

CABINET

Date of Meeting	Tuesday, 19 th March 2019
Report Subject	Becoming a 'Dementia Friendly Council'
Cabinet Member	Cabinet Member for Social Services
Report Author	Chief Officer (Social Services)
Type of Report	Strategic

EXECUTIVE SUMMARY

This report recommends that Flintshire County Council becomes a Dementia Friendly Council.

Alzheimer's Society's Dementia Friendly Communities/Organisations programme aims to encourage everyone to share responsibility for ensuring that people with dementia feel understood, valued and able to contribute to their community. This focuses on improving inclusion and quality of life through training and awareness raising within communities and organisations so they are better able to respond to the needs of those living with dementia and their carers.

Dementia features as a priority within a number of corporate plans. In order to seal out commitment to this agenda, we would like to progress to becoming a Dementia Friendly Council, one of the first in North Wales.

We are not beginning this work from a standing start. Raising awareness of dementia and how it impacts people in our communities has been taking place over a number of years with the aim of upskilling staff to improve our practice, with a number of positive outcomes achieved within the community and in-house

The accreditation process will include meeting the criteria, followed by an online application to the Alzheimer's Society for official recognition. This will enable Flintshire County Council to use the 'Working Towards Becoming Dementia Friendly' logos and resources.

RECOMMENDATIONS

1	For Cabinet to agree that Flintshire County Council move towards becoming a Dementia Friendly Organisation.
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REPORT DETAILS

1.00	BECOMING A DEMENTIA FRIENDLY COUNCIL
1.01	<p>Alzheimer's Society's Dementia Friendly Communities/Organisations programme aims to encourage everyone to share responsibility for ensuring that people with dementia feel understood, valued and able to contribute to their community. This focuses on improving inclusion and quality of life through training and awareness raising within communities and organisations so they are better able to respond to the needs of those living with dementia and their carers.</p> <p>The North Wales Population Needs Assessment (2017) reports that 'according to estimates, over 45,000 people in Wales are currently living with dementia, and it is expected for this figure to exceed 55,000 by 2021 (Alzheimer's Society, 2015).</p>
1.02	<p>In recognition of the growing population of people living with dementia, Flintshire County Council, in partnership with North East Wales Carers Information Service (NEWCIS), employ a Dementia Services Lead to progress this agenda locally. To date, Flintshire has 7 Dementia Friendly Communities and 3 Dementia Friendly Organisations.</p> <ul style="list-style-type: none">• 4 Accredited Dementia Friendly Communities (Flint, Buckley, Mold and Saltney)• 3 Awaiting Accreditation from Alzheimer's Society (Holywell and District, Deeside and surrounding area and Alyn Villages)• 3 Accredited Dementia Friendly Organisation (Aura, North Wales Police and North Wales Fire and Rescue). <p>Flintshire County Council is well regarded in this area of work, and now seek agreement from Elected Members and Chief Officers Team to become a Dementia Friendly Council.</p>
1.03	<p>What could a Dementia Friendly Council look like?</p> <p>The Council Plan 2017-23 commits to further developing dementia support and awareness across the county by:</p> <ul style="list-style-type: none">• increasing the number of Dementia Friendly Communities in Flintshire,• working in partnership to support people living with dementia in the community <p>By becoming a Dementia Friendly Council, we are further sealing our commitment to this agenda.</p> <p>Employees across all portfolios will come into contact with people living with dementia and their carers. Early symptoms can affect people physically, cognitively and emotionally. Consequently they may not be able to do many of the things they used to do, or easily understand or explain to others what is happening to them or what is needed. As a Dementia Friendly Council, our workforce will be better informed and equipped to identify and meet</p>

	<p>needs.</p> <p>Becoming a Dementia Friendly Council means:</p> <ul style="list-style-type: none"> • Having senior staff ownership of the agenda and a working group to support this work, ensuring it is embedded at all levels • Understanding the impact of dementia and how it changes people's needs • Considering how products, processes and services can help customers affected by dementia (for example assisted waste collection, signage, tourism, customer service, day services, training, housing, schools, contracts with third sector organisations). • Supporting employees with caring responsibilities who might be affected by dementia • Supporting people who may be showing signs of dementia, whether they are customers or employees.
1.04	What is needed to become a Dementia Friendly Council?
1.05	<p>1. Steering Group</p> <p>A Dementia Friendly Council Steering Group would be established with a proposed membership of:</p> <ul style="list-style-type: none"> • NEWCIS Dementia Services Lead • Planning & Development Officer, Social Services • Education & Youth Representative • Social Services Representative • Street Scene and Transportation representative • Planning, Environment and Economy representative • Housing and Assets representative • Corporate Training Representative • Dementia Friendly Community representatives • Individuals living with dementia as lived experience advisors
1.06	<p>2. Action Plan</p> <p>Actions contained in a plan could include:</p> <ul style="list-style-type: none"> • Rollout of Dementia Friends Training across portfolios <ul style="list-style-type: none"> ○ E.g. The creation of 30 Dementia Friends in each portfolio within 12 months through attendance at a 1hr training session. • Mapping exercise of existing support within portfolios that could be of benefit to those living with dementia and their carers. This information to be published in one place eg. assistance with waste collections, portfolio champions, day services, memory café calendar, Connects, transport cards • Develop portfolio based SMART dementia action plans with targeted actions with a focus on 1-2 areas in the first 12 months. • Dementia Champions within portfolios will receive a full day, more advanced training from Alzheimers Society which will enable them to deliver the Dementia Friends Training. • The development of awareness raising across all portfolios <ul style="list-style-type: none"> ○ Open Sessions ○ e-learning opportunity via Corporate Training ○ Publicity and marketing – portfolio bulletins and information

	<p style="text-align: center;">event</p> <ul style="list-style-type: none"> • Engagement <ul style="list-style-type: none"> ○ Recording feedback from people living with dementia who access council services ○ Links and consultation with local Dementia Friendly Community groups to influence action planning ○ Engagement with staff within the council who are affected by dementia • Evaluation <ul style="list-style-type: none"> ○ Reports – Personal outcomes, Action Plan ○ Press releases ○ Celebration event
1.07	<p>3. Accreditation</p> <p>The process to become a Dementia Friendly Council follows the same process as that to become a Dementia Friendly Community. The accreditation process will include meeting the criteria below, followed by an online application to the Alzheimer’s Society for official recognition. This will enable Flintshire County Council to use the ‘Working Towards Becoming Dementia Friendly’ logos and resources.</p> <p>This recognition commits the Council to:</p> <ul style="list-style-type: none"> • Meeting the foundation criteria for a dementia-friendly community • Providing a six monthly update • Completing and annual self-assessment of progress towards the criteria • Providing information on progress on a local webpage or site • Complying with the terms and conditions for use of the ‘working to become dementia friendly’ symbol. <p>The Alzheimer’s Society advise that this process could take between six months to one year. As shown in Appendix 3.</p> <p>The Alzheimer’s Society have produced a number of publications and guidance to support organisations to work towards becoming Dementia Friendly.</p> <p>Jo Lane, Dementia Friendly Communities Coordinator, Alzheimer’s Society has also offered to advise the work and be a member of the steering group.</p>
1.05	<p>Work to date</p> <p>The concept of becoming a Dementia Friendly Council has been discussed by the Corporate Safeguarding meeting, who have recommended an approach be made to the Chief Officer’s Team and Cabinet to determine the way forward.</p> <p>We are not beginning this work from a standing start. Raising awareness of dementia and how it impacts people in our communities has been taking place over a number of years with the aim of upskilling staff to improve our practice. These activities have been mapped against the areas of focus as outlined by the Alzheimer’s Society, with the addition of what has been achieved at a Corporate level, shown in Appendix 4.</p>

	<p>To date, a comprehensive overview of those who have attended a Dementia Friends sessions is difficult to establish. The sessions are delivered by Dementia Champions who keep a record of the session they have delivered and the numbers attending. This information is then uploaded by the Champions to a dashboard on the Alzheimer's Society's website.</p> <p>As we move to become a Dementia Friendly Council, we will develop a system to ensure we keep a record of staff engagement, enabling us to track our progress against our Action Plan.</p>
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2.00	RESOURCE IMPLICATIONS
2.01	A steering group be developed to oversee the work, made up of nominated officers across portfolios who would work together and with others to co-produce and implement an action plan to achieve and sustain the accreditation.
2.02	NEWCIS Dementia Lead and Social Services Planning and Development Officer to lead on the development of the Steering Group and Action Plan.
2.03	A commitment will be needed from portfolio leads to release staff to attend sessions and to become Champions.

3.00	CONSULTATIONS REQUIRED / CARRIED OUT
3.01	A wealth of information has been gathered through the NEWCIS Dementia Lead, Dementia Support Workers and those part of the development of the Dementia Friendly Communities Programme. This will inform the development of the work and action plan locally. This, alongside the involvement of those living with dementia in this work will mean that we will be able to truly co-produce and implement effective work streams.

4.00	RISK MANAGEMENT
4.01	Officers with the decision making authority will need to be nominated to attend the steering group to take the work forward. We seek nominations by the Chief Officer Team.
4.03	Through this corporate approach, we will be reducing the risk that those living with dementia and their carers will be unable to access services that support them to access anti-poverty, environment and equalities services.

5.00	APPENDICES
5.01	The foundation criteria for dementia-friendly communities.
5.02	The BSI Code of Practice for dementia friendly communities.

5.03	Criteria Alzheimer's Society.
5.04	Alzheimer activity mapping.

6.00	LIST OF ACCESSIBLE BACKGROUND DOCUMENTS
6.01	<ul style="list-style-type: none"> • Dementia-friendly business guide - Toolkit on working towards becoming a dementia-friendly organisation • Safeguarding people with dementia (SCIE) <p>Contact Officer: Emma Murphy, Planning & Development Officer, Social Services Telephone: 01352 701463 E-mail: emma.murphy@flintshire.gov.uk</p>

7.00	GLOSSARY OF TERMS
7.01	<p>Dementia Friends: An awareness session that provides informal training on 5 key areas that support people living with Dementia. The session last 45 minutes and is open to all and provide the basic awareness required.</p> <p>Dementia Friendly: This is a term that is used to identify if an individual, business/ organisation, community etc. are doing action that support people living with Dementia and their carers.</p> <p>Early Onset Dementia: This refers to people living with Dementia that are aged 65 or younger.</p> <p>Dementia Friendly communities – This refers to the Alzheimer's Society Initiatives where Communities can apply for accreditation following actions that will raise awareness or support people living with Dementia.</p> <p>Memory Cafés – These are supportive groups set up in local communities to support people living with Dementia and their carers in a variety of ways. This includes advice and information, activity, events and social support from the community.</p> <p>Dementia Friendly Council – This term refers to the council completing action to support people living with Dementia. Each department will complete 3 action, following completion they can request accreditation from a Dementia Friendly Towns. Each year the departments will increase their action to build a Dementia Friendly Council.</p> <p>Dementia Friendly Business/ Organisation – This term refers to a Businesses or organisation completing 3 action to support people living with Dementia. Each year businesses or organisation will reapply and complete 3 new action to be awarded the status.</p> <p>Intermediate Care Fund – This refers to funding provided by Welsh</p>

Government to Health boards and Social Services to fund projects that will benefit a number of set key outcomes.

Creative Conversation – This term refers to creating positive conversation with people living with Dementia that mainly look at imagination, memories and creative arts as a means of communication.