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## DEMENTIA CAMPAIGN

### 1.0 Matter for consideration

- 1.1 Public Health Blackpool's response to the Prime Minister's Challenge on Dementia.

### 2.0 Recommendation(s)

- 2.1 To agree and support the local response to the Prime Minister's Challenge.

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### 3.0 Information

- 3.1 There are approximately 670,000 people in England living with dementia and this number may double within the next 30 years. In Blackpool, there are around 2000 people aged 65 and over predicted to be living with dementia, many of whom do not feel included in their community and face an ongoing struggle with their daily activities.
- 3.2 The Prime Minister's Challenge on Dementia aims to build on the achievements of the existing National Dementia Strategy by focusing on improving awareness, quality of care and research. As part of this challenge, the Government is supporting a campaign run by the Alzheimer's Society to create 1 million Dementia Friends by 2015, creating a social movement of friends for people living with dementia and Dementia Friendly Communities in which they can live.
- 3.3 Local authorities have an important role to play in creating Dementia Friendly Communities in their locality and in recruiting Dementia Friends within those communities.
- 3.4 Dementia is an existing priority for the Health and Wellbeing Board and is included in the 'Ageing Well' section of the Mental Health Action Plan. The actions within this section aim to support early identification and diagnosis, improve the quality of care for those living with dementia, help Blackpool become a Dementia Friendly Community and increase the number of Dementia Friends in line with the national campaign.
- 3.5 The Dementia Action Alliance, is hosted by the Alzheimer's Society and is made up of organisations committed to transforming the quality of life of people living with dementia in the UK and the people who care for them. Members of the Dementia Action Alliance have signed up to a national declaration and have published their own action plans setting out what they each will do to secure these outcomes.
- 3.6 Blackpool Council has submitted a plan to the Dementia Action Alliance stating our commitment to recruiting Dementia Friends and becoming a Dementia Friendly Community. Our plan is designed to provide coordinated action across partner organisations and the different communities within Blackpool.
- 3.7 As part of our plan, we will be delivering a dementia information campaign throughout 2014/15, to be launched on Tuesday 20<sup>th</sup> May 2014, during Dementia Awareness

Week, under the banner of the Health and Wellbeing Board. A 'tea dance' will be held at the Tower Ballroom, to raise awareness of dementia and the services available for those living with dementia and their carers.

- 3.8 The event will be open to people living with dementia and their carers, health and other professionals and the general public. Opportunities for a memory assessment will be available for those with concerns about their memory.
- 3.9 As part of our overall campaign, the Council workforce will have opportunities to access training to become a Dementia Friend and we will be encouraging representatives from other organisations to take up Dementia Champions training, enabling them to cascade Dementia Friends sessions within their own workforce.
- 3.10 Our campaign will be supported by Public Health England's national multi-media campaign, launched in April 2014, supporting the Dementia Friends initiative.
- 3.11 A thematic debate on dementia is being planned to bring together the wide range of work happening around the dementia agenda and to identify any other actions that need to be included as part of our local plan.

## **5.0 Financial considerations**

- 5.1 None

## **6.0 Legal considerations**

- 6.1 None

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### **Relevant officer:**

Emily Grundy, Public Health Co-ordinator

### **Appendices attached:**

Appendix 10(a): 'Ageing Well' section of Mental Health Action Plan

Appendix 10(b): Dementia Action Alliance Plan

Appendix 10(c): Poster for dementia awareness event (to be tabled)

Appendix 10(d): Letter to all local authorities from Duncan Selbie

Appendix 10(e): Examples of Public Health England campaign materials (not available until 7<sup>th</sup> May 2014)

### **Background papers:**

None

### **Websites and e-mail links for further information:**

N/A

### **Glossary:**

None