

## National Dementia Declaration Action Plan

### Part 1 of 2: Information about you and your organisation

The organisation listed below agrees to sign up to the Declaration and commits to delivering it through the actions listed below: Please tick [ ]

#### Fill in your contact details

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

#### Organisation Logo

Please attach your organisation's logo in jpeg format when returning this Action Plan via email to: [dementiaactionalliance@alzheimers.org.uk](mailto:dementiaactionalliance@alzheimers.org.uk) - it will be displayed on the Dementia Action Alliance website alongside your Action Plan.

#### Fill in your organisation details

##### Organisation name

Blackpool Council

##### Organisation summary (max 150 words)

**Blackpool: A fair place where aspiration and ambition are encouraged.**

We will build a Blackpool where aspiration and ambition are encouraged and supported. We will seek to narrow the gap between the richest members of our society and the poorest and deliver a sustainable and fairer community, of which our communities will be proud.

We cannot hope to change our destiny merely by wishing for it, only by working for it. We will work with the public, private and third sectors, locally, regionally, nationally and internationally, to achieve this

Please select your region(s)

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> National        | <input type="checkbox"/> London                | <input type="checkbox"/> South East           |
| <input type="checkbox"/> East of England | <input type="checkbox"/> North East            | <input type="checkbox"/> South West           |
| <input type="checkbox"/> East Midlands   | <input checked="" type="checkbox"/> North West | <input type="checkbox"/> West Midlands        |
|  |  | <input type="checkbox"/> Yorkshire and Humber |

### Area covered

Please make clear what area your organisation operates in. At the moment this is on the basis of local authority boundaries. For example an organisation may say they work in Birmingham, Sandwell, Solihull and Walsall; another may say Staffordshire and Stoke-on-Trent. If you are not sure, be as descriptive as possible.

**Blackpool is a unitary authority and its commitment is focused on the residents of Blackpool.**

### Select your organisation type:

- Commercial                       Public Sector                       Third Sector

### What sectors does your organisation work in?

- |   |   |  |
|---|---|--|
| <input checked="" type="checkbox"/> Care          | <input type="checkbox"/> Hospital Trusts              | <input type="checkbox"/> Pharmaceutical        |
| <input checked="" type="checkbox"/> Commissioners | <input type="checkbox"/> Hospitality                  | <input checked="" type="checkbox"/> Recreation |
| <input type="checkbox"/> Communication            | <input checked="" type="checkbox"/> Housing           | <input type="checkbox"/> Research              |
| <input checked="" type="checkbox"/> Education     | <input checked="" type="checkbox"/> Local authorities | <input type="checkbox"/> Retail                |
| <input type="checkbox"/> Emergency services       | <input type="checkbox"/> Membership                   | <input checked="" type="checkbox"/> Transport  |
| <input type="checkbox"/> Faith groups             | organisation  | <input type="checkbox"/> Utility               |
| <input type="checkbox"/> Finance                  | <input type="checkbox"/> Other Health                 |  |

## Part 2 of 2: Completing your Action Plan

### 1. The National Dementia Declaration lists seven outcomes that the DAA are seeking to achieve for people with dementia and their carer's. How would you describe your organisation's role in delivering better outcomes for people with dementia and their carer's?

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)

**Blackpool council is committed to delivering good quality care to people living with dementia and their carer's.**

**Blackpool council's aim is for people living with dementia to feel safe within their homes and their town. This will be achieved through training and education on a large scale, ensuring as many organisations, providers services, schools have access to the dementia friends training.**

**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)

**People over the age of 65 contribute to nearly 20% (19.63%) of the Blackpool population. It is predicted that by 2020, 2,172 people over the age of 65 will have dementia. It is vital that we equip as many individuals with the knowledge and tools to support those living with dementia and those that care for them.**

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

This section is where the actions are. They involve having a short header that summarises the action (ideally no more than 25 words), and the main content where organisations can go into more depth. These need not be too detailed and should aim to give a general overview to casual readers from a range of backgrounds.

Please aim to have a minimum of three action points and a maximum of ten.  
**This template only has space for three actions but add extra as needed.**

**1. Action Title**

This is a short sentence summarising the Action (max 25 words)

**Train key individuals as Dementia Champions**

**Action Description**

This is where you go into more detail about the Action.

**There are a number of key individuals within Blackpool Council who commission and work with organisations delivering care to people with dementia. It will be the responsibility of these individuals to ensure as many of the front line workers and front of house staff are trained to be dementia friends. It is a commitment of the Corporate leadership team and senior management team to cascade the training offered to as many of their departments and staff as possible.**

**Stage of Action**

Please select one. For further explanation see Appendix.

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

**Action tags**

Please select the relevant topics that apply to your Action. This assists with filter searches on the DAA website. For further explanation see Appendix.

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Antipsychotics                           | <input type="checkbox"/> Diagnosis                                       | <input type="checkbox"/> People/skills                         |
| <input type="checkbox"/> Assistive technology                     | <input type="checkbox"/> Dignity   | <input checked="" type="checkbox"/> Prime Minister's Challenge |
| <input checked="" type="checkbox"/> Awareness raising             | <input checked="" type="checkbox"/> Disseminating best practice          | <input type="checkbox"/> Quality Standards                     |
| <input type="checkbox"/> Care for people with dementia            | <input type="checkbox"/> End of life                                     | <input type="checkbox"/> Research                              |
| <input type="checkbox"/> Care in Hospitals                        | <input type="checkbox"/> Funding   | <input type="checkbox"/> Safeguarding                          |
| <input type="checkbox"/> Commissioners                            | <input type="checkbox"/> Inclusion                                       | <input type="checkbox"/> Supporting carers                     |
| <input checked="" type="checkbox"/> Dementia Friendly communities | <input type="checkbox"/> Information for people with dementia and carers |  |
| <input checked="" type="checkbox"/> Dementia Friends              | <input type="checkbox"/> Money   |  |

**2. Action Title**

This is a short sentence summarising the Action (max 25 words)

**Deliver a Dementia Friendly Community Event**

**Action Description**

This is where you go into more detail about the Action.

**Organise an event to raise awareness of dementia and look at what more can be done to improve the lives of those living with dementia and their carer's.**  
**The event will aim to raise the profile of the National recognition process for Dementia friendly Communities. Explore all of the work going on at a local and regional level to further help and support people living with dementia. Workshops throughout the day will focus on local initiatives that can provide support to people living with dementia.**

**Stage of Action**

Please select one. For further explanation see Appendix.

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

**Action tags**

Please select the relevant topics that apply to your Action. This assists with filter searches on the DAA website. For further explanation see Appendix.

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Antipsychotics                           | <input type="checkbox"/> Commissioners                            | <input type="checkbox"/> Disseminating best practice |
| <input type="checkbox"/> Assistive technology                     | <input checked="" type="checkbox"/> Dementia Friendly communities | <input type="checkbox"/> End of life                 |
| <input checked="" type="checkbox"/> Awareness raising             | <input checked="" type="checkbox"/> Dementia Friends              | <input type="checkbox"/> Funding                     |
| <input checked="" type="checkbox"/> Care for people with dementia | <input type="checkbox"/> Diagnosis                                | <input type="checkbox"/> Inclusion                   |
| <input type="checkbox"/> Care in Hospitals                        | <input type="checkbox"/> Dignity                                  |  |

- Information for people with dementia and carers
- Money
- People/skills

- Prime Minister's Challenge
- Quality Standards
- Research

- Safeguarding
- Supporting carers

**3. Action Title**

This is a short sentence summarising the Action (max 25 words)

**Embed dementia friendly training to the wider council workforce**

**Action Description**

This is where you go into more detail about the Action.

**Plan sessions for ALL Council staff to receive the Dementia Friendly training**

**Stage of Action**

Please select one. For further explanation see Appendix.

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

**Action tags**

Please select the relevant topics that apply to your Action. This assists with filter searches on the DAA website. For further explanation see Appendix.

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> Antipsychotics                           | <input type="checkbox"/> Diagnosis                                       | <input type="checkbox"/> People/skills              |
| <input type="checkbox"/> Assistive technology                     | <input type="checkbox"/> Dignity   | <input type="checkbox"/> Prime Minister's Challenge |
| <input checked="" type="checkbox"/> Awareness raising             | <input checked="" type="checkbox"/> Disseminating best practice          | <input type="checkbox"/> Quality Standards          |
| <input type="checkbox"/> Care for people with dementia            | <input type="checkbox"/> End of life                                     | <input type="checkbox"/> Research                   |
| <input type="checkbox"/> Care in Hospitals                        | <input type="checkbox"/> Funding   | <input type="checkbox"/> Safeguarding               |
| <input type="checkbox"/> Commissioners                            | <input type="checkbox"/> Inclusion                                       | <input type="checkbox"/> Supporting carers          |
| <input checked="" type="checkbox"/> Dementia Friendly communities | <input type="checkbox"/> Information for people with dementia and carers |   |
| <input checked="" type="checkbox"/> Dementia Friends              | <input type="checkbox"/> Money   |   |

**Please add additional actions if needed.**

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**Appendix 1**

**Stage of Action - definitions**

**Case study** (contribute example for Achievement section on DAA website)

**Completed** (if time linked)

**Delivery** (conducting research / providing service)

**Implementation** (*changing practice to reflect research finding*)  
**Initial scoping** (*deciding what initiative to deliver*)  
**Launch event/ Advocacy** (*research results / campaign*)  
**Planning** (*deciding how to deliver initiative*)  
**Uncompleted** (*if something haven't worked, we are keen to know why*)

## **Appendix 2**

### **Action tags – definitions**

**Antipsychotics** (*reducing the use of / developing alternatives to*)  
**Assistive technology** (*using technology to support people with dementia and those that care for them*)  
**Awareness raising** - (*public awareness and understanding*)  
**Care for people with dementia** (*care homes, care for people at home, extra care, care pathways, access*)  
**Care in Hospitals** (*acute / community and mental health*)  
**Commissioners** (*Support to / influencing commissioners / CCGs*)  
**Dementia friendly communities** (*engaging organisations outside health and social care*)  
**Dementia Friends** -(*prescribed programme*)  
**Diagnosis** (*memory clinics / work to boost diagnosis*)  
**Dignity** (*respect / personalisation*)  
**Disseminating best practice** (*organisations and for person*)  
**End of life** (*palliative care / planning / campaigning*)  
**Funding** (*sources of / applications to - from perspective of organisations*)  
**Inclusion** (*BME / equality / sexuality / young people with dementia, working to promote support for lonely people*)  
**Information for people with dementia and carers** -(*advice and guidance on living with the condition*)  
**Money** (*personalisation / personal financial management – from perspective of people with dementia and carers*)  
**People / skills** - (*workforce development / leadership development / professional education, Specialist Roles*)  
**Prime Minister's Challenge**  
**Quality Standards** (*Reporting / Accredited Memory Clinics*)  
**Research** (*medical / economic and social research, Evidence Base*)  
**Safeguarding** (*protecting people with dementia*)  
**Supporting carers** (*respite care / peer support*)

