

# Coventry's Living Well with Dementia Strategy 2014-2017



WEST MIDLANDS FIRE SERVICE

Coventry and Warwickshire   
Partnership Trust

University Hospitals   
Coventry and Warwickshire  
NHS Trust

  
Coventry and Rugby  
Clinical Commissioning Group



# Foreword

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I am pleased to introduce Coventry's first Dementia Strategy. This Strategy sets out the priorities that local people with dementia and their carers have told us are important to them. The Strategy explains how we are locally responding to these priorities, along with the priorities set out in the National Dementia Strategy and the Prime Minister's Challenge on Dementia.

I recognise that people fear dementia- it has replaced cancer as the disease people fear the most. As cancer treatments improve, the prospect of a slow descent into dementia frightens people more than any other fate. In Coventry, we are working together to enable whole-scale change, to ensure that people with dementia and their carers know where to go for information, advice and support, and are enabled to 'live well' with dementia.

This Strategy begins to address the stigma and challenges that people with dementia and their carers face, from accessing an accurate diagnosis, to accessing support when their needs change. I encourage people with dementia and their carers to be involved as we move towards our ambition for Coventry to become a truly dementia friendly community.

I hope that you will refer to this Strategy and keep up to date with our progress via Coventry and Warwickshire's Living Well with Dementia Portal: [www.livingwellwithdementia.org](http://www.livingwellwithdementia.org)



**Councillor Alison Gingell**  
Cabinet Member for  
Health and Social Care

# Introduction

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Dementia is a major and growing challenge for the UK society and economy due to increasing life expectancy, chronic morbidity and the aging population. With better understanding of prevention, diagnosis, treatment and care for dementia, and an understanding of the local population, there is more scope to improve the quality of life and wellbeing of people with dementia and their carers in Coventry.

There are thought to be around 3,600 people living with dementia in Coventry, and by 2016, this is set to rise to approximately 3,900 (Dementia Partnerships 2013). Dementia can affect anyone irrespective of their gender, ethnicity and spirituality.

People with dementia typically experience a progressive decline in their memory, reasoning, communication skills and the ability to carry out daily activities. Alongside this, individuals may also experience behavioural and emotional symptoms.

Most people with dementia in Coventry live at home, with support from friends and family members. Caring for someone with dementia can increase the risk of depression and physical illness. We recognise that caring for someone with dementia, alongside the feeling of losing a loved one can be a physically and emotionally demanding experience. We aim to support carers to continue to care and to have a life of their own alongside their caring role. This Strategy should be read in conjunction with Coventry's Multi-Agency Carers' Strategy and Coventry's Health and Wellbeing Strategy.

## The National Dementia Strategy

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'Living Well with Dementia: A National Dementia Strategy' was published by the Department of Health in 2009. The overall vision is for people with dementia and their family members and carers to be supported to live well with the disease. It was proposed that this would be achieved by changing attitudes towards dementia, people receiving a timely diagnosis and good quality interventions, such as use of assistive technology. The Strategy identified 17 key objectives to realise these improvements.

# The Prime Minister's Challenge on Dementia

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Published in March 2012, the Prime Minister's Challenge on Dementia sets out an ambitious programme of work to deliver major improvements in dementia care and research by 2015, building on the achievements of the existing National Dementia Strategy. The Prime Minister identified the national cost of dementia to be £55 billion. The identified work programme includes increasing resources for research into dementia, and creating 'Dementia Friends' and 'Dementia Friendly Communities,' to better equipped society to help people with dementia to 'live well.'

## Coventry Living Well with Dementia Strategy

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In Coventry, there are thought to be approximately 3,600 people living with dementia. According to the Alzheimer's Society (2013), only around 50% of those people have received a formal diagnosis. The National Dementia Strategy highlights the importance of timely diagnosis, in ensuring that people receive appropriate treatment and support.

In response to the 'Living well with Dementia: A National Dementia Strategy' and the 'Prime Minister's Challenge on Dementia,' statutory and third sector organisations have worked in partnership with people with dementia and carers, to develop Coventry's 'Living Well with Dementia Strategy.'

The strategy outlines a set of outcomes for people with dementia and their carers. Partner agencies have adopted these outcomes and have committed to using them as a foundation for future commissioning intentions and on-going work with people with dementia and their carers. This will ensure that the delivery of the National Dementia Strategy and the Prime Minister's Challenge on Dementia is firmly rooted in the expectations and aspirations of local people and will support the aim for people in Coventry to live well with dementia.

In addition, an annual multi-agency action plan will be formulated. This will support the progression of the strategy and improvement across the work of joint partners. The action plan will be agreed by the Health and Wellbeing Board.



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## Developing the strategy

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Coventry's Public Health Department undertook a 'Dementia Needs Assessment' in 2012, identifying current and future prevalence of dementia, current service provision for people with dementia, and possible gaps. This piece of work has informed the production of this strategy.

The Strategy was developed through a series of engagement exercises with key stakeholders, including people with dementia and their family members and carers, staff from partner organisations, and third sector partners. The engagement exercises consisted of surveys, questionnaires, and workshops. People were supported to consider how things could be, how Coventry as a whole could be more dementia-friendly, and current examples of good practice and gaps in service provision.

Qualitative analysis of the feedback received through the events and sessions was undertaken, to produce a set of outcomes. Work was then undertaken within the partner agencies, through Coventry's Dementia Strategy Board, to determine what achieving these outcomes would look like, and to identify priority action points.





## Coventry's vision

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A lot of work has already been undertaken to improve opportunities for people with dementia and their carers, for example;

- A Department of Health funded initiative to improve the environment of care for people with dementia within three care homes and two day care centres
- Development of the HOPE (Helping to Overcome Problems) programme for carers of people with dementia, through Coventry University
- Carers' training for carers of people with dementia
- Development of Dementia Advisors at the Alzheimer's Society

We wish to build on this good practice to further improve the lives of people with dementia and their carers.

Our vision incorporates whole scale change to enable people with dementia and their carers to be as independent as possible, for as long as people, and for people with dementia to 'live well' with the condition. We aim to fully engage people with dementia and their carers in the design and evaluation of services and support. The needs and wishes of people with dementia and their carers will be at the heart of action planning and delivery of this Strategy.

We are committed to Coventry becoming a dementia friendly community, which in essence means reducing stigma and people with dementia having equal access to community resources, including local businesses and services. This involves the general population of Coventry having an understanding of dementia and continuing to support family members living with the condition. More information about dementia friendly communities can be found on the Alzheimer's Society website:

[www.alzheimers.org.uk](http://www.alzheimers.org.uk)

We are committed to making person-centred dementia care a reality, and ensuring that commissioned support and services are designed in conjunction with people with dementia and their carers, assuring that they are fit for purpose.

This Strategy begins to address the stigma and challenges that people with dementia and their carers face, but there is still work to do. Our long-term vision is for the people of Coventry not to fear dementia, but to recognise that people with dementia can be empowered to continue to live the life they wish, and for people to think person first, rather than dementia.

## Links to other areas of work

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This Strategy links closely with a number of other programmes of work, including Coventry's Carers' Strategy, Coventry's Health and Wellbeing Strategy, Age Friendly Cities, Autism Friendly Communities, and safe places. Wherever possible, areas of work will be joined together to eliminate duplication and ensure better outcomes for people Coventry residents. We also aim to work closely with partners in Warwickshire, including Warwickshire County Council, North Warwickshire CCG, and South Warwickshire CCG.

## Structure of the strategy

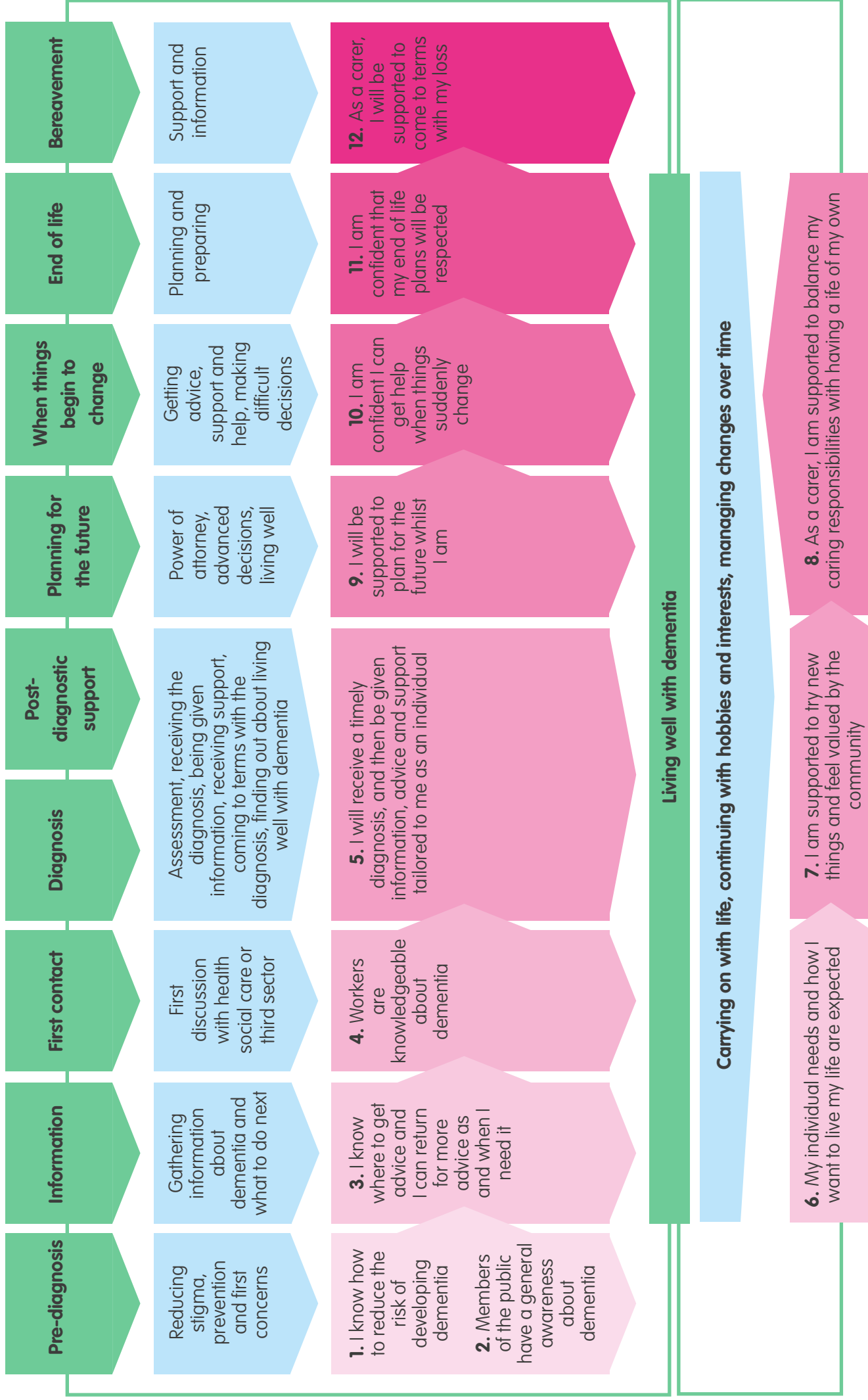
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The outcomes in the strategy are organised alongside the stages of the dementia journey, from prevention through to bereavement (see following table).



Photograph courtesy of Coventry Telegraph





Theme

What people wanted

Additional information

Outcome	Indicative Outcome Measures and Priorities
<p><b>1. I know how to reduce the risk of developing dementia</b></p>	<ul style="list-style-type: none"> <li>• A programme of awareness and education to be developed, accessible for all Coventry GPs and healthcare professionals. This will include information on the benefits of a healthy lifestyle in reducing the risk of developing dementia, and the benefits of a timely diagnosis</li> <li>• Reach 500 members of the public with prevention messages, through Dementia Friends sessions</li> <li>• All primary and secondary schools having access to 'dementia awareness' sessions that include information about preventing the onset of dementia. These sessions will also highlight support available for young carers</li> <li>• All generic public health schemes, such as Active for Health, being 'dementia friendly'</li> </ul>
<p><b>2. Members of the public have a general awareness about dementia</b></p>	<ul style="list-style-type: none"> <li>• 500 more Dementia Friends in Coventry</li> <li>• Living Well with Dementia Portal materials available in all GP surgeries and libraries in Coventry</li> <li>* Coventry being awarded 'Dementia Friendly Community' status</li> </ul>
<p><b>3. I know where to get advice and I can return for more advice as and when I need it</b></p>	<ul style="list-style-type: none"> <li>• Number of people accessing Coventry and Warwickshire's Dementia portal <a href="http://www.warwickshire.gov.uk/livingwellwithdementia">www.warwickshire.gov.uk/livingwellwithdementia</a> Coventry hits increasing by 25%.</li> <li>• A consistent signposting approach to information and advice services throughout the journey with dementia.</li> <li>• 100% of people diagnosed offered a referral to Coventry Alzheimer's Society.</li> <li>• A single point of entry, through the 'Front Door' for people with dementia and their carers to access social care information and support</li> </ul>

Outcome	Indicative Outcome Measures and Priorities
<p><b>4. Workers are knowledgeable about dementia</b></p>	<ul style="list-style-type: none"> <li>• A consistent multi-agency Dementia Workforce Development Framework for all workforce staff that may come into contact with people with dementia and their carers</li> <li>• Awareness and assessment training for 200 health and social care staff members</li> <li>• A consistent specification and quality framework for dementia care providers in the city, specifying the level of training required for staff. To be introduced to all dementia care homes, by 2017</li> <li>• E-learning programmes to be promoted amongst all staff that may come into contact with people with dementia and their carers</li> </ul>
<p><b>5. I will receive a timely diagnosis, and then be given information, advice and support tailored to me as an individual</b></p>	<ul style="list-style-type: none"> <li>• Eight week target for Memory Assessment Clinic assessments</li> <li>• Health and social care utilising the Dementia Needs Assessment (2012) and Dementia Prevalence Calculator <a href="http://www.dementiaprevalencecalculator.org.uk/">www.dementiaprevalencecalculator.org.uk/</a> to identify future projections of need</li> <li>• A review of post-diagnostic support to be undertaken, involving a consultation with at least 200 members of the public. A revised 'menu' of post-diagnostic support to be developed following the consultation. Post-diagnostic support will be tailored to the individual's needs, and a variety of options will be made available.</li> <li>• 100% of people diagnosed offered a referral to Coventry Alzheimer's Society</li> <li>• A 'Buddy' pilot to be undertaken, whereby people newly diagnosed with dementia are offered a chance to link with another person living with dementia in Coventry. This will be reviewed and scaled up if successful</li> </ul>



Outcome	Indicative Outcome Measures and Priorities
<p><b>6. My individual needs and how I want to live my life are respected</b></p>	<ul style="list-style-type: none"> <li>• People with dementia and their carers are encouraged to be as independent as possible for as long as possible</li> <li>• Reduce care home placements by 8%, in line with Better Care Fund programme of work</li> <li>• Coventry being awarded 'Dementia Friendly Community' status- everyday community services should be dementia friendly</li> <li>• Personal budgets and direct payments being offered to eligible people with dementia and their carers (critical and substantial needs as defined under the FACS eligibility criteria)</li> <li>• Health and social care staff have a working knowledge of the Mental Capacity Act</li> <li>• Telecare offer to be redesigned, and 3,000 new Telecare users in 3 years</li> </ul>
<p><b>7. I am supported to try new things and feel valued by the community</b></p>	<ul style="list-style-type: none"> <li>• 500 more Dementia Friends in Coventry</li> <li>• Coventry being awarded 'Dementia Friendly Community' status</li> <li>• People being encouraged and supported through one to one or peer support groups to participate in every day community activities</li> <li>• If 'Buddy' pilot is successful, people with dementia will have the opportunity to volunteer their time for this programme</li> </ul>
<p><b>8. As a carer, I am supported to balance my caring responsibilities with having a life of my own</b></p>	<ul style="list-style-type: none"> <li>• Carers' Assessments being offered to eligible carers</li> <li>• A carer's educational and employment needs being taken into account during their own assessment and the assessment of the person they care for</li> <li>• Carers having access to education about dementia and wider wellbeing, including formal education and information support via peer support groups</li> <li>• The post-diagnostic support consultation will be held in conjunction with a carers' consultation, to inform the review of carers' services. The needs of carers of people with dementia will be considered explicitly as part of this review</li> </ul>

Outcome	Indicative Outcome Measures and Priorities
<p><b>9. I will be supported to plan for the future whilst I am able</b></p>	<ul style="list-style-type: none"> <li>• 100% of people with dementia and their carers are directed to sensitive legal advice regarding Lasting Powers of Attorney and Advanced Directives</li> <li>• Health and social care staff have a working knowledge of the Mental Capacity Act</li> <li>• Post-diagnostic support enables and encourages people with dementia and their carers to plan for the future both in terms of legal aspects but also in getting their financial and family support in place before things deteriorate</li> </ul>
<p><b>10. I am confident that I can get help when things suddenly change</b></p>	<ul style="list-style-type: none"> <li>• 100% of Carers are signposted to emergency planning support and education opportunities, such as online training, when the diagnosis is given</li> <li>• People with dementia and their carers are encouraged to plan for the future</li> <li>• Single point of entry for CWPT services. Details given to 100% of people diagnosed</li> <li>• Single point of entry for social care information and support. Details given to 100% of people diagnosed</li> <li>• Planned emotional and practical support, including short breaks for carers, for all eligible carers who have received a Carer's Assessment</li> <li>• Commissioning of high quality services and support to meet the needs of people with dementia and their carers. 100% of dementia care homes being subject to the revised dementia specification by 2017</li> <li>• A pilot of short-term services to maximise independence for people with dementia to be undertaken during 2014/15. This service will aim to reach 50 people, enabling them to regain their skills and be as independent as possible. This pilot will be scaled up if successful.</li> </ul>

Outcome	Indicative Outcome Measures and Priorities
<p><b>11. I am confident that my end of life plans will be respected</b></p>	<ul style="list-style-type: none"> <li>• People with dementia are encouraged to make plans for the future</li> <li>• Health and social care staff have a working knowledge of dementia end of life care</li> <li>• 100% of people living with dementia in care homes to be offered the opportunity to develop an end of life care plan</li> </ul>
<p><b>12. As a carer, I will be supported to come to terms with my loss</b></p>	<ul style="list-style-type: none"> <li>• Carers signposted to online and community sources of support, for example, Groupe</li> <li>• To be considered as part of the carers' services review</li> <li>• 100% of carers receiving a Carer's Assessment to be signposted to training which enables them to understand changes during the dementia journey, and to plan for the future</li> </ul>





## References

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Dementia Partnerships (2013) Dementia Prevalence Calculator [online] available from <http://www.dementiaprevalencecalculator.org.uk/> [2 August 2013]

Department of Health (2009) Living Well with Dementia: A national strategy, HMSO: London

Department of Health (2012) Prime Minister's Challenge on Dementia, HMSO: London

Public Health Coventry (2012) Dementia Needs Assessment, Public Health Coventry: Coventry

## Thanks

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We would like to thank the following people for giving up their time to support the development of this strategy:

People who took the time to engage in consultation exercises to inform the development of the Strategy

Members of Coventry's Dementia Strategy Board

Ken Howard

## Action plan

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A yearly Action Plan will be developed, to enable the implementation of the themes of this strategy. Organisations will pledge their yearly commitments to improve dementia care in Coventry.

## Governance and review

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Coventry's Dementia Strategy Board is the responsible Board for overseeing the implementation of Coventry's Dementia Strategy. This Board is accountable to Coventry's Adult Commissioning Board, which in turn is accountable to Coventry's Health and Wellbeing Board. This strategy and its achievements will be reviewed by December 2017.



**We are committed to Coventry becoming a dementia friendly community, which in essence means reducing stigma and people with dementia having equal access to community resources, including local businesses and services.**

If you need this information in another format (including easy read) or language please contact us

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