

Working Towards Being a Dementia Friendly Community

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Supporting - Jade Buckingham, Living & Ageing Well Coordinator



Context...

- Service plan objective for Woking to become a Dementia Friendly Community
- Health & Wellbeing task group priority -
‘Supporting good quality of life for people with dementia and their carers’
- 17,000 people living with dementia in Surrey and thousands of families and friends acting as primary carers for them
- Dementia has taken over cancer as the primary cause of death nationally

Dementia Friendly Communities

- DFC – A town where people with dementia are understood, respected, supported and confident they can contribute to community life. In a DFC, people will be aware of and understand dementia and people with dementia will feel included and involved, and have choice and control over their day to day lives.
- The borough of Woking applied to register as a DFC in August 2018



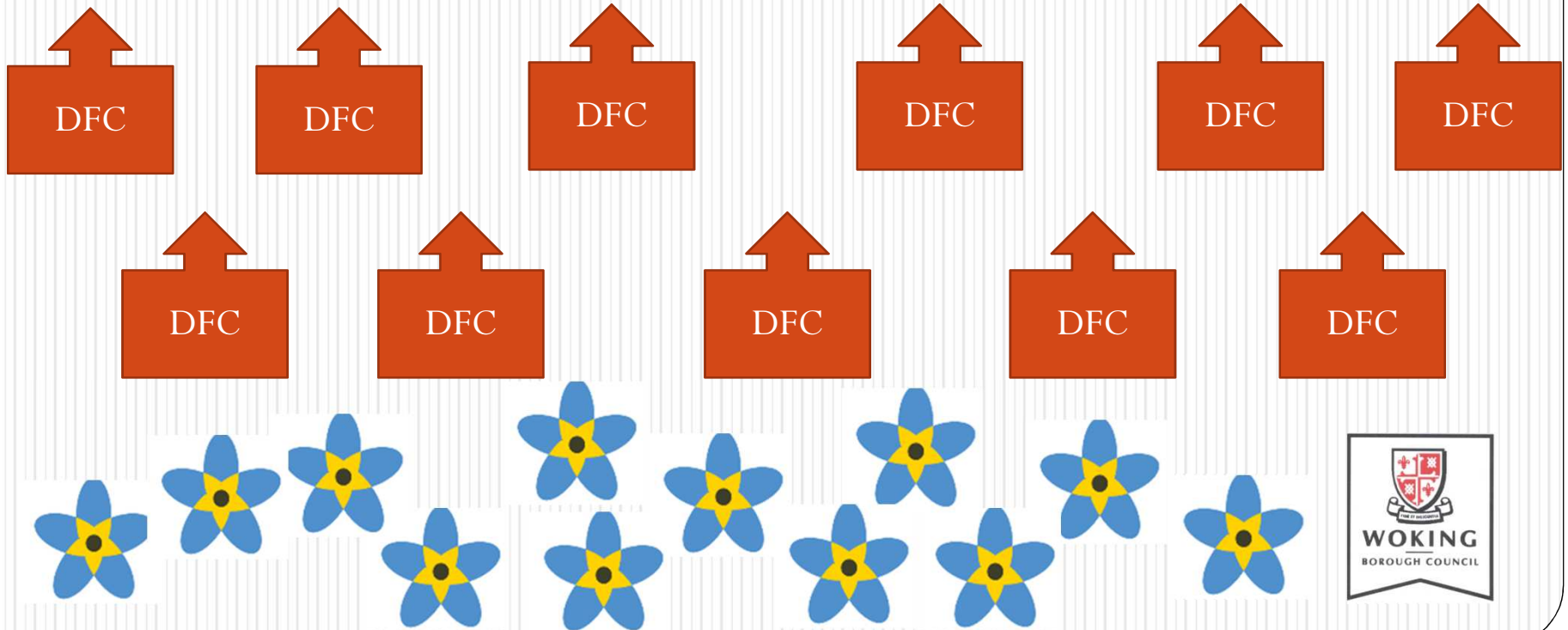
The Journey...

- Established internal Officer Local Dementia Action Alliance Steering Group
- Registered Woking Borough Council as a Local Dementia Action Alliance.
- Woking Borough LDAA Inaugural meeting October 2017
- Goldsworth Park LDAA launched December 2017
- Woking Borough LDAA steering group formed March 2018

What is the Dementia Action Alliance?

- It is a movement with one simple aim: to bring about a society-wide response to dementia, and reduce the risk of costly crisis intervention.
- The Dementia Action Alliance (DAA) was launched in 2012 as part of the Prime Minister's Challenge on Dementia. It is a national network with local coordinators who help local businesses and organisations to identify changes they can make to become more dementia-friendly. It encourages members to support communities to take practical actions to enable people to live well with dementia.
- All members commit to making 3 actions per quarter which benefit people with dementia, and very often the wider local community.

Woking Local Dementia Action Alliance



Become a Dementia Friend

- Dementia Friends - Developed by the Alzheimer's Society. Aims to transform the way the nation thinks, acts and talks about dementia and change people's perceptions of dementia.
- Throughout the year, WBC organised four Dementia Friend Awareness sessions.
- Specifically organised DF session taking place on 6th November for elected members. This will also include information on the importance of carers and the role they play.

What Woking has been doing...

- Dementia Action Week, May 2018
 - Woking FC physical activity session and tour of the club
 - Dementia Friendly Cinema screenings launched
 - Picnic in the Park at West Hall
 - Step Inside the Shoes of someone with Dementia
- 27 Dementia Action Alliance's created
- 70% of WBC staff attended a Dementia Friends session
- Over 100 members of the public have attended one of our Dementia Friends sessions
- Colleagues from over 35 local organisations have attended one of our Dementia Friends sessions
- Senior managers encouraged to include DF attendance in all staff PDR's
- Bright leaflet produced

How do our services effect residents living with dementia?

- All public facing services
- Standard letters
- Flexibility in processes
- Language and signage

What next?

- Implement internal Health & Wellbeing audit recommendations
- Create a Borough wide directory of dementia services
- Herbert Protocol
- Surrey Heartlands Partnership Dementia strategy
- Victoria Place and car park redevelopment
- To increase the number of LDAAs across the borough
- To increase the number of Dementia Friends internally and externally and encourage others to be Dementia Champions.

Any Questions?

