

Dementia Friendly Nottinghamshire County Council (NCC) Action Plan – 2019-2022

The action plan below highlights **11 key actions** which NCC aims to achieve to improve the lives of people living with dementia, (including carers) within Nottinghamshire. This Action plan is a living, working document and will be regularly reviewed and updated.

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Action (What will you do?)	Lead (Who will be responsible for this?)	Outcome (What impact do you hope to have?)	Measure (How will you know this action has been completed?)	Timescale
1. We will lead the way by supporting district and borough councils to become members of the Dementia Action Alliance	Rob Bryant within the Place Department's Community Team	Working towards making the whole of Nottinghamshire Dementia Friendly	As each district and borough council becomes members of the Nottinghamshire DAA .	Ongoing
2. Encourage NCC staff to be trained as Dementia Champions and attend Training delivered by the Alzheimer's Society. A minimum number of 1 NCC workforce and member trained annually.	Jane O'Brien within Public Health working with HR	Promote Dementia Champions training on the intranet news feed.	Increased number of Dementia Champions (6 NCC staff at the moment) JO to record numbers	Annual review in March.
3. Deliver In-house Dementia Friends Information Sessions: 3 During Dementia Action Week plus others according to demand and capacity.	Rob Bryant with HR Delia Denis-De-Silva	Coordinate Dementia Friends session delivered by our 6 current Dementia Champions	Aiming to have 12 NCC staff attend each session. Totalling at least 48 each year. HR to record numbers and send quarterly reports to JO & RB.	Annual review in March.
4. Work with HR department to embed a link to online Dementia Friends Information session as part of new staff induction.	Rob Bryant with HR Delia Denis-De-Silva	Better understanding and support for those living with dementia and carers	Staff Records HR to monitor uptake of online session if possible.	March 2020

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5. Email information regarding Dementia Friends sessions and how to make businesses more Dementia Friendly to all Shops and Businesses supporting the Age Friendly Take a Seat scheme	Age Friendly Nottinghamshire team	Encouraging shop workers to be more understanding and supportive of customers living with dementia through accessing links to the Alzheimer's web pages	Record numbers of emails and contacts made. JO to record numbers	Annual review in March.
6. Deliver at least one Dementia Information session close to every major shopping high street in the County encouraging shop staff to attend	Rob Bryant and other Dementia Champions within NCC	Educate residents and shop staff about dementia and the effects it has on people's lives. Help create Dementia Friendly shopping destinations	Follows the roll out areas of the Take a Seat Age Friendly scheme. Numbers of sessions and attendees recorded by RB and JO to record numbers	Annual review in March.
7. Support relevant local and National campaigns including National Dementia Action week	Rob Bryant Jane O'Brien	Raise the awareness of Dementia at a local level. (Connect with local voluntary sector and community groups)	Number of campaigns supported and promoted Press coverage / social media. Data held centrally	Dementia Action week Annually in May
8. Add a Dementia Section on the Notts Help Yourself web directory under the 'supporting people with' section	Rob Bryant	To have a Dementia specific space on the web directory to promote local services and social opportunities	Inclusion of Dementia specific tab	31 Jan 2020
9. Encourage District DDAs to ensure local services and groups are on the Notts Help Yourself web directory	Rob Bryant	Better groups and services have improved publicity and web presence. Public can search for specific social	Monthly monitoring to ensure increased Dementia recourses on the Notts Help Yourself Directory	Monthly review

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		opportunities and support services county wide		
10. Consult with residents affected by Dementia about works well for them and what they would like to see change	Rob Bryant	Using the Community Organising Listening process at events and attending Dementia Cafes, Dementia Support groups and forums	Via agreed actions as part of the Community Organising approach.	Ongoing
11. Develop and implement a communications plan, including external communications to promote that NCC actively supports the Dementia Friends initiative and aspires to be a dementia friendly organisation.	Jane O'Brien NCC Communication team	Staff, stakeholder and partner organisation awareness that NCC supports Dementia Friends and aspires to be Dementia Friendly. Other organisations in the County encouraged to follow suit.	Plan developed. Use of the Alzheimer's Society 'We support Dementia Friends' banner in promotional messages e.g. posted on NCC website, "email me" newsletter, via intranet news and team talk.	Oct 2019
As an organisation aspiring to be Dementia Friendly, it is the intention of Nottinghamshire County Council to encourage and support medical centres, libraries and other local organisations and services to do likewise.				

Date of first draft: 27/02/2019

Name of group/ organisation: Nottinghamshire County Council

Name of person completing action plan: Rob Bryant & Jane O'Brien

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