

REPORT OF THE DIRECTOR OF PUBLIC HEALTH

NOTTINGHAMSHIRE COUNTY COUNCIL REFRESHED DEMENTIA DECLARATION ACTION PLAN (2019-2022) FOR APPROVAL AND SIGNATURE

Purpose of the Report

1. The report seeks approval and signature for a refreshed Dementia Declaration Action Plan for Nottinghamshire County Council (NCC) for 2019-2022, and for development and implementation of a communications plan to promote that Nottinghamshire County Council actively supports the Alzheimer's Society Dementia Friends initiative and aspires to be a dementia friendly organisation.

Information

Background

2. The Dementia Action Alliance (DAA) formed in 2010 with the launch of the National Dementia Declaration¹. The Declaration outlines seven outcomes for people with dementia and their carers and includes: having personal choice, having support to help them live their life and living in an enabling and supportive environment. Nottinghamshire County Council is one of over 150 members of the DAA in England committed to taking action to improve the lives of people living with dementia.
3. The Nottinghamshire County Dementia Declaration Action plan 2011/12² included actions on areas such as: developing and commissioning quality services; enhancing support to carers and promotion of good practice to deliver high quality care in care homes and services; ensuring accessible services at all stages of the dementia pathway; increasing uptake of assistive technology; making information available in accessible formats and developing the workforce to understand their clients' needs. Examples of changes resulting from the 2011/12 Nottinghamshire Dementia Declaration Action Plan include:

¹ National Dementia Declaration

https://www.dementiaaction.org.uk/assets/0001/1915/National_Dementia_Declaration_for_England.pdf

² NCC Dementia Declaration Action Plan c2011/12

https://www.dementiaaction.org.uk/members_and_action_plans/733-nottinghamshire_county_council

- a. The Quality and Market Management Team (QMMT) have a specific Dementia Quality Mark (DQM) award for care homes. Currently there are 36 care homes that have the DQM status.
- b. The promotion of independence through the developing excellent practice initiative. To help social care workers this has established a range of core training: assessment and support planning, strengths based approach and risk enablement.
- c. The Council's customer service centre staff are encouraged to attend dementia friends information sessions
- d. The customer service centre staff bring updates on issues for those with dementia to the attention of the carers team.

Need

4. Nationally, the number of people estimated to be living with dementia is predicted to increase from 850,000 (2014) to one million by 2025 and two million by 2050³. Currently, there are 7,866 people aged 65 and over with a dementia diagnosis in Nottinghamshire (2018). With a diagnosis rate of 75.4% this is an underestimate of the actual number of people living with dementia⁴.
5. Dementia is the leading cause of death in England and Wales, accounting for 12.7% of all deaths and 16.5% of female deaths registered in 2017. This is partly due to people living longer and partly due to improved detection and earlier diagnoses⁵. Action on dementia is particularly relevant for the population of Nottinghamshire which has an increasing proportion of older people who may be at risk. It is also important to acknowledge the immense and invaluable role that family carers play in supporting people with dementia⁶.
6. The new Nottinghamshire County Council Dementia Declaration action plan (2019) (Appendix 1). reflects the Council's continued commitment to increase understanding and improve the lives of people living with dementia. This includes actions to be 'Dementia Friendly' and welcoming to people living with dementia, promoting inclusion and reducing isolation and stigma

Summary of actions

7. The refreshed Nottinghamshire County Council Dementia Declaration Action plan for 2019-2022 (Appendix 1) incorporates new and revised actions to:
 - a. Implement a Dementia Friendly Nottinghamshire County plan (Appendix 2) for NCC to be a dementia friendly organisation and support communities and partners to take action to be dementia friendly.

³Alzheimer's Research UK <https://www.dementiastatistics.org/statistics/prevalence-projections-in-the-uk/>

⁴PHE Dementia Profile <https://fingertips.phe.org.uk/profile-group/mental-health/profile/dementia/data#page/0/gid/1938133052/pat/6/par/E12000004/ati/102/are/E10000024>

⁵ Office of National Statistics October 2018
<https://www.ons.gov.uk/peoplepopulationandcommunity/birthsdeathsandmarriages/deaths/bulletins/deathsregistere dinenglandandwalesseriesdr/2017>

⁶ Nottinghamshire JSNA Dementia (2014) and Framework for Action (2016-20)
<https://www.nottinghamshireinsight.org.uk/research-areas/jsna/older-people/dementia-2014/>

- b. Promote healthy lifestyle choices that contribute to prevention or delayed onset of dementia and living well with dementia.
 - c. Provide training and encourage greater take-up of assistive technology for people living with dementia.
 - d. Engage with and connect people living with dementia
 - e. Identify, promote and deliver quality standards and best practice in services at all stages of the dementia pathway.
 - f. Enhance support services to carers.
8. The plan has been produced collaboratively between Public Health and Social Care Dementia Leads and the Community Friendly (formally Age Friendly) Nottinghamshire team, taking into account views of people living with dementia. It supports the Council's ambition in Your Nottinghamshire, Your Future 2017-2021⁷, for Nottinghamshire to be a great place for people to enjoy their later life, the priorities within the Adult Social Care and Public Health Departmental Strategy 2019-21 and the Nottinghamshire County Council Carers strategy 2018-20.

Delivery and impact

9. The plan will be delivered by teams across Adult Social Care to improve the quality of life for people with dementia and their carers by:
- a. The Quality and Market Management Team will continue to be responsible for the implementation and monitoring of the Dementia Quality Mark (DQM) with eligible care homes.
 - b. The Principal Social Worker will roll out training to frontline teams to support their interactions with people with dementia and their carers.
 - c. Work across districts and boroughs to support the Dementia Action Alliance including the roll out of the Dementia Friends Programme.
 - d. Enhance the use of technological solutions through the Assistive Technology programme.
 - e. Support the engagement of service users and their carers in the design and delivery of services
 - f. Consult with carers with regards to a dementia carer's service to support the needs of this cohort. This will be in addition to the newly commissioned carer's hub which will have a greater dementia focus for low-level preventative support.
10. The impact has included the development and support of a Nottinghamshire DAA 'Action on Dementia' Networking Event in Rushcliffe in May 2019 to respond to the need for positive messages and information about living well with dementia. People with dementia and carers were involved in the organisation of the event and feedback from participants included *"Going home overflowing with useful information, contacts and phone numbers."* and *"Feeling uplifted and positive"*. The Nottinghamshire DAA is supporting the replication of this event across Nottinghamshire.
11. The Public Health lead manager for Dementia has worked with the Community Friendly Nottinghamshire team to increase the number of Dementia Friends in Nottinghamshire County

⁷ Your Nottinghamshire Your future, 2017-2021 <https://www.nottinghamshire.gov.uk/media/122942/your-nottinghamshire-your-future.pdf>

Council and Nottinghamshire Communities through delivery of Dementia Friends information sessions. These sessions connect people and increase awareness and understanding about dementia, helping to reduce stigma and stimulating people to take action to support those living with dementia. Since Dementia Action week in May 2018 the results of this work are:

- 118 new dementia Friends in Nottinghamshire County Council (staff and members).
- 97 new dementia Friends in communities – a broad range of people including community volunteers, shop workers, newly qualified paramedics.

12. To continue to support Nottinghamshire County Council as an organisation aspiring to be dementia friendly Public Health and Community Friendly Nottinghamshire are now working with NCC Human Resources colleagues to embed the offer of regular interactive face to face Dementia Friends sessions into the NCC learning pool and promotion of an online version into staff induction.
13. Through the actions outlined in the attached plans Nottinghamshire County Council will be able to display and use the Alzheimer's Society 'We support Dementia Friends' banner. It is proposed that a communications plan be prepared to promote that NCC actively supports the Alzheimer's Society Dementia Friends initiative and aspires to be a dementia friendly organisation.
14. Nottinghamshire County Council Public Health and Social Care Colleagues are actively engaged with the Nottinghamshire DAA and members continue to make commitments using their collective expertise to influence policy and societal attitudes towards dementia.

Other Options Considered

15. An option considered was to continue with the previous Dementia Declaration Action plan. As it is five years beyond the end date of the plan and progress has been made such that the status of all actions is now either complete or ongoing delivery, it is considered appropriate to refresh the plan with new actions in line with current needs and developments.

Reason/s for Recommendation/s

16. To enable Nottinghamshire County Council to demonstrate continued commitment to increase the understanding of dementia and to improve the lives of people living with dementia in Nottinghamshire as a proactive member of the Dementia Action Alliance.

Statutory and Policy Implications

17. This report has been compiled after consideration of implications in respect of crime and disorder, data protection and information governance finance, human resources, human rights, the NHS Constitution (public health services), the public sector equality duty, safeguarding of children and adults at risk, service users, smarter working, sustainability and the environment and where such implications are material they are described below. Appropriate consultation has been undertaken and advice sought on these issues as required.

Financial Implications

18. There are no financial implications within this report.

Human Rights Implications

19. The refreshed Dementia Declaration Action plan supports the Dementia Action Alliance Dementia Statements⁸ which reflect what people living with dementia have said are essential to their quality of life. These are grounded in human rights law and as such reflect the Equality Act, Mental Capacity legislation, Health and care legislation.

Implications in relation to the NHS Constitution

20. The refreshed Dementia Declaration Action plan supports the seven key principles of the NHS Constitution for England.

Public Sector Equality Duty implications

21. See paragraph 19 above.

Implications for Service Users

22. The refreshed Dementia Declaration Action plan incorporates actions to improve the experience of service users living with dementia.

Implications for Sustainability and the Environment

23. The development of Dementia Friendly communities will support the creation of environments in which people with dementia are able to participate in every day and social activities so that they can sustain their independence for longer.

RECOMMENDATION/S

- 1) For the ASC&PH Committee to sign and approve the adoption and promotion of the refreshed Dementia Declaration Action plan for 2019 -2022 (Appendix 1) and associated Dementia Friendly Nottinghamshire County Council Action Plan – 2019-2022 (Appendix 2).
- 2) For the ASC&PH Committee to approve the development and implementation of a communications plan, including external communications to promote that NCC actively supports the Dementia Friends initiative and aspires to be a dementia friendly organisation.

Jonathan Gribbin
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⁸The Dementia Statements <https://www.dementiaaction.org.uk/nationaldementiadeclaration>

For any enquiries about this report please contact:

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Constitutional Comments (LW 17/07/2019)

24. Adult Social Care and Public Health Committee is the appropriate body to consider the content of the report

Financial Comments (DG 17/07/19)

25. There are no specific financial implications arising from this report.

Background Papers and Published Documents

Except for previously published documents, which will be available elsewhere, the documents listed here will be available for inspection in accordance with Section 100D of the Local Government Act 1972.

- 'None'

Electoral Division(s) and Member(s) Affected

- 'All'