Working towards a Dementia Friendly Wakefield
Dementia is not just about what happens in hospitals and care homes; we need to get our whole society involved in raising public awareness and creating those small changes that can make a huge difference to people living with Dementia in our community.

Wakefield has already committed to the social movement that is Dementia Friendly Communities and is recognised as “working to become Dementia friendly 2014/15”. This achievement is as a result of many businesses, organisations and groups that have come together to pledge to make that difference and become more “Dementia friendly”.

This booklet details a collection of case studies that demonstrate the action that different organisations have made. We hope that it inspires you to share our ambition to increase the number of people living with Dementia.

For further information please contact Wakefield Dementia Action Alliance or visit: www.wakefielddaa@wakefield.gov.uk

WORKING TOWARDS A DEMENTIA FRIENDLY ARIVIA YORKSHIRE

Wakefield Council has been working in partnership with the Alzheimer’s Society Wakefield and Five Towns to support Arriva to respond to the needs of people living with Dementia. This has included embedding Dementia awareness into staff mandatory training and raising awareness of Dementia with the public through the bus stations.

Nicola Phillis, Health Improvement Specialist (Older People’s Programme), said: “With an ageing population, it is more important than ever to support people to age well and remain healthy, active and independent”.

Nigel Featham, Managing Director for Arriva Yorkshire, said “Our employees do all they can to assist vulnerable passengers and since working more closely with organisations such as Wakefield Council, the NHS, the Alzheimer’s Society and the Dementia Action Alliance, we have been able to build on our current driver training. Our driver trainers, and through them our drivers and bus station staff, will receive training to enable them to recognise and understand more about Dementia and how to help people with the condition. We are very pleased to be involved in working towards a Dementia friendly society.”
POLICE AND PHARMACY TACKLING
DOOR STEP CRIME

There are rising numbers of older people who are living
with Dementia and at increased risk of doorstep crime. These people are more likely to be targeted by criminals
as they are perceived to be frail, confused, vulnerable and
an ‘easy target’.

Working with community pharmacy presented a unique
opportunity to respond to older people’s needs to protect
them from doorstep crime. Pharmacies are a trusted
asset in the heart of Wakefield’s communities and are
well placed to reach out to people living with Dementia
and those who are more isolated.

The national ‘Dementia Friends’ programme is currently
being delivered to community pharmacy staff and PCSO’s
along with training on vulnerability and doorstep crime. The Dementia Friends programme provides PCSO’s
and pharmacy staff with an understanding of Dementia
and the things they can do that can make a difference
to people living with Dementia – from reminding people
on how to be safe in their home, keeping diaries to note
things at the time that they don’t remember later to
spreading the word about Dementia.

It is hoped that the programme will help people living
with Dementia to feel safer in their community by raising
awareness of doorstep crime, encouraging people
to report it, not feel embarrassed if they have been a
victim and linking communities to a range of supporting
services. Community pharmacies will be able to reach out
to the increasing number of people who live alone via
their medicine delivery services.

SPORT AND ACTIVE LIFESTYLES

Sport and Active Lifestyles in Wakefield Council are
working towards becoming Dementia Friendly. Staff have
recently attended the National Dementia Champion train
the trainer programme to cascade the Dementia Friends
information session to the wider teams.

In partnership with the Alzheimer’s Society, Leisure
Services are developing a Dementia Friendly allotment. The allotment will have a returning path in a figure of
‘8’ to support people through the garden, comfortable
seating for rest periods, raised beds to reduce stretching
and stooping, high visibility tools that can be seen
against soil and vegetation, and clearly labelled plants
and seeds with images to help people identify resources.

Behind the scenes, creating Dementia and Age Friendly
environments has become a priority area in the district
wide Sport, Health and Physical Activity strategy. Leisure
facilities plan to work towards becoming Dementia
friendly by ensuring front line staff have the opportunity
to become a Dementia friend and clear signs are in place
to help people to better navigate their way around the
leisure centres.
DEMENTIA FRIENDLY WAKEFIELD ONE

As the new flagship building for Wakefield Council, Wakefield One was the obvious place to start in Wakefield Council’s pledge to become a Dementia friendly organisation” says Zoe Hughes, Transformation Team Manager, Wakefield Council.

With all these services located in one place it was important to make it as accessible as possible for people living with Dementia. All the Council customer service, library, museum and security staff have received Dementia Friends training to enable them to understand a little bit more about what it’s like to live with Dementia and then turn that understanding into action by providing more support for people living with Dementia, who access Wakefield One.

Individuals with Dementia supported by the Alzheimer’s Society Wakefield and Five Towns have completed an environment ‘walk round’ of the Wakefield One building to advise the facilities team how they could make it more accessible.

To showcase the work within Wakefield One and to encourage other organisations to find out how they can get involved in Dementia friendly communities a launch event took place on 19 May 2014. The next steps for Wakefield Council includes the commitment to continue to roll out awareness sessions to a wide variety of staff, particularly those in a public facing capacity and the most senior corporate directors whilst working with other key partners and communities to become Dementia friendly.

Creating a ’Dementia-Friendly Libraries’ Approach in Wakefield Libraries

Wakefield Libraries offer a range of service and activities, which owing to their content and programming attract an intergenerational audience including the members of our community living with Dementia. We are inclusive in our book selection process, and offer materials in alternative formats such as large print and talking books. Our services range from book and audio book loans both in static branches and through mobile libraries visiting Independent Living Schemes and Care Home settings, to targeted outreach teams working in a variety of community settings including Community Day Centres, and Care Homes, including specialist work with those living with Dementia.

The library service has recently committed to rolling out ‘Dementia Friends’ training amongst its staff and hopes to integrate a ‘Dementia - Friendly Libraries’ approach into future customer service standards. Our wider offer concentrates both on books and literature as a pastime and social contact point for people living with Dementia and also through projects such as Reading Well, Books on Prescription and Mood Boosting Books schemes, to introduce reading as a way of managing and responding to physical and mental health issues commonly experienced by this group and customers who support those living with Dementia.
WAKEFIELD MUSEUMS

Museums provide many people with the opportunity to explore their own personal history and contribute towards improving mental health, well-being and social connections. At Wakefield Museums we aim to carefully prepare our exhibitions and displays to be as accessible as possible for a diverse range of audiences, including individuals living with Dementia. We are working with Adults Transformation and Public Health teams in the Council along with the Alzheimer’s Society Wakefield and Five Towns, to make our museums Dementia friendly. By working together we hope to make general access easier.

It is important for all visitors to know that our museums are safe, welcoming and stimulating places to visit. An important part in doing this is for our museums team to be trained as a Dementia Friend, so that they know what support and advice to offer.

Our weekly ‘meet the curator’ sessions are an opportunity for people to bring in their treasured objects for identification and advice on their care and storage. Although this isn’t specifically aimed at older people, we find that it is mostly older people who attend, our curators are learning to encourage reminiscence, as visitors often enjoy sharing stories about the objects they bring in.

We are developing a reminiscence offer specifically for individuals living with Dementia, using museum objects to stimulate memories and discussion. The Alzheimer’s Society Wakefield and Five Towns has offered invaluable support in this development. We are also looking to pilot regular reminiscence sessions for people with early onset Dementia, using an experienced practitioner, and we will work with The Alzheimer’s Society, Adult Transformation and Public Health to identify an appropriate audience to attend these. Assuming they are successful, we will be seeking funding to continue the offer.

GP PRACTICE WORKING TO BECOME DEMENTIA FRIENDLY

Everyone visits their GP surgery at some point and it can be a busy and confusing environment.

Working with Wakefield’s Community Dementia Forum Crofton Health Centre have been looking at how to make their surgeries more Dementia friendly. An environment checklist has been designed with GP practices in mind to look at the surgery premises and work out whether any changes can be made to make things easier for those with Dementia. Examples include good lighting, clear signs, open plan waiting rooms and analogue clocks.

Staff within the GP surgery have been trained to be Dementia Friends so that they have an awareness of the particular problems a patient with Dementia might have and know how to help.

GP surgeries that put actions in place to work to become Dementia friendly; making their buildings accessible, raise staff awareness and commit to improving their service for people with Dementia and their carers they could be recognised with a ‘working to become Dementia friendly’ status. Crofton Health centre has now achieved this and good practice from here is intended to support rollout the scheme to all General Practices across the Wakefield district.
EARLY DEMENTIA AWARENESS IN SCHOOLS

Jill O’Connell - Dementia Support Worker, Alzheimer’s Society Wakefield and Five Towns discusses why working with schools is so important.

It was a meeting with a carer and her daughter through a home visit that really prompted me to focus on awareness raising for younger children within schools. The young girl’s grandmother had been diagnosed with early onset Alzheimer’s disease at the age of 61. The girl could not understand why her grandmother could no longer remember her name, when she had last seen her or the fact that she was her granddaughter. She had found this so upsetting and at 10 years old she made the decision to no longer visit her grandmother as she could not deal with the changes the illness had brought about.

After I spent time talking with the girl she began to understand why her grandmother was behaving as she did and the question she asked me was “why haven’t I learned about this at school?”

The presentation covered:

• What is Dementia?
• The symptoms of Dementia and the impact of diagnosis
• How the children can help someone live well with Dementia
• Interactive memory game to test the short term memory of the children

The session was delivered with 2 volunteers and the lady with Dementia who had helped me develop the programme although she did not want the children to be aware of her diagnosis.

The pilot presentation was well received by the children and staff alike. The follow-up evaluation shows that this has been a success as the knowledge of Dementia, its symptoms and how the children can help someone with Dementia had increased substantially. The value of delivering in schools? These children are the carers of the future equip them with the knowledge and understanding at an early age which will help overcome the stigma that still is still associated with Dementia and be able to support those with a diagnosis.

Quotes from the children when asked how they now felt they could help someone with Dementia.

“Show photographs to help people remember. Be patient with them. I will use my ipad or computer to show pictures to help them remember”.

“Use facial expressions and talk face-to-face with people so they can understand you. Be patient and listen to what they are saying”.

“Keep sentences short and help to remind people what they need to do during the day”.

Quote from a teacher: “I had a basic understanding of Dementia but certainly not an accurate knowledge of the numbers involved. I feel much better equipped to understand the many “little” things that can be done to help”.

A Dementia awareness session was piloted in a Primary School in Wakefield (10-11yrs of age.) Out of a total of 22 pupils in the class the teacher had knowledge of at least 3 of the children who had a relative with Dementia. The programme was developed in consultation with a lady who herself has been diagnosed with Alzheimer’s disease at the age of 62 and for the past 35 years has been involved in teaching in both primary and secondary schools. The baseline evaluation showed that there was limited knowledge of Dementia and, of those who did have some knowledge; they associated the condition primarily with memory loss and it being a natural part of getting old.

The school PHSE and Citizenship curriculum supports learning about relationships and loss, illness and wellbeing, care and compassion. Dementia is an exemplar template to model intergenerational exchange, compassion, respect and dignity, and to explore capacity for caring and resilience in the face of adversity, loss and stigma. This seemed like the ideal opportunity to raise awareness of young children through the schools themselves.

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imProving CaRe AnD exPerienCe For PATienTs living WiTh DemenTiA AT miD yorkshire hosPiTAls nHS TrusT

Dementia lead nurse, Anita Ruckledge says “it’s really exciting times at Mid Yorkshire hospitals NHS Trust as we are rolling out the Forget me not initiative across our elderly care wards”.

Anita explains “this is an opt in initiative that really helps to put the person first and Dementia second. With consent from the patient living with Dementia (if able) or relatives/carer, a Forget me not symbol is placed above the patient’s bed. This highlights that the person has memory problems, and may need more assistance, time, and sensitivity to support their hospital experience”.

The patient or family are asked to complete an information sheet, which includes the persons personal history, individual likes, dislikes, preferences, usual routines and communication methods, using examples which work at home. Anita states “we can learn from these and try to replicate them in the acute hospital setting.”

This information stays with the patient and travels with them throughout their hospital journey.

Anita is keen to point out that the document is referred to as their ‘golden nuggets’ of information, as it recognises the person living with dementia as an individual with unique needs. It facilitates communication to all staff involved in the person’s care during their hospital admission, increases the therapeutic quality of interactions and improves patient and carer experience whilst promoting a culture of person-centered care.

Feedback from patients living with dementia, families and carers is really positive. Feedback from ward staff mirrors this, Sister Gollings, senior sister on ward 42 comments “This is a fantastic initiative. We are receiving information from the experts, the patients living with dementia and their families, who know and understand the patient the best”.

MID YORKSHIRE ARE PROUD TO ANNOUNCE THE ROLL OUT OF THEIR DEDICATED DEMENIA CHAMPIONS

Anita Ruckledge, Dementia lead nurse comments “our Dementia champions are amazing, these staff members lead by example, and are positive role models who promote and provide person centred care for the person living with Dementia. They actively support the local implementation of the Forget Me Not document and promote a culture where we see the person first and Dementia second”.

The Trust has invested time and resources to train the Dementia champions so they can be a resource of information and advice for their co-workers. Part of their role is to share information and knowledge of Dementia care within hospital teams and across the Trust and to facilitate education and best practice skills.

Anita stresses “it is a very important role as the champions are passionate, committed and driven to improve care and services to this vulnerable patient group. They are pragmatic, make suggestions, and share ideas about how we can actively improve the care for people living with Dementia.

The champions support relatives and carers and promote and assist with the completion of carer questionnaires to ensure we receive live feedback about the services we are providing.”

Speaking to Pearl Armstrong, a registered nurse and Dementia champion, it’s clear to see how passionate she is about her role. Pearl says “It’s about listening to the experts, the people living with Dementia and their carers and actually hearing what they say, then acting on any concerns”.

Our Dementia champions are advocates for people living with Dementia and live up to their name as “Champions”. 
The wards now have uncluttered spaces and corridors, which will enable patients to walk around safely and supported by the installation of bold coloured cinema seating, where patients can now stop, sit, rest and reminisce.

**UNLOCKING MEMORIES - CREATING A REMINISCENCE ROOM AND REMINISCENCE THERAPY AT MID YORKSHIRE HOSPITALS NHS TRUST**

Ward bays can be noisy and distracting; staff at Mid Yorkshire hospital have recognised this and created a fabulous reminiscence room, set away from the hustle and bustle often associated with acute hospital care.

Anita Ruckledge, Dementia lead nurse states “Patients living with Dementia and their families will be encouraged to use the reminiscence room, it will encourage communication and provide opportunities to engage with their past and unlock memories.

This will provide an enjoyable meaningful activity in the company of others, which should improve the person’s mood and well-being.”

The reminiscence room provides a complete environment which is set in the 1960’s era with things that patients can see, touch and interact with. The aim is to stimulate the persons recall and offers a wider experience to people living with Dementia in the acute hospital setting.

A 60’s theme mural has been designed for the main wall. This was chosen by patients and carers and includes scenes depicting the Beatles, a camper van, Punch and Judy, stripy deck chairs, and a typical day at the sea side.

Reminiscence therapy interaction will be provided twice a week by staff and volunteers. All patients living with Dementia will have the opportunity to participate in these sessions.

Portable IT based Life Story systems have been provided enabling interactive reminiscence therapy, life story work and activities where and when they are needed. This technology will be available for families, volunteers and general public to use with the person living with Dementia.

Memory boxes have been developed using 60’s memorabilia, donated by the general public and hospital staff supported by our Trust volunteer services.

Families are encouraged to bring in photographs and memorabilia from home. Sarah Roberts, Sister and Dementia champion on ward 41 supports this and feels this will encourage and help patients to feel safe and secure and will potentially aid their recovery in a therapeutic way.
CREATING A DEMENTIA FRIENDLY ENVIRONMENT AT MID YORKSHIRE HOSPITALS NHS TRUST

In its pledge to provide high standards of person-centred care for people living with Dementia, Mid Yorkshire Hospitals NHS Trust are creating a fabulous Dementia friendly environment on their elderly care wards.

This includes the creation of zoned areas which are decorated in Dementia friendly toned colours to enable wayfinding and a positive therapeutic environment for people living with Dementia.

In addition to this they have fitted clear visible ‘Dementia’ friendly signage to toilets and bathroom doors, coloured toilet seats and painted bold red colour around toilet doors to ensure patients living with Dementia can easily identify this area.

The Trust is in the process of installing Interactive art work and pictures that reflect the seasons, and also beautiful local scenes. This art work was chosen by the exports, patients living with Dementia and their carers.

Stunning vinyl murals will be in prominent places on the ward which showcase Yorkshire scenes and land marks. The ideas for these were taken from carers of people living with Dementia who Anita met on one of her visits to the local Forget me not cafés in Altofts.

The Forget me not theme is continued on some of the walls and windows, enhancing the need to remember the important message “person first and Dementia second.”

There will be large clocks and calendars fitted in all patient bays. Anita stresses “This is really important as it will enable people living with Dementia to remain orientated to time and place and stay as independent as possible whilst in hospital.”

JOIN THE WAKEFIELD DEMENTIA ACTION ALLIANCE TO HELP ACHIEVE A DEMENTIA FRIENDLY WAKEFIELD

Why does my organisation need to be Dementia friendly?

There are estimated to be nearly 4036 people with Dementia living in Wakefield and by 2020 that is set to rise to almost 4813. Increasingly, people with Dementia are living for much longer in the community and that will mean that increasingly, more and more customers and potential customers will have Dementia.

What could my organisation do to become more Dementia friendly?

This depends on what type of organisation you are. Wakefield has a Dementia friendly recognition process, based on what we know is important to people affected by Dementia and will help change their experiences. This process allows organisations and businesses to be publicly recognised for working towards becoming Dementia-friendly. Examples of what your organisation can do include:

- Train staff so they can best support customers with memory problems or Dementia, this can be achieved by becoming a Dementia Friend, to find out more visit www.dementiafriends.org.uk
- Ask people with Dementia what it’s like to use your business, they will often be able to tell you very directly which aspects of your business they will find easy to use and which presents barriers to them. Contact Alzheimer’s Society Wakefield and Five Towns for more information on 01924 373 264
- Make the physical environment more Dementia friendly, have a look around your building and facilities, are they Dementia friendly? Simple changes can make the environment easier for people with Dementia.

For information on the Dementia Friendly Community checklist contact www.wakefielddaas@wakefield.gov.uk

To become a dementia friendly organisation visit www.wakefielddaas@wakefield.gov.uk

The Alzheimer’s Society Wakefield and Five Towns wakefield@alzheimers.org.uk

(01924) 373264
BECOME A DEMENTIA FRIEND TODAY AND MAKE A REAL DIFFERENCE TO SOMEONE’S LIFE

People with dementia don’t just lose their memories; they can also lose their friends. This is because people with dementia can start to behave differently, and sometimes those friends might not understand or know how to react.

However, it is possible to live well with dementia, especially with the support of friends. No matter how big, or how small, every action counts.

That’s because people with dementia need friends more than ever; anybody can become a friend.

It’s as simple as just understanding a bit more about dementia. We will give you helpful tips and small ideas to help you support the people you know with dementia and their carers.

To become a Dementia Friend visit www.dementiafriends.org.uk

WHAT IS DEMENTIA?

Dementia is not a single illness but a term used to describe a group of related symptoms caused by damage to the brain.

Whilst dementia is more common in older people, it is not an inevitable part of ageing. High blood pressure, heart problems, high cholesterol and diabetes can increase the chances of developing certain types of dementia so it’s important that those conditions are identified and treated at the earliest opportunity.

The symptoms depend on the particular form of dementia but can include loss of memory, language, understanding, mood changes and confusion.

To become a Dementia Friend visit www.dementiafriends.org.uk

The following signs could be the early symptoms of dementia.

- Struggling to remember recent events, but easily recalling things that happened in the past.
- Forgetting the names of friends or everyday objects.
- Repeating things or losing the thread of what’s being said.
- Struggling to follow conversations or programmes on TV.
- Having problems thinking or reasoning.
- Feeling confused even when in a familiar environment.

If you’re worried someone close to you may have dementia, it’s important to talk to them about it as soon as possible and encourage them to see their doctor.

There are some treatable conditions with similar symptoms so the sooner it’s discussed with a doctor the better, as other possible causes can be ruled out.

If it is dementia then diagnosing it early means they can get the right support to help live well for longer.
5 THINGS YOU SHOULD KNOW ABOUT DEMENTIA

1. Dementia is not an inevitable part of ageing

2. Dementia is caused by diseases of the brain, the most common of which is Alzheimer’s.

3. It’s not just about losing your memory; it can affect thinking, communicating and doing everyday tasks

4. It’s possible to live well with dementia

5. There is definitely more to a person than the dementia

Dementia

If you’re worried about someone close to you encourage them to see their doctor.

For more information and support go to www.wakefield.gov.uk/dementia

or

The Alzheimer’s Society Wakefield and Five Towns
wakefield@alzheimers.org.uk
(01924) 373264