

Health-Connected have been building their online dementia care programme called *Re-MindMe* over the last three years. The programme focuses around reminiscence therapy and will work to increase connectivity between people living with dementia and the people in their support networks. *Re-MindMe* is due to launch in May 2015 with the system becoming available for formal carers around this time.

Building relationships locally...

Health-Connected are committed to developing local relationships and are particularly keen to work with partners in trialling *Re-MindMe* locally.

Raising awareness...

Health-Connected are keen to raise awareness about local dementia action alliances through their contacts within the technology sector.

Future plans...

Health-Connected will be launching *Re-MindMe* shortly and are keen to develop relationships with other partners in the local area.

11. Homelink Day Respite Care Centre

Homelink offer specialist nurse-led day respite for people with physical and/or mental health disabilities so that their carer can have a day's respite break.



An update on key successes so far...

Creating a dementia-friendly environment...

Homelink Day Respite Care Centre moved into new premises at the beginning of January 2015, they are now situated in a building purpose-built to provide dementia care. Homelink worked with The King's Fund and the University of Stirling to develop the interior design of the building to ensure that a dementia-friendly environment was created throughout, with particular attention paid to flooring, door colouring, safety measures and orientation. In addition to being a dementia-friendly environment, the building is eco-friendly and has been given a BREEAM excellent classification.

Expanding the range of services and activities available to clients and carers...

Homelink offer a host of different services and activities to their clients, including exercise sessions, cooking classes, quizzes, games sessions and live music entertainment. Additionally, each client has a care plan and simple health checks can be carried out at the centre. The new building has two treatment rooms so Homelink are now able to offer hairdressing and massage appointments to their clients and are looking to open this up to carers in the future. Additionally, Homelink has close links with the local church and a service is available at Homelink for those clients who wish to attend.

Developing local partnerships and training...

Homelink are part of the Carers Hub and host the Caring Café on the first Saturday of every month in association with Crossroads Care and the Alzheimer's Society.

There are 55 volunteers at Homelink who have all received Dementia Friends training. Additionally, all nursing staff and healthcare assistants have NVQ's in dementia care.

Future plans...

Homelink are planning to develop a dementia-friendly sensory garden and are keen for people to visit them to learn about developing a dementia-friendly environment. Additionally, Homelink are looking to expand the services that they offer for carers of their clients.

Hounslow and Richmond Community Healthcare NHS Trust (HRCH) is a community trust providing services to people living in the boroughs of Richmond and Hounslow. Their wide range of services includes; district nursing, community matrons, audiology, physiotherapy, diabetes care, rapid response teams and Teddington Memorial Hospital. Their primary aim is for people to be in the comfort of their home where appropriate preventing unnecessary admissions to Hospital.

An update on key successes so far...

Developing staff training...

Four members of staff have been trained to deliver a one-day dementia foundation course to frontline staff – so far approximately 200 members of staff have completed the course. A Dementia Strategy has been developed to gain board commitment for all staff to undergo appropriate dementia training. The creation of a dementia information resource for staff is underway, alongside development of a dedicated dementia webpage for the public.

Raising awareness...

HRCH have signed up to the Public Health England drive for all NHS staff to become Dementia Friends. Three members of staff are Dementia Friend Champions and have held Dementia Friends sessions for over 150 members of staff – all board members are now Dementia Friends. Dementia Friend Champions have also encouraged Clinical Commissioning Group (CCG) colleagues to become Dementia Friends by holding local sessions.

Reviewing services...

HRCH have worked with the Dementia Services Development Centre (DSDC), University of Stirling to review their community services for people living with dementia, including care pathways, clinical outcomes and patient and workforce development. Wards at Teddington Memorial Hospital have been re-designed to promote a dementia-friendly environment. HRCH have also undertaken a six month pilot to support the early diagnosis of dementia by training staff to screen for cognition and memory problems with subsequent referral to memory services if appropriate; a report of this pilot will be reviewed in due course.

Future plans...

The Director of Quality and Clinical Excellence has been awarded a Florence Nightingale Foundation Leadership Scholarship and will lead a project around developing a service to address the unmet needs of people living with dementia in the local community.

13. Integrated Neurological Services

Integrated Neurological Services work primarily with clients who have a long term neurological condition, such as Parkinson's, MS and Stroke but also provide advice, training and support to people with other long term conditions and their carers. They currently support 560 people with neurological conditions plus family carers through highly trained, experienced health and social care professionals (physio, speech and occupational therapists, social workers, counsellors and rehab assistants, all supported by over 80 dedicated volunteers). Last year INS delivered over 6,500 sessions, to enable clients and their carers to manage their conditions, maintain independence and retain a quality of life for as long as possible, when other support is simply not available. Services can be provided in small groups or on a 1:1 basis, at their centres in Hounslow and Twickenham, in the community and in individual client's homes. They offer both long term, condition-specific groups and both long and short term programmes to address specific issues.

An update on key successes so far...

Integrated Neurological Services have been leading on one of Richmond's key contracts for promoting independence amongst adults, including those with dementia, through advice and information, health and wellbeing activities, support groups, befriending, social activities, education and training, employment and volunteering opportunities.

They do this by working in partnership with a group of charities, including the Alzheimer's Society to ensure that people with dementia receive the support they need to continue to live independently in their own homes.

Their actions over the past year include providing specific dementia training to staff and volunteers, supporting Care Bill implementation by encouraging service users and carers to attend events to influence local implementation and help shape services and by working in partnership with organisations that support people with dementia and their carers.

14. London Borough of Richmond upon Thames Shared Lives Scheme



SHARED LIVES SCHEME

Shared Lives offer respite care for those caring for people with a learning disability or dementia. The person living with dementia stays with an approved Shared Lives Carer in the local community in order to give their carer a break.

An update on key successes so far...

Providing respite care in the homes of Shared Lives carers...

Shared Lives have been piloting a new service for the last two years, which offers flexible short-term respite care for people living with dementia. The flexibility of the service is a key feature as it may be possible for carers to provide respite care for people living with dementia for as little as a couple of hours up to a maximum of a couple of weeks.

Recruiting and preparing carers for the pilot...

Existing Shared Lives carers have been recruited to take part in the pilot and a marketing campaign to promote the service has taken place. As part of this campaign, members of the Shared Lives team have engaged with carers groups, healthcare professionals, social care teams and the Access team at the Council to raise awareness of the service.

To facilitate the service, some carers homes have been fitted with equipment to enable them to safely provide care in their own homes through the Council's Access team. Additionally, Shared Lives have been able to purchase some of their own equipment, which has subsequently been loaned to carers on a short-term basis when needed.

Shared Lives support the development of their carers through providing their own training package as well as providing opportunities for carers to take part in distance-learning with online support using both Social Care Institute for Excellence (SCIE) and Council resources.

Future plans...

The pilot service is under review at present to ensure the pilot has met its key objectives and hopes to continue to offer this new service for people living with dementia in the future.

15. Adults Workforce Development Team

The Adults Workforce Development Team (AWFD) is committed to providing learning and development opportunities for staff working in statutory agencies and supporting the private and voluntary sectors in maintaining a suitably qualified and trained workforce. Their overall aim is to enable the social care workforce to work in a more integrated way and improve the quality and delivery of their services for their service users, Carers and local communities. Their learning and development programmes aim to meet the specific needs of those people working with service users who may have mental health problems, dementia, learning disabilities, physical disabilities, neurological disabilities and serious illness. Where required, the Adults Workforce Development Team, will commission specialist courses and learning opportunities to meet the needs of the statutory and local workforce.

An update on key successes so far...

Adult Workforce Development team have been working to develop and roll out training models around dementia to enable the private, voluntary and independent sector organisations to delivery dementia training within their own organisations. The team have been improving integrated working across the voluntary and private sector by providing communication channels such as a newsletter, best practice provider forum and social media. They have also been working to increase the inclusion of service users living with dementia and carers in their learning and development programmes. Adult Workforce Development have also presented their dementia awareness online training resources at a Dementia Action Alliance meeting to encourage other member organisations of Richmond DAA to improve dementia awareness amongst their employees.

16. Corporate Partnership and Policy Team

The Corporate Partnership and Policy Team leads on partnerships with the statutory and voluntary sector, housing policy and community safety for the London Borough of Richmond upon Thames.

An update on key successes so far...

The Corporate Partnerships and Policy Team have rolled out awareness training to enable the team to understand how they can support people with dementia and their carers through their work in housing policy, community safety, working with the voluntary sector and in community planning.

The Community Safety Team are undertaking work to develop systems to support people with mental health issues (including those with dementia) and other vulnerabilities who are impacted by anti-social behaviour.

Staff have been promoting dementia friendly communities and Richmond DAA at community events via the village planning process to encourage active participation in creating a dementia friendly community.

Future plans...

The village planning team are exploring ideas to create 2 dementia friendly villages with support from Richmond Health and Wellbeing Board and will be working closely with Richmond DAA to involve local partners in 2 villages to raise awareness of dementia in these villages and encourage local organisations and services to adopt dementia friendly environments and practices.

17. Parks and Open Spaces

London has some of the best examples of urban parks in the country and the London Borough of Richmond upon Thames is renowned for having some of the highest quality open space in the capital. The Council's Parks and Open Spaces Department has an enthusiastic Parks Team, who are dedicated to improving our parks and open spaces through the Capital Investment Programme which focuses on:

- Physical improvements - hard and soft landscaping
- Improving accessibility - better paths and entrances
- Improving facilities - play, sports, pavilions, benches, bins and signage
- Working in partnership with users and other stakeholders
- Establishing Friends groups and supporting community involvement

An update on key successes so far...

Richmond Parks and Open Spaces team within Richmond council has been seeking ways of making the borough parks more dementia friendly by seeking the views of professionals that work with people with dementia as well as people with dementia that use their local parks to understand how the parks can be improved, including at the design and build stages. They have been improving the understanding of the workforce within the parks to have a greater awareness of dementia so they can better support people with dementia to continue to access the parks and encourage healthy lifestyles.

Future plans...

The council is looking at focusing on developing 2 dementia friendly villages within the borough and will be incorporating dementia friendly parks within this process to ensure that village parks are accessible and friendly places for people with dementia and carers to spend time in.

18. Public Health Team

Public Health Team - London Borough of Richmond upon Thames

Public Health is a department within Richmond council that is responsible for all health matters, including health improvement, health protection and public health healthcare services.

An update on key successes so far...

Chairing Richmond DAA...

The Director of Public Health (Dr Dagmar Zeuner) at Richmond council is the Chair for Richmond Dementia Action Alliance and has been heavily involved in setting up the alliance and working with a variety of partners towards the goal of making the borough dementia friendly. Dagmar has also presented at a Capita Conference on Dementia to encourage other local areas to develop Dementia Action Alliances and to share some of the learning and successes from Richmond DAA.

Raising awareness...

The Public Health team have watched the Dementia Friends video at a team meeting and have been encouraged to do the SCIE online training on dementia to improve awareness.

Adopting healthy lifestyles...

Public Health lead on the boroughs health checks programme which helps to identify risk factors for health conditions. Those aged 65 or above attending a Health Check, will be given the opportunity to discuss awareness of dementia and are guided through a dementia leaflet developed by the Department of Health. This leaflet is specifically related to vascular dementia and advises patients about symptoms and ways of reducing their risk by adopting a healthy lifestyle

Future plans...

The Director of Public health will be involved in the development of Richmond first joint dementia strategy which is being developed in 2015-16. The Public Health team will be key to providing a dementia needs analysis in order to understand the current and future needs of people with dementia and their carers to inform future commissioning arrangements.

19. London Fire Brigade, Richmond

The London Fire Brigade is the busiest fire and rescue service in the country and one of the largest firefighting and rescue organisations in the world. The Brigade is responsible for protecting the people of London through prevention, protection and response in terms of Fire and other emergencies. They provide advice and guidance for members of the public in all aspects of fire safety in the home as well as providing support to Businesses in relation to their responsibilities arising from Fire Safety legislation.



An update on key successes so far...

Residential and care home project...

The London Fire Brigade in Richmond has set up a residential and care home project through which they have already visited one hundred different homes in the Borough. The first round of visits, which has now been completed was used to draft information about the premises of the homes in order to better inform crews of the layout of the homes should they be called out in an emergency. The team involved in the project now intends to re-visit the homes in order to deliver community safety advice.

Raising awareness...

The London Fire Brigade in Richmond has a dedicated lead for dementia who has been an active participant in RDAA meetings. Additionally, crews receive regular training on working with vulnerable people, which would include people living with dementia. The London Fire Brigade in Richmond is working towards ensuring that dementia awareness is embedded in this training.

Future plans...

The London Fire Brigade in Richmond are keen to continue building partnerships within and outside of the RDAA in order to find and reach 'higher risk' groups of people, including those people living with dementia, so that they can prioritise these groups for intervention work. Additionally, the London Fire Brigade in Richmond are keen to hold Dementia Friends training sessions for their crews and other staff.

20. Metropolitan Police, Richmond

The Metropolitan Police Service is committed to delivering a World Class Service to the residents and visitors to London. They aim to do this by Total Policing which means; a total war on crime, total care for victims, and total professionalism from staff. Metropolitan Police objectives are; to cut crime, cut costs, and continue to develop the culture of the organisation. They will achieve this with; humility, integrity and transparency. The ambition is to develop making the Met the best police service in the world.



An update on key successes so far...

Raising awareness...

The Metropolitan Police in Richmond have a trained Dementia Friend Champion, who has been an active participant at RDAA meetings and has held sessions for internal staff to raise awareness of dementia, resulting in a total of about forty staff becoming Dementia Friends.

In liaison with the Alzheimer's Society, the Metropolitan Police in Richmond have held several sessions over the last year directed at carers of people living with dementia. These informal sessions were held in small groups with the key theme being to address safety issues faced by carers of people living with dementia and identifying how the police can assist in emergency situations.

Working with partners...

The Metropolitan Police in Richmond plan to establish a memorandum of understanding with each of the nine Health Trusts responsible for care across the Metropolitan Police Service to ensure the best care pathway is identified and partner held accountable for actions taken on behalf of the service users.

Future plans...

The Metropolitan Police Service in Richmond will continue to develop their partnership working with Health Trusts.

21. My Life Films

My Life Films creates a unique and upbeat account of the life of a person living with dementia. The films act as an emotional stimulus and aid for the person and their carers during all stages of dementia. Each film will feature memorable and happy chapters from the person's life, using still images and video from family archives, interviews with family and close friends, and favourite music tracks.

An update on key successes so far...

Making films for people living with dementia in the Borough...

My Life Films create a film for the person living with dementia and an additional shortened version for their carer in order for carers to be able to better understand the person they are caring for. My Life Films successfully made 15 films for people living with dementia over the last year; films are tailored to meet each client's individual needs for example, if a client is hard of hearing, there may be more emphasis on the use of images over sound.

Building local partnerships...

My Life Films have worked across the Borough, including in Mortlake, Teddington, East Sheen and Twickenham and have worked with local partners including Home Instead Senior Care, Barnes Hospital, Dalemead Care Home and the Cedar Road branch of Richmond Homes for Life Trust in order to raise awareness of their work. Additionally, My Life Films work with local filmmakers and in doing so raise awareness of dementia throughout the Borough as well as encouraging inter-generational working.

Future plans...

My Life Films are a not-for-profit organisation and offer their films to clients at the cost of £1; they have been successful in their application for a grant from Richmond Parish Lands Charity for the next year and aim to complete 30 films for people living with dementia in this time.

22. Richmond Carers Centre

Richmond Carers Centre provides information, advice and support to adult and young carers living and or caring in the London Borough of Richmond upon Thames. Their services include one to one carers support (advice and information, informal emotional support, links to other support services), a wellbeing service (counselling and complementary therapies), social and leisure opportunities, information and learning workshops and regular information. Richmond Carers Centre leads the local Carers Hub Service - working with 8 other local voluntary sector organisations to support and deliver a range of generic and specialist services to local unpaid carers.



An update on key successes so far...

Raising awareness...

The Richmond Carers Centre has encouraged all their partners within the Carers Hub Service to sign up to the RDAA through promoting the work of the alliance at their quarterly management meeting – to date half of their partners are members of the RDAA.

Promoting support to local carers...

The Richmond Carers Centre continues to actively promote services and support available locally to carers who care for someone living with dementia. Additionally, the Caring Café, which is part of the Carers Hub Service and run by Crossroads Care in partnership with the Alzheimer's Society, is held at Homelink Day Respite Care Centre and Sheen Lane Day Centre and is promoted through quarterly online newsletters.

Future plans...

Richmond Carers Centre intends to hold a Dementia Friends training session for all of their staff and to encourage their remaining partners who form the local Carers Hub Service to sign up to the RDAA.

23. Richmond Music Trust

Richmond Music Trust is a provider of music tuition and music therapy. One of their objectives is to provide music therapy to people with dementia and related conditions, offering 1:1 and group sessions from their therapy rooms in

Twickenham and Kingston and also on an outreach basis with sessions taking place in residential homes, private homes and day centres.



An update on key successes so far...

Music therapy...

The Richmond Music Trust has two ongoing music groups that run weekly in the Borough; one is hosted at the Woodville Centre in Ham and the other is hosted at Homemead in Teddington. There are usually ten to fifteen participants in each group and the sessions last for an hour; the workshops are flexible and a wide range of instruments are available for people living with dementia to play, with musical reminiscence, including singing encouraged.

The Richmond Music Trust also offer one-to-one music sessions, where life stories are shared and clients are encouraged to make music, in this way staff build up relationships with regular clients and support them with music therapy throughout the course of their life. Additionally, the Richmond Music Trust has developed a music therapy room for adults and children with a wide range of conditions including people living with dementia, which is located in the Royal Borough of Kingston upon Thames.

Future plans...

The Richmond Music Trust is keen to create more music therapy groups for people living with dementia and would be keen to set up pilot projects with local partners.

24. Richmond Wellbeing Service

Primary Mental Health Service, including talking therapy and specialist mental health.



An update on key successes so far...

Supporting carers...

The Richmond Wellbeing Service routinely identifies carers at registration with the service and as part of the initial assessment process. As part of assessment and subsequently during the care pathway carers are offered information about resources within the locality to support their caring role. Where appropriate clinicians directly refer carers to the carers' hub and other local resources.

Raising awareness...

The Richmond Wellbeing Service has promoted Dementia Friends training sessions to all of their team and staff have reported that they have found the Dementia Friends videos helpful in raising their awareness of dementia. The service has established care pathways for detection and referral of people with early symptoms of dementia.

Future plans...

The Richmond Wellbeing Service is keen for a staff member to be available to attend future RDAA meetings. RWS will continue to maintain effective methods for detection and referral of people presenting with early symptoms of dementia. We have on-going development activities for age and context sensitive care pathways that will be appropriate for carers of people with dementia.

25. Right at Home (Twickenham to Weybridge)

Right At Home provides premium, unhurried care and assistance to elderly and disabled adults in the comfort of



their own homes. Right At Home's care team is trained and ready to assist those living with dementia as part of the ongoing development of their vital skills. Whether providing 24 hour live-in care, or simply providing short term respite, their service is committed to giving positive, considered dementia care. By liaising with local specialist bodies in the Richmond and Surrey area, Right At Home has taken a deliberate policy of acquiring the latest thinking and techniques so that in the future all staff will be well-equipped and confident in supporting someone living with dementia and their family.

An update on key successes so far...

Raising awareness and partnership working...

Right at Home offer training to their carers each week from a dementia specialist and additionally would be keen to offer training to carers of people living with dementia in the future. Some of the team from Right at Home delivered an information and advice session for carers of people living with dementia, which was hosted at Homelink Day Respite Care Centre.

Additionally, a team member from Right at Home was involved in creating some photography work, which has subsequently been donated to Homelink Day Respite Care Centre to form part of their new building.

Future plans...

The team at Right at Home is keen to develop relationships with local partners, particularly to arrange talks to raise awareness of dementia. Additionally, Right at Home would like to develop the opportunity of welcoming carers of people living with dementia to training sessions. Additionally, Right at Home are hoping to roll out a new 'Dementia Delay' campaign and part of this work will involve developing activities for older people.

26. Skills for Care SW London

Skills for Care are the workforce development body for adult social care. They ensure that the adult social care workforce has the appropriately skilled people in the right places working to deliver high quality social care. To achieve this, they focus on the attitudes, values, skills and qualifications people need to undertake their roles. Skills for Care has a team of Locality Managers supporting employers across London with information, resources and easy-to-use tools.



An update on key successes so far...

Raising awareness...

Skills for Care have a dedicated Dementia Link Officer for London who is also a Dementia Friends Champion; in total Skills for Care have 10 Dementia Friends Champions who have successfully delivered Dementia Friends sessions to all of their staff.

Skills for Care have also worked to raise awareness of dementia and dementia action alliances to their partners. Through regular email updates to approximately 750 health and social care organisations, Skills for Care have raised awareness of the pan London and local DAAs and additionally held an event for their partners on how to support people to live well with dementia.

Shared learning...

Skills for Care encourage and promote the use of their free dementia learning resources to health and social care organisations across South West London and additionally are due to complete a report on the dementia-friendly community pilot sites that they have been funding throughout the country and would be keen to share the learning from this with members of the RDAA once the report has been completed.

Future plans...

Skills for Care are in the process of producing a resource for health and social care practitioners on supporting people living with dementia who also have another long-term condition and will be hosting an event to launch this. Additionally, Skills for Care would be keen for their Dementia Friends Champions to hold Dementia Friends sessions for local partners.

27. South West London St George's NHS Trust

The Richmond Older People's Community Mental Health Teams (CMHTs) deliver high quality, effective mental health assessment, treatment and social care in a range of settings, with an emphasis on community care to older people. The teams form part of a planned and integrated whole system approach to care that delivers in conjunction with Social Care, Improving Access to Psychological Therapies (IAPT), Crisis and Home Treatment Teams, Acute Inpatient, specialist services and the voluntary sector.

An update on key successes so far...

Role integration...

The Trust has been referring people from the Memory Assessment Clinic who have recently been diagnosed with dementia to Dementia Advisors and Support Workers at the Alzheimer's Society. Dementia Advisors and Support Workers are ideally placed to provide information about the diagnosis of dementia and also to signpost people to additional services that are locally available and which they might want to access.

Raising awareness...

The Trust delivers educational and training sessions on dementia for local health and social care professionals. Sessions take place two to three times a year and are usually led by doctors, community psychiatric nurses and psychologists. Workshops have been held in GP practices and care homes and sessions have covered wider issues such as one of the more recent talks '*Dementia – a person-centred approach*', which focused on how to cope with difficult behaviours.

Future plans...

The Trust is developing a new pilot to allow Community Matrons with concerns about patients with memory problems to refer directly to the Memory Assessment Clinic.

28. United Response - Richmond

United Response is a national charity that works with adults, children and young people with learning disabilities, mental health needs or physical disabilities. Their mission is to ensure that individuals with learning disabilities, mental or physical support needs, have the opportunity to live their lives to the full. Their vision is a society where everyone has equal access to the same rights and opportunities.



An update on key successes so far...

Developing and establishing a local forum for older people...

United Response are keen to develop a local forum where older people can come together to take part in activities with others who share the same interests. Initial plans are to invite older people with existing skills to run these groups independently with support from the team at United Response particularly for those people who might need to be signposted to other local services. United Response is currently at the stage of recruiting volunteers to undertake activities for this project with support from their own team.

Future plans...

United Response is keen to work with other local partners to develop their plans and is looking to raise awareness of this particular project with an event in April to encourage volunteers to join up to take part in the project.

29. The Woodville Centre at Ham

The Woodville Centre at Ham is a day centre for people with moderate to severe dementia, which is open all year round – 365 days a year. The centre supports people with dementia and their carers by offering diverse activities, regular carer support meetings and organising intergenerational events. Regular activities include flower arranging, afternoon tea dances, cookery, craft groups, badminton and indoor cricket. The venue is set in beautiful grounds with a sensory garden, water features, aromatic and visually pleasing flowers and shrubs. They liaise with health and other professionals, whilst also offering chiropody, hairdressing and aromatherapy. They aim to provide a homely happy, holistic centre for our attendees.

An update on key successes so far...

Dental visits...

Woodville are keen to explore the possibility of introducing regular health checks for attendees living with dementia and their carers. So far, two dental service visits have been hosted at the day centre where dentists and dental hygienists visited the centre and held private appointments for attendees and their carers. The service has proved popular and as such, there are plans to schedule further visits.

Inter-generational events...

Through regular engagement with the community, Woodville continue to raise awareness of their services and encourage inter-generational working – from nursery school children visiting for a summer tea party to student placements for those studying Health and Social Care at Richmond College, the Woodville Centre hosts a wealth of volunteers throughout the year and encourages inter-generational events.

Talking mats...

Finally, an innovative communication tool has recently been introduced at Woodville with the purchase of two talking mats to aid communication and decision-making between staff and clients. Two members of staff have been trained to use the mats and there is the potential for the mats to be loaned out to carers.

Future plans...

The Woodville Centre is developing a health check programme for the carers of their visitors with dementia – this may include blood pressure measurement and advice about healthy lifestyles and stress management.

30. Dementia Friendly Hospitals

On October 15th 2012 the National Dementia Action Alliance, in partnership with the NHS Institute for Innovation and Improvement, launched a Call to Action for the improvement of care for people with dementia in Acute Hospitals. The goal was that by March 2013 every hospital in England will have committed to becoming a dementia friendly hospital.

Clinical, Academic and Managerial colleagues have steered the focus of dementia friendly hospitals on improving five key areas:

- The environment in which care is given
- The knowledge, skills and attitudes of the workforce
- The ability to identify and assess cognitive impairment
- The ability to support people with dementia to be discharged back home
- The use of a person centred care plan which involves families and carers.

Improvements in these areas could lead to reduced readmission rates, preventing falls across the country, reducing the mortality rate of people with dementia in acute care, and improving the sense of pride and wellbeing in staff who care for people with dementia in acute hospitals.

The two main acute trusts used by patients in Richmond borough are West Middlesex University Hospital and Kingston Hospital, both of which had signed up to the National Dementia Declaration and drawn up an action plan prior to the launch of Richmond DAA.

Kingston Hospital

Kingston Hospital have used a 5-point plan, taken from the DAA and NHS Institute for Innovation and Improvement, called 'Making SPACE for good dementia care,' and focuses on:

- Staff who are skilled and have time to care (workforce)
- Partnership-working with carers
- Assessment and early identification of dementia
- Care plans – person-centred and individualised
- Environments – dementia-friendly environments

West Middlesex University Hospital

West Middlesex University Hospital have an extensive action plan which covers a number of different aspects of the care they provide including:

- Raising the profile of dementia throughout the organisation

- Maintaining a multi-disciplinary dementia steering group
- Develop a dementia friendly space for use by people with dementia and their carers
- Introduction of the 'this is me' document on all wards
- Dementia training programme for staff
- Active encouragement of carers to be involved in care of person with dementia
- Dementia representation at Older People's Scrutiny Panel to contribute towards development of older people's strategy
- Introducing the Butterfly Scheme on all wards
- Help to achieve CQUIN by embedding screening, assessment and referral for all patients aged 75 and over
- To work with community partners to ensure a seamless patient journey

We have not been able to get an update of progress against these plans and hope to engage more closely with our hospitals in 2015-16 in order to understand the impact they are having on the care of people with dementia and their carers.

4. Appendix B: National Dementia Declaration Action Plan

National Dementia Declaration Action Plan

Sign up to the Declaration!

The National Dementia Declaration lists seven outcomes that the Dementia Action Alliance (DAA) are seeking to achieve for people with dementia and their carers.

The Declaration and its history can be viewed at:

<http://www.dementiaaction.org.uk/nationaldementiadeclaration>

The organisation listed below agrees to sign up to the Declaration and commits to delivering it through the actions listed below: Yes [] No []

Organisation name

Organisation Logo

Please attach your organisation's logo in jpeg format when returning this Action Plan via email to: dementiaactionalliance@richmond.gov.uk - it will be displayed on the Dementia Action Alliance website alongside your Action Plan.

Contact Details

Contact Name and Role:	
Address:	
Phone:	
Email:	
Website:	

Are you willing for us to share your contact details with fellow Dementia Action Alliance members: Yes [] No []

Organisation Details

From the following list, please highlight in bold the relevant words that best reflect your organisation.

Region

East of
England
 East
Midlands

London
 National
 North East
 North West

South East
 South West
 West
Midlands

Yorkshire
and Humber

Sector

- | | | | |
|--|---|---|------------------------------|
| <input type="checkbox"/> Arts | <input type="checkbox"/> Hospitality | <input type="checkbox"/> Retail | <input type="checkbox"/> The |
| <input type="checkbox"/> Care | <input type="checkbox"/> Medical | <input type="checkbox"/> Transport | <i>Dementia Care</i> |
| <input type="checkbox"/> Communication | <input type="checkbox"/> Membership | <input type="checkbox"/> Utility | <i>and Support</i> |
| <input type="checkbox"/> Emergency | <input type="checkbox"/> Pharmaceutical | <input type="checkbox"/> Voluntary | <i>Compact</i> |
| <i>Services</i> | <input type="checkbox"/> Public sector | | |
| <input type="checkbox"/> Finance | <input type="checkbox"/> Recreation | <input type="checkbox"/> Other: | |
| <input type="checkbox"/> Health | <input type="checkbox"/> Research | <input type="checkbox"/> The Right Care | |

Organisation Summary

Please write a brief summary here of what your organisation does:

The following questions allow you to state what you intend to do by 2014 to transform the quality of life for people with dementia. This will be published on the Dementia Action Alliance website.

1. The National Dementia Declaration lists a number of outcomes that we are seeking to achieve for people with dementia and their carers. How would you describe your organisation's role in delivering better outcomes for people with dementia and their carers?

Your response could include a national AND local role. Consider your organisation's role in influencing and supporting the work of other organisations as well as the projects you deliver. (200 words)

Please write your answer to question 1 here:

2. What are the challenges to delivering these outcomes from the perspective of your organisation?

Your response could include your members' understanding of dementia. A training body might say there is no agreement on appropriate core curricula. (150 words)

Please write your answer to question 2 here:

3. What are your plans as an organisation to respond to these challenges between now and 2014?

Please include three actions or more.

Action:

Include brief title and description of your action.

You could describe activities that are already happening or those being planned. Additionally, you might want to consider whether there are other opportunities to incorporate dementia into your general work. For example, is there work you are currently progressing that could benefit people with dementia and their carers? Where could you commit to dementia being supported within that work?

The scope of activity you describe could be anything that you are doing that relates to people with dementia along the dementia care pathway, from awareness of dementia, through diagnosis to the end of life. It could relate to outcomes for people in any setting - the community, hospitals, and care homes. It could include descriptions of national and local activities that your organisation will be delivering.

Please put together a bulleted list that contains no more than 10 Actions. The more specific the list can be, with milestones, the more useful it will be for your organisation.

Your Action Plan will be published on the Dementia Action Alliance website, so please highlight in bold the relevant words that best reflect your actions. See *example below*:

Action Title:

Improve the Skills of the Dementia Care Workforce

Action Description:

We will improve the skills of the dementia care workforce by developing and delivering high quality education programmes to staff across a range of dementia care settings and through the use of our approved trainer scheme.

Status: Planning

Related Topic: Care for people with dementia, information for people with dementia and carers, people and skills.

2. Status:

Please highlight in bold the relevant word for each action or add your own.

- | | | |
|--|---|--|
| <input type="checkbox"/> <i>Case Study</i> | <input type="checkbox"/> <i>Initial Scoping</i> | <input type="checkbox"/> <i>Launch event –</i> |
| <input type="checkbox"/> <i>Delivery</i> | <input type="checkbox"/> <i>Planning</i> | <i>advocacy</i> |
| <input type="checkbox"/> <i>Implementation</i> | <input type="checkbox"/> <i>Uncompleted</i> | <input type="checkbox"/> <i>Other:</i> |
-

3. Related Topic:

Please highlight in bold the relevant word for each action or add your own.

- | | | |
|---|--|---|
| <input type="checkbox"/> <i>Anti-psychotics</i> | <input type="checkbox"/> <i>Care in hospitals</i> | <input type="checkbox"/> <i>Dignity</i> |
| <input type="checkbox"/> <i>Assistive technology</i> | <input type="checkbox"/> <i>Commissioners</i> | <input type="checkbox"/> <i>Early diagnosis</i> |
| <input type="checkbox"/> <i>Care for people with dementia</i> | <input type="checkbox"/> <i>Dementia awareness</i> | <input type="checkbox"/> <i>Dementia Friendly Communities</i> |

- End of life*
- Environment*
- Funding*
- Inclusion*
- People and skills*

- Information for people with dementia and carers*
- Money*
- Quality standards*

- Prime Minister's Challenge*
 - Supporting carers*
 - Other*
-

Action Title:

Action Description:

Status:

Related Topic:

2. Status:

Please highlight in bold the relevant word for each action or add your own.

- | | | |
|--|---|--|
| <input type="checkbox"/> <i>Case Study</i> | <input type="checkbox"/> <i>Initial Scoping</i> | <input type="checkbox"/> <i>Launch event –</i> |
| <input type="checkbox"/> <i>Delivery</i> | <input type="checkbox"/> <i>Planning</i> | <i>advocacy</i> |
| <input type="checkbox"/> <i>Implementation</i> | <input type="checkbox"/> <i>Uncompleted</i> | <input type="checkbox"/> <i>Other:</i> |
-

Action Title:

Action Description:

Status:

Related Topic:

2. Status:

Please highlight in bold the relevant word for each action or add your own.

- | | | |
|--|---|--|
| <input type="checkbox"/> <i>Case Study</i> | <input type="checkbox"/> <i>Initial Scoping</i> | <input type="checkbox"/> <i>Launch event –</i> |
| <input type="checkbox"/> <i>Delivery</i> | <input type="checkbox"/> <i>Planning</i> | <i>advocacy</i> |
| <input type="checkbox"/> <i>Implementation</i> | <input type="checkbox"/> <i>Uncompleted</i> | <input type="checkbox"/> <i>Other:</i> |
-

3. Related Topic:

Please highlight in bold the relevant word for each action or add your own.

- | | | |
|---|---|--|
| <input type="checkbox"/> <i>Anti-psychotics</i> | <input type="checkbox"/> <i>Dementia Friendly Communities</i> | <input type="checkbox"/> <i>Money</i> |
| <input type="checkbox"/> <i>Assistive technology</i> | <input type="checkbox"/> <i>End of life</i> | <input type="checkbox"/> <i>Quality standards</i> |
| <input type="checkbox"/> <i>Care for people with dementia</i> | <input type="checkbox"/> <i>Environment</i> | <input type="checkbox"/> <i>Prime Minister's Challenge</i> |
| <input type="checkbox"/> <i>Care in hospitals</i> | <input type="checkbox"/> <i>Funding</i> | <input type="checkbox"/> <i>Supporting carers</i> |
| <input type="checkbox"/> <i>Commissioners</i> | <input type="checkbox"/> <i>Inclusion</i> | <input type="checkbox"/> <i>Other</i> |
| <input type="checkbox"/> <i>Dementia awareness</i> | <input type="checkbox"/> <i>People and skills</i> | |
| <input type="checkbox"/> <i>Dignity</i> | <input type="checkbox"/> <i>Information for people with dementia and carers</i> | |
| <input type="checkbox"/> <i>Early diagnosis</i> | | |
-

Action Title:

Action Description:

Status:

Related Topic:

2. Status:

Please highlight in bold the relevant word for each action or add your own.

- | | | |
|--|---|--|
| <input type="checkbox"/> <i>Case Study</i> | <input type="checkbox"/> <i>Initial Scoping</i> | <input type="checkbox"/> <i>Launch event –</i> |
| <input type="checkbox"/> <i>Delivery</i> | <input type="checkbox"/> <i>Planning</i> | <i>advocacy</i> |
| <input type="checkbox"/> <i>Implementation</i> | <input type="checkbox"/> <i>Uncompleted</i> | <input type="checkbox"/> <i>Other:</i> |
-

3. Related Topic:

Please highlight in bold the relevant word for each action or add your own.

- | | | |
|---|---|--|
| <input type="checkbox"/> <i>Anti-psychotics</i> | <input type="checkbox"/> <i>Dementia Friendly</i> | <input type="checkbox"/> <i>Money</i> |
| <input type="checkbox"/> <i>Assistive technology</i> | <i>Communities</i> | <input type="checkbox"/> <i>Quality standards</i> |
| <input type="checkbox"/> <i>Care for people with dementia</i> | <input type="checkbox"/> <i>End of life</i> | <input type="checkbox"/> <i>Prime Minister's Challenge</i> |
| <input type="checkbox"/> <i>Care in hospitals</i> | <input type="checkbox"/> <i>Environment</i> | <input type="checkbox"/> <i>Supporting carers</i> |
| <input type="checkbox"/> <i>Commissioners</i> | <input type="checkbox"/> <i>Funding</i> | <input type="checkbox"/> <i>Other</i> |
| <input type="checkbox"/> <i>Dementia awareness</i> | <input type="checkbox"/> <i>Inclusion</i> | |
| <input type="checkbox"/> <i>Dignity</i> | <input type="checkbox"/> <i>People and skills</i> | |
| <input type="checkbox"/> <i>Early diagnosis</i> | <input type="checkbox"/> <i>Information for people with dementia and carers</i> | |
-

Please complete this form and return by email to:

dementiaactionalliance@richmond.gov.uk

And please don't forget your logo! Thank you!

5. Appendix C: Topic guide for telephone interviews

1. Have you **done anything** to make your service/business **more dementia-friendly**?

Follow the lead of the phone-call receiver.

When conversation naturally finishes...

- a. Ask specifically about their **actions**

2. Have you any **evidence** that these actions have had any **impact on people**?

Follow the lead of the phone-call receiver.

When conversation naturally finishes, ask about the impact on the following groups of people:

- a. People living with dementia
- b. Carers of people living with dementia
- c. Employees
- d. Employers
- e. General public

Do not have to ask for all of these groups necessarily.

3. What's **getting in the way** of you achieving the actions?

Follow the lead of the phone-call receiver.

When conversation naturally finishes, prompt with the following suggestions:

- a. Time
- b. Money

4. What would you like to do next?

Follow the lead of the phone-call receiver.

When conversation naturally finishes, prompt with the following suggestions:

- a. Actions
- b. RDAA

5. What are your expectations of the RDAA?

Follow the lead of the phone-call receiver.

When conversation naturally finishes, prompt with the following suggestions:

- a. Training
- b. Networking