

Report of:	Managing Director
Contact Officer:	Tony McGovern
Telephone No:	01543 464553
Portfolio Leader:	Health and Wellbeing
Key Decision:	No
Report Track:	Cabinet: 01/02/16

CABINET
1 FEBRUARY 2016
MEMBERSHIP OF THE DEMENTIA ACTION ALLIANCE

1 Purpose of Report

- 1.1 To consider whether the Cabinet wishes to become a member of the Staffordshire Dementia Action Alliance building on the work already undertaken in the District to become a dementia friendly organisation.

2 Recommendations

- 2.1 That Cabinet note the progress across Cannock Chase District on the issue of dementia to date.
- 2.2. That Cabinet approve membership of the Dementia Action Alliance and the further actions associated with membership, especially in relation to developing plans for Cannock.

3 Key Issues and Reasons for Recommendation

- 3.1 Dementia Friendly societies are part of a national initiative which originates from the Prime Minister's Dementia Challenge in 2012. Their development is supported by the Dementia Action Alliance and they aim to raise awareness of dementia, reduce stigma, and also to try to reduce the loneliness and isolation experienced by both people with dementia and their carers.
- 3.2 There are approximately 1,184 people living with dementia in Cannock Chase and this figure is expected to increase to just over 2000 by 2030.
- 3.3 Significant activity has already taken place across most parts of the District to establish a supporting infrastructure for people with dementia and this now needs to be rolled out to include Cannock.

- 3.4 Cabinet is being requested to join the Dementia Action Alliance and to approve officer time to work in partnership with Staffordshire County Council and the voluntary sector to further this agenda.

4 Relationship to Corporate Priorities

- 4.1 This report supports the Council's Corporate Values as follows:

Equality

- Fair access to services
- Respecting and valuing the diversity of individuals
- Embracing equality and diversity in everything we do

5 Report Detail

- 5.1 Dementia Friendly societies are part of a national initiative which originates from the Prime Minister's Dementia Challenge in 2012. Their development is supported by the Dementia Action Alliance and they aim to raise awareness of dementia, reduce stigma, and also to try to reduce the loneliness and isolation experienced by both people with dementia and their carers. The aim is to encourage communities to champion initiatives such as dementia champions and friends and to support community and neighbourhood resilience.
- 5.2 Staffordshire is a member of the Dementia Action Alliance and a number of organisations across Cannock Chase have also joined the alliance. The Staffordshire wide alliance is co-ordinated by Vicky Rowley, Commissioning manager for Dementia for SCC.
- 5.3 There are approximately 1,184 people living with dementia in Cannock Chase and this figure is expected to increase to just over 2000 by 2030.
- 5.4 Cannock Chase Locality Commissioning Board identified in 2014 as one of its priorities the development of a Dementia Friendly society across the District to enable more support to become available to those individuals. It was recognised that we needed to do this on a patch based model as success is very much dependent on commitment from local organisations, businesses and the local community. A small steering group has operated since then to co-ordinate the work led by the District Commissioning lead and the Commissioning manager for Dementia and progress to date is as follows. Capacity was put into place through Support Staffordshire to facilitate this on the ground funded by Staffordshire County Councillors local community fund.

Progress across Cannock Chase District

5.5 Hednesford

This work started in 2014 supported by the Town Council. An action plan has been put in place for the town to become part of the Dementia Alliance. Tesco have supported at a number of events, the Traders association have become engaged, the Museum is running specific events and also have a DAA plan in place. Friends of Hednesford Park are part of the DAA with two of the friends being Dementia Champions. Sessions are also taking place in schools and a couple of schools have also engaged at events. MASE (Monthly Alzheimer support evening) have started a group at the Aquarius ballroom supported by the Chase LSP and others. Hednesford Library has also engaged running coffee mornings and information events over the summer. It has also been supported in a number of ways through County Councillors' community funding allowance.

5.6 Rugeley

Contact has been made with Rugeley Traders, Brereton network, Rugeley Community Church, Rugeley Helping Hands network, Library, banks, GP surgeries. Dementia Friends sessions have been held in the area which have been successful. The next step is for the District Commissioning Lead and a representative from the Dementia Alliance to attend Rugeley Town Council in January regarding the lead for any work in the area and to look at a launch event.

5.7 Norton Canes

An action plan is being prepared to become part of the Alliance. An initial meeting has been held and a number of organisations are involved – Health Centre, Parish Council, Library, Pharmacy, Patient Participation group, Post office etc. This now needs to be pulled together to support the action plan and a lead organisation to take this on as in the case of Hednesford. Again, County Councillor funding has been used to provide capacity to deliver.

5.8 Cannock & Chadsmoor

Interest has been received from Chadsmoor and Cannock town in participating in dementia friendly activities. This work is now ongoing to start to network interested parties and to look at level of support.

5.9 Dementia Friends

Across Cannock Chase there are now approx. 850 dementia friends who have been briefed on a face to face basis and further 400 who have registered online. Organisations involved include Tesco who have trained staff, Wigan Leisure & Culture Trust have trained staff, Library staff trained, Local members have trained, SFARS staff have trained, County Council staff, Support Staffordshire, Friends of Hednesford Park, social workers, police officers etc.

5.10 District Council frontline staff

The District Council propose to nominate the Head of Economic Development to work alongside Staffordshire County Council and the voluntary sector to develop an action plan in 2016 that would be submitted to the Dementia Action Alliance.

As part of the activities to be taken forward in 2016, the District Council will need to make arrangements for all frontline staff that come into contact with the public to be briefed on dementia. This briefing will last approximately one hour. It is proposed that managers make arrangements to identify relevant staff and organise briefings in conjunction with dementia leads. Invitations would also be extended to any District Councillors who have not been briefed previously.

6 Implications**6.1 Financial**

There are no direct financial implications of becoming a member of the Dementia Action Alliance.

Front line staff as referred to in paragraph 5.10 will need to attend briefing sessions however this will be accommodated within existing resources.

6.2 Legal

None.

6.3 Human Resources

Managers will need to identify a list of personnel in front line roles that will require the dementia awareness training.

6.4 Section 17 (Crime Prevention)

None.

6.5 Human Rights Act

The human rights of those with dementia will be recognised and promoted.

6.6 Data Protection

None.

6.7 Risk Management

None.

6.8 Equality & Diversity

None.

6.9 Best Value

None.

7 Appendices to the Report

None.

Previous Consideration

Background Papers