

BRIDGEND COUNTY BOROUGH COUNCIL
REPORT TO TOWN AND COMMUNITY COUNCIL FORUM

21 MARCH 2016

REPORT OF THE CORPORATE DIRECTOR - SOCIAL SERVICES AND WELLBEING

DEMENTIA FRIENDS AND HOW THEY SUPPORT THE DEVELOPMENT OF DEMENTIA FRIENDLY COMMUNITIES

1. Purpose of Report.

1.1 The purpose of this report is to provide an update to the Town and Community Council Forum on the development of Dementia Friends and how they support the development of Dementia Friendly Communities.

2. Connection to Corporate Improvement Objectives/Other Corporate Priorities

2.1 This report links to the following improvement priorities in the Corporate Plan:

- Working together to help vulnerable people to stay independent
- Working together to tackle health issues and encourage healthy lifestyles
- Working together to make the best use of our resources

2.2 The following background documents are relevant:

- Dementia Strategy and Delivery Plan 2015-2018
- Bridgend County Borough Council's key commitments in the Dublin Declaration of supporting Age Friendly Communities and participating with the Ageing Well in Wales Programme, specifically creating Dementia Supportive Communities
- Adult Social Care Commissioning Plan 2010 – 2020: Living Independently in Bridgend in the 21st Century.

3. Background.

3.1 "Dementia Friends" and "Dementia Friendly Communities" are both initiatives created to improve the lives of people with a diagnosis of dementia and to offer increased support to their families. Recommended through "the Prime Minister's challenge" in 2012 and further supported by the Welsh Government and the Older Person's Commissioner for Wales, this project aims to create a community in which people with dementia are empowered to have high aspirations and feel confident, knowing that they can contribute and participate in activities that are meaningful to them.

3.2 The Llynfi 20 Project Group was established in 2013 to address the health inequality found in the Llynfi valley following a Health Equality Audit which showed that people in the Llynfi Valley have significantly poorer quality of health than other communities within Bridgend CBC. One of the work streams for this project was to establish "Dementia Friendly Communities" to reduce isolation and improve the health of people with a diagnosis of dementia.

3.3 The aim of “Dementia Friendly Communities” is that by making small differences in the way people with dementia are supported, they can remain independent and socially active within their communities for longer. Each area can decide on different ways of making the differences and the Alzheimer’s sociality has a project group and website aimed at achieving “Dementia Friendly Community Status.”

4. Current situation / proposal.

4.1 Working with BAVO, two consultation sessions have been held which successfully gained the support of the Maesteg Town Council, South Wales Police, Halo Leisure Centre, and some of the main banks.

4.2 The Project Manager has become a Dementia Friends Champion, enabling the roll out of information sessions, from which people can become “Dementia Friends.” During the information session the participants can become “Dementia Friends” and pledge to act to make a small change to support people with dementia to live well within their communities. The Council has held some information sessions and planned for further information sessions to take place within the Maesteg area to increase the number of “Dementia Friends.” This is one of the main steps to becoming a “Dementia Friendly Community”.

4.3 Following the project brief set out by the Alzheimer’s Society, the Council is planning to become a Dementia Friendly Community by May 2016, and is in the process of applying for the status which is awarded to communities who have successfully fulfilled the requirements. There are 6 steps to be achieved to becoming recognized as a “Dementia Friendly Community” including:

- Consultation with the community; in which the Council has held consultation events at the Maesteg fayre and a Christmas concert hosted in a local church. These gave the opportunity to seek the views of the community on the issues of living with dementia;
- A plan of action is needed to change the perception people may hold about dementia and to break down the barriers that prevent people with dementia from living well within the community. This has involved speaking to banks and other businesses to ask them to support the initiative, and work with them to make their businesses more suitable to meet the needs of the people in the community who may have a diagnosis of dementia. The plan also includes delivering information sessions and creating as many “Dementia Friends” as possible in the area;
- Developing a strategic group to ensure that the Council is able to take forward the initial plan and continue to grow as a “Dementia Friendly Community.” Support for this group has been given by Councillors from the Town and County Councils, South Wales Police, The Fire Service, BAVA, Halo Leisure Centre, the Carers’ Centre, and it is hoped to widen the group after the launch as part of the plan for the next steps in maintaining our status;
- Raising awareness is essential to creating a Dementia Friendly Community and can be carried out in a number of ways. The Council offers the “Dementia Friends Information Sessions” and encourage participants to become “Dementia

Champions.” Following a one- day training session, the “Dementia Friends Champions” are able to deliver information sessions within their communities and work places. The Council hopes this year to be able to roll out the specially designed programme for children in primary and secondary schools to give them a better awareness of dementia and reduce the fears people have about this condition;

- Including the voice of those living with dementia is crucial for the success of the project. The Council have met with some people who have a diagnosis of dementia and plan to carry out further consultation within the community. Work is currently being undertaken with the dementia support teams to achieve this and hopefully there will be representation on the strategic group of people who are living with a diagnosis of dementia or their carers;
- A plan to review and monitor success and then to further develop the project is the final step in achieving the status. This would be carried out by the strategic group, within the first six months and then ongoing plans and developments should be carried on to maintain the status.

4.4 Most of these steps have been achieved and the Council is hoping to launch the ” Dementia Friendly Community” status by May. Following the granting of the community status for Maesteg, it is hoped that other communities within Bridgend County Borough Council will also wish to become “Dementia Friendly Communities”.

5. Effect upon Policy Framework& Procedure Rules.

5.1 There are no implications for the Policy Framework and Procedure Rules.

6. Equality Impact Assessment

6.1 An Equality Impact assessment has been carried out in respect of the Llynfi Valley by Abertawe Bro Morgannwg University Health Board who is leading with Public Health Wales the Llynfi 20/20 programme.

7. Financial Implications.

7.1 There are no direct financial implications arising from the report.

8. Recommendation.

8.1 It is recommended that the Town and Community Council Forum note the content of this report and the progress on developing Dementia Friendly Communities in the Llynfi Valley.

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Background documents

- Dementia Strategy and Delivery Plan 2015-2018
- Dublin Declaration, Cabinet Paper 6th September 2014
- Bridgend County Borough Single Integrated Plan “Bridgend County Together”.
- The Strategy for Older People in Wales (phase 3)