DRAFT
DEMENTIA STRATEGY
2015 – 2018
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1. Foreword

The rising numbers of people with dementia in Wales is a trend which is common across the United Kingdom. By 2021, the number of people with dementia across Wales is projected to increase by 31%. This trend will also present some specific challenges for Bridgend, as recent research undertaken by the Western Bay Collaborative shows that the projected number of people with dementia in Bridgend is greater than the other local authorities in the region.

What we know from people living with dementia, their carers and families is that if people receive an early diagnosis of dementia and are given access to appropriate information, support and care, it is possible to live well with dementia.

Our ambition in this strategy and delivery plan must be to ensure that people at whatever stage of their condition are given the best chance to live well and to be as active a part of family and community life as they can. We must do all we can to ensure that people who need support and treatment receive it at the right time, at the right place by the right person. It is therefore a priority that we develop more closely integrated services, more comprehensive pathways of care and a greater awareness and understanding of the needs of people with dementia and those who care for them, such as their families and carers.

Our approach to commissioning services for people living with dementia recognises the need to modernise our services with growing demand and expectations in a challenging financial context. Our aim is to build on positive approaches with our partners across the region to plan and deliver effective services that have service users and carers at the heart of the commissioning process.

It is our aim that this strategy and delivery plan will enable a better quality of life for people living with dementia and those who care for them, where they are treated with dignity, respect and receive the help and support they need. Our long-term vision is to create ‘Dementia Supportive Communities’. To do this will require a change in attitudes and behaviour towards dementia at all levels of society.

Susan Cooper  
Corporate Director – Social Services and Wellbeing  
Bridgend County Borough Council
Our Vision for…

Adult Social Care

The vision for Adult Social Care throughout the next ten years, as set out in the Adult Social Care Commissioning Plan (2010-2020), is ‘to promote independence, wellbeing and choice that will support individuals in achieving their full potential in healthier communities’.

It is our aim to make our approach person-centred, accessible, flexible and responsive for those in greatest need and to enable people to maintain their independence for as long as possible in their own homes and local communities. The Council is dedicated to providing quality responses that are sustainable and flexible in order to meet current and future needs and demands.

ABMU

ABMU to provide a health equivalent of BCBC’s ASC Vision above…

Dementia services

We want to make a positive difference to the lives of people living with dementia in Bridgend County, so that they can live well with dementia.

2. Current Position

Dementia is an umbrella term – it describes the symptoms that occur when the brain is affected by certain diseases or conditions. There are many different types of dementia (over 100 different types), though some are far more common than others.

All types of dementia are progressive, which means that the person’s ability to remember, understand, communicate and reason gradually declines over time. However, many people with dementia lead active and fulfilling lives for many years.

(Alzheimer’s Society, 2014)

UK

- There are currently **850,000** people in the UK living with dementia.
- Only **42–49%** of people with dementia receive a diagnosis – often this is too late to enable them to plan their support and care needs.
- In the next 10 years (by 2025), the number of people with dementia is projected to rise to over **1 million**.
- Dementia currently costs the UK economy over **£26 billion** a year.
• 1 in 3 people over 65 years of age will die with a form of dementia (Alzheimer’s Society 2011)
• More than 40,000 younger people (under the age of 65) in the UK have dementia – early-onset dementia.

Wales

• There are currently 43,614 people in Wales living with dementia.
• By 2021, the number of people with dementia across Wales is projected to increase by 31% and by as much as 44% in some rural areas.

Bridgend

• In 2001, 1,461 people in Bridgend had a diagnosis of dementia.
• In 2011 this number had increased to 1,704.
• By 2030, this is predicted to rise to over 3,000 (doubled since 2001).

Gaps – what don’t we currently have in Bridgend?

• Dynamic and innovative approach – very traditional in our models & approach
• Detailed understanding of what is currently available
• Understanding of access points and coordination of how people access services, resources and support
• Not maximising use of assistive technology
• Effective coordination/communication/information – no strategy in place
• Provision for younger adults with dementia (early-onset dementia)
• Prevention and early intervention
• Early pathways (Part 1)
• Community drug & alcohol provision

3. Challenges

Anyone can be affected with dementia. However, the Alzheimer’s Society reports that the following groups of people are at greatest risk:

• Older People: Dementia is more common as people age. One in 14 people aged 65+, one in 6 people aged 80+, and one in three people aged 95+ has a form of dementia;
• Learning Disability: Studies have reported increased rates of dementia in people with Down’s syndrome;
• Females: Dementia is more common in women than men. The UK Dementia report estimated that 5.1% of men and 7.4% of women within Bridgend aged 65+ will experience some form of dementia (Alzheimer Society et al 2007)

There are also a number of national and local factors that impact on Health and Adult Social Care, which are key factors in our strategic planning, such as:-
• **Demographics** – it is expected that demand on all health and social care services will grow due to the anticipated demographic changes in Bridgend. Projections indicate that Bridgend will see an increase of people with dementia. In order to facilitate choice, control and long-term independence, we need to explore and invest in a range of preventative and supportive services within the community.

• **Substance Misuse** – Korsakoff’s syndrome is a brain disorder usually associated with heavy alcohol consumption over a long period. In Bridgend, 45% of adult respondents to the Welsh Health Survey reported that their daily alcohol consumption was above guideline amounts. The number of referrals in Bridgend for alcohol misuse in 2012/13 was 364 (StatsWales).

• **Carers** – according to 2011 Census data there were 17,919 carers in Bridgend, it is acknowledged that this figure is likely to be much lower than the actual number of carers in the area. The Social Services and Well-Being (Wales) Act 2014 places carers on an equal footing to those they care for and ensures access to assessments and the appropriate services. In addition, The Carers Strategy (Wales) Measure 2010 also places new legal duties on the NHS and Local Authorities to work together in consultation with carers to publish and implement a joint Carers Information and Consultation Strategy.

• **Financial drivers** – the NHS and Local Authorities are facing a challenging financial future and will have to face difficult decisions in terms of services and how they will be delivered. The financial climate and the need to make efficiencies requires us to look at innovative ways of service improvement, including collaborative models and to review the balance between what is directly owned and provided by the Local Authority and what is provided by external partners. Although the current financial situation is important, the key driver for this strategy is to develop the way services are delivered and support is provided, to make them more person-centred and focused on delivering independence.

• **Collaboration** – the progression of the collaboration agenda requires robust governance procedures and the need to develop processes for sharing risks, funding and ownership in order to progress our shared agendas.

4. **Drivers**

There are a number of national, regional and local drivers that will shape and impact on the development and delivery of the support and services provided.

**UK**

• **Living Well with Dementia** – a national government plan that sets out the things that need to happen to improve health and social care services for people with dementia and their carers.

• **Prime Minister’s Challenge on Dementia** – a programme launched in 2012, which aims to deliver major improvements in dementia care and research.
National

- **Welsh Government’s National Dementia Vision for Wales** – the National Dementia Plan for Wales Task Group was established by Welsh Government in October 2008 to oversee the development of a national dementia plan for Wales. The National Dementia Vision for Wales highlights the support and advice that should be available to anyone diagnosed with dementia.

- **Social Services and Wellbeing (Wales) Act 2014** – aims to empower those in need of social care services and their carers to promote their independence by affording them a stronger voice and giving them more control over the services they receive. The Act emphasises the promotion of equality, improvement of service quality and provision of information and stresses the need to achieve a shared focus on prevention and early intervention.

- **Mental Health (Wales) Measure 2010** – places a legal duty on Health Boards and Local Authorities with regards to the assessment and treatment of people with mental health problems.

- **Carers Strategies (Wales) Measure 2010** – intends to improve the lives of carers by placing a legal duty on Health Boards, to lead the development of a joint carer’s information & consultation strategy with partner Local Authorities.

- **Well-being of Future Generations Bill** – will set ambitious, long-term goals to reflect the Wales we want to see, both now and in the future. The Bill strengthens existing governance arrangements for improving the well-being of Wales in order to ensure that the needs of the present are met without compromising the ability of future generations to meet their own needs

- **Older People Strategy 2013-2023** – the Welsh Government strategy aims to address the barriers faced by older people in Wales today and to ensure that well-being is within the reach of all. This strategy sets out a vision, outcomes to be achieved, and high level indicators of success.

- **The Williams Commission Report 2014** – recommends a proposed reduction in the number of Local Authorities in Wales based on mergers of the existing 22 Local Authorities. It is proposed that BCBC merge with either Neath Port Talbot County Borough Council, or with Neath Port Talbot County Borough Council and the City and County of Swansea Council.

Local and Regional

- **The Western Bay Heath and Social Care Collaborative** – aims to provide improved sustainable services that meets people’s needs by working in partnership to identify gaps in service provision, reduce duplication and deliver new service models. The Western Bay Mental Health Project sits within this collaborative and is responsible for developing a regional ‘Western Bay Dementia Strategy’.

- **Western Bay Health and Social Care Programme: Moving Forward Together, Joint Commitments for Mental Health** – Sets out how we, with our Local Mental Health Partnership Board partners will deliver the high level outcomes within Together for Mental Health. The commitments focus on:
Promoting mental wellbeing and helping to build resilience for people, families and communities;
- Working together with people in providing support and care;
- Working together between and within organisations;
- Holistic care for the most vulnerable.

- The Local Services Board (LSB) Single Integrated Partnership Plan: Bridgend County Together April 2013 – March 2018 – sets out the vision for Bridgend as ‘a healthy, prosperous and safe county where people can reach their full potential’. One of the four priority areas within this vision is to ensure that ‘people in Bridgend are healthier’. To achieve this priority, the Plan goes on to state that it will focus on care within the community.

- Abertawe Bro Morgannwg Carers Partnership Carers Information & Consultation Strategy 2013-16 – a response to the Carers Strategies (Wales) Measure 2010 and sets out how the partnership will support Carers. This will be achieved through the provision of information and ensuring carers are involved in decisions about services that they, and those they care for receive.

- BCBC Corporate Plan: Working Together to Improve Lives (2013-2017) – explains the Council’s vision for the borough and identifies its priorities for improving the lives of citizens within Bridgend, which includes:
  - Priority 4 - working together to help vulnerable people to stay independent;
  - Priority 5 - working together to tackle health issues and encourage healthier lifestyles;
  - Priority 6 - working together to make best use of resources.

- BCBC Wellbeing Directorate Business Plan 2014-15 – identifies how the Wellbeing Directorate will contribute to the Council’s improvement priorities in 2014-15. The Plan sets out the Directorate’s priorities, commitments and milestones for 2014-15, which include:
  - Coordinate the wellbeing information and advice service, so that service users know about support that is available to them;
  - Develop a dementia plan to ensure that the right services are available to support people with dementia.

5. Priorities

There has been a significant amount of work undertaken in Wales, including a full public consultation, to identify the actions that are required to deliver better quality of life for people with dementia in Wales immediately.

Four national priority areas have been identified for improvement:

1. Improved service provision through better joint working across health, social care, the third sector and other agencies;
2. Improved early diagnosis and timely interventions;
3. Improved access to better information and support for people with the illness and their carers, including a greater awareness of the need for advocacy;
4. Improved training for those delivering care, including research.
In addition to the four priority areas above, we have identified that improved accommodation is another key local priority.

Our priorities for 2015-2018

Our over-arching vision is to ensure that our citizens can live well with dementia.

To deliver against this vision, we have identified 5 key priority areas to focus on:

1. Improved service provision...
   - effective service integration
   - provision for younger adults
   - more support for carers

2. Improved diagnosis and timely interventions...
   - early diagnosis
   - appropriate medication
   - accessible assistive technology

3. Improved access to better information...
   - raised awareness
   - timely communication and accurate information
   - effective prevention

4. Improved training...
   - staff and carers who are trained & competent
   - dementia-friendly communities
   - dignified end-of-life

5. Improved accommodation...
   - suitable care homes & respite care
   - appropriate accommodation

6. Actions and Delivery – Dementia Delivery Plan

To be completed following consultation

A separate ‘Dementia Delivery Plan’ has been developed jointly by Bridgend County Borough Council and Abertawe Bro Morgannwg University Health Board.

The delivery plan sets out the key actions that will be undertaken over the next 3 years, to ensure that we deliver against the key priorities identified in this strategy.

A copy of the delivery plan can be found in the ‘Health & Social Care’ section at:

www.bridgend.gov.uk