



'Bring
Me
Sunshine'

Living Well With Dementia
in North Yorkshire
Celebration Report

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Foreword

Welcome to our celebration of the work to implement North Yorkshire's Dementia Strategy Bring Me Sunshine - Living Well with Dementia in North Yorkshire.

This celebration report is an opportunity to thank all partners and individuals across North Yorkshire who have committed to making North Yorkshire a place where people living with dementia can live well.

This report highlights some of the excellent work that has been undertaken as well as showing our collective continued commitment for next year and beyond. This report also recognises ongoing work and commitment from partners that has been co-ordinated and facilitated by The Partnership.

The key achievements of 2018 have been driven by the passion and commitment of local individuals, partners and organisations to work together to improve the lives of people living with dementia within their local communities by championing the four principles and five priorities of the Dementia Strategy and concentrating efforts on how to make North Yorkshire more Dementia Friendly.

2019 will see a continued effort on making North Yorkshire Dementia Friendly, whilst also continuing to work towards local action plans to support workforce changes, improvements in diagnosis, simplifying information, advice and guidance and supporting individuals to plan for their future.

Who we are

The 'Bring Me Sunshine - Living Well with Dementia in North Yorkshire Strategy' (The Dementia Strategy), its Action Plans and this Celebration Report would not have been possible without individuals living with dementia or their families, carers or loved ones, the 'Bring Me Sunshine - Living Well with Dementia in North Yorkshire Partnership', the local Dementia Action Alliances, Dementia Friendly Communities Groups and various Voluntary Sector organisations (The Partners or The Partnership).



Executive Summary

In October 2017, we launched 'Bring Me Sunshine' the North Yorkshire Dementia strategy and now seems a fitting time to reflect on the past successes and to look forward to the challenges and opportunities that lay ahead. This report sets out some of the key successes but we are acutely aware of the challenges that still lie ahead.

'Bring Me Sunshine' brought together people interested in dementia from across North Yorkshire and the wider region to develop a shared vision and goal for what we believe care and support for people living with dementia should look like.

Following extensive consultation 4 Principles and 5 Priorities were developed which became the underpinning for our approach to supporting people living with dementia in North Yorkshire. Through working closely with people living with dementia and their carers through the development of the strategy we could be sure that these principles and priorities reflected the true wishes of our communities.

We also knew that a strategy attempting to address an issue as large as dementia in a place as large and diverse as North Yorkshire could only succeed by engaging with and empowering our communities. From the outset we sought to work with existing local organisation and interested parties and this network has become the Bring Me Sunshine partnership which now drives forward delivery of the strategy.

The key success of the strategy has been in uniting people around this shared vision and an agreed set of objectives. As a result, over the past year NYCC has worked with 15 local groups to develop and deliver local action plans and to begin to drive change in our communities. These groups are led and owned by local communities with chairs ranging from local volunteers, Councillors, employees of voluntary sector organisations and health professionals.

Each local group has developed its own set of priorities and actions to address these, full details can be found within the report:

Local dementia action groups in the Clinical Commissioning areas

Hambleton and Richmondshire Dementia Collaborative:

- Supported Employment Opportunities
- Networks – how can we all work together more effectively as organisations, professionals and citizens
- Customer Friendly Environments
- Young onset dementia

Whitby Dementia Action Alliance

- Make Whitby a Dementia Friendly Community
- Undertake the Dementia Friendly Community recognition process
- Create a new website and social media presence
- Continue to work with partners and support local events.

Scarborough Dementia Action Alliance (DAA)

- Working in partnership across Scarborough and Whitby
- Celebrate our achievements
- Increase dementia awareness and engagement

The Easingwold and Villages Action on Dementia Alliance

- Awareness and understanding
 - Community events
 - Reducing the stigma of dementia
 - Training and education
- The collective voice
 - Influence and Change
 - Capacity and Resource
 - Membership
- Co-ordination and Collaboration
 - Local service delivery
 - Communication
 - Engagement

Dementia Friendly Craven

- To enable residents and groups all over the District to work towards improving the local dementia friendliness of their own communities;
- To create a district wide network to support local communities;
- To work toward developing a self-advocacy group to enable people living with dementia to speak for themselves; and
- To promote better understanding of dementia across communities

Harrogate Public Services Leadership Board

- Create a dementia friendly Harrogate
- Workforce development
- Diagnosis – rates and process
- Planning for the future and dying well

Selby District Dementia Friendly Community

- Share good practice
- Celebrate our achievements
- Increase awareness
- Create a dementia friendly Selby

Making It Happen

Bring Me Sunshine began as a loose collaboration of statutory and voluntary partners, however over the past three years of development and publication the strategy has taken on a life of its own and now takes on many forms, mirroring the diversity to be found in the communities of North Yorkshire.

In May 2018 the strategy partners delivered the 'Bring Me Sunshine – Making It Happen' conference in Scarborough. Attended by over 150 people, approximately half of whom were people living with dementia and carers, the event allowed people from across the county to come together to discuss local issues and to explore ways in which these could be addressed.

Along with invited speakers the conference focussed on 4 key discussion areas: Our Communities, Diagnosis Pathway, Where would we like to be? And How Do We Get There? These topics allowed attendees to share thoughts and ideas with people from their own districts and across North Yorkshire to inform the development of local plans.

From working on hospital wards in Scarborough to railway stations in Craven via reminiscence groups in Ripon and school visits in Northallerton the partnership has begun the gradual process of making North Yorkshire a place where it is possible to live well with dementia and has begun to take on the challenge in unique and inspiring ways.



Dementia Strategy

The Dementia Strategy was launched in autumn 2017, following extensive consultation and engagement with people living with dementia and their carers, families and friends. It highlights what is important to people living with dementia and areas of achievement and improvement across North Yorkshire. Alongside personal stories, the Dementia Strategy also describes the current position in terms of the number of people living with dementia and highlights some lesser known facts about people living with young onset dementia and people living with dementia and a learning disability.

Principles:

I am Me

I am not dementia

I have a name and I expect it to be used

Carers Matter

Treat them as well as they treat us

The Small Things

Small acts of understanding can make a huge difference

Consistency

Where I live shouldn't determine how I am treated

The Dementia Strategy has four key principles and five key priority areas which will shape the approach to dementia in North Yorkshire over the lifetime of the strategy.

Priorities:

Dementia Friendly North Yorkshire

Workforce Development

Diagnosis

Support and Advice

Planning for the Future and Dying Well

Based on the principles and priorities, a high level action plan was formed.

PRINCIPLE
I am Me
I am not dementia
I have a name
and I expect it
to be used

PRINCIPLE
Carers Matter
Treat them as well
as they treat us

PRINCIPLE
The Small Things
Small acts of
understanding
can make a huge
difference

PRINCIPLE
Consistency
Where I live
shouldn't determine
how I am treated



PRIORITY
Dementia Friendly North Yorkshire

WE WILL:

- work with local government, businesses and communities to promote dementia friendly communities across North Yorkshire
- develop a schools' dementia awareness programme to create a 'dementia friendly generation'
- work with employers to emphasise the importance of supporting and valuing carers of people living with dementia in employment
- support local Dementia Action Alliances and Collaboratives to make communities accessible and welcoming to people living with dementia and their carers
- develop and deliver accommodation options for people living with dementia and their carers

OUTCOMES

1. People living with dementia and their carers feel accepted, supported and understood in their communities
2. Support for people living with dementia and their carers is embedded in our communities
3. Improved public understanding of dementia

PRIORITY
Workforce Development

WE WILL:

- work to improve the understanding of, the experiences and impacts of living with dementia, amongst health and social care professionals
- review the training and development offer to independent sector care staff and work with providers to assess training and development needs
- ensure that all signatories to this strategy work to become dementia friendly organisations and aspire to all public facing staff undertaking dementia friends training
- support individuals and groups who wish to challenge examples of bad practice
- ensure health and social care professionals are aware of and trained in the importance of carers and the specific challenges carers of people living with dementia can face

OUTCOMES

1. Greater awareness of living with dementia amongst health and social care professionals
2. People are treated as individuals rather than a person with dementia
3. People will experience a more personalised and coordinated health and social care system

PRIORITY
Diagnosis

WE WILL:

- work to ensure that the diagnosis process is clear and transparent to people and involves no more professionals or appointments than necessary
- work towards a target of everyone receiving timely formal diagnosis
- work with professionals to ensure that a diagnosis is delivered in a suitable way that recognises the impact on the person and their carer and that full follow up support is offered
- ensure that everyone who wishes to be is referred on to our dementia support services
- ensure that carers are offered support and advice relevant to their needs and are supported through the diagnosis process

OUTCOMES

1. More timely and effective diagnosis routes
2. More effective and consistent post diagnostic referrals
3. A better experience both practically and emotionally of the diagnosis process

PRIORITY
Support and Advice

WE WILL:

- create simple points of access for information for people living with dementia and their carers in North Yorkshire including improved access to peer support
- review our current information and advice offer to people, look at ways of improving what already exists and where there is scope for a more innovative approach
- monitor and share the progress of new technology and the ways it could support people living with dementia and their carers
- ensure dedicated Dementia Support Services for people living with dementia and their carers from diagnosis through to bereavement
- develop support specifically for people living with young onset dementia, people living with a learning disability and dementia and their families

OUTCOMES

1. Clearer, more accessible information, advice and guidance produced with people living with dementia and their carers
2. Greater access to peer support and learning
3. Adoption of new approaches where technology advances

PRIORITY
Planning for the Future and Dying Well

WE WILL:

- develop training and awareness around the importance of planning for the future and having open discussions around people's wishes and fears
- improve and promote information advice and guidance to enable people to make early and informed decisions around mental capacity, planning for the future and end of life care
- work to challenge the social and professional stigma and nervousness around death and dying
- continue to support bereaved carers to ensure they have the physical, emotional and social support they need

OUTCOMES

1. Improved access to knowledgeable professional support
2. Clearer information around what to expect and how to plan
3. Better support for bereaved carers

Action Plan

Building on previous achievements and the high level Action Plan described above, the focus of 2018 has been to work collaboratively with partners across North Yorkshire to implement the Strategy's aims through local Partnerships and Action Plans. In some areas this has been through established Dementia Collaboratives, Dementia Action Alliances and Dementia Friendly Communities, whereas in other areas new groups have been set up to lead this implementation.

This report celebrates the local implementation of the Dementia Strategy through these Partnership Groups, on all priorities of the Action Plan with a special focus on Dementia Friendly North Yorkshire. Following publication of this Celebration Report, local Dementia Strategy Action Plans will be published to highlight commitments for next year (and beyond).

This report will examine each priority individually, detailing the aims for each priority, the progress which has been achieved so far and providing case studies highlighting these achievements, along with future commitment and focus for 2019.

Bring Me Sunshine – Making It Happen Conference

During the development of the Dementia Strategy, The Partnership hosted a highly successful conference to gather individual stories and experiences to influence the design, development and production of the Dementia Strategy.

Following this success The Partnership hosted the **'Bring Me Sunshine -Making it Happen Conference'** in May 2018 at Scarborough Rugby Club. The main focus of the conference was to continue to have open conversations between individuals living with dementia, their carers and health and social care professionals to build on the successes of The Strategy and to influence the development of the local Action Plans.

The conference was a huge success with over 150 people attending. Approximately half of the attendees were people living with dementia, their carers or families. Other attendees included people working across the health and social care sectors or with a professional interest in dementia care.

The agenda covered a wide range of topics including:

- A personal story from a self-advocate living with dementia;
- The journey so far for the local dementia charities;
- Understanding how the local CCG prioritises dementia;
- Dementia Friendly Dancing and Movement;
- Research item on the diagnosis and support for younger people living with dementia; and
- Themed workshops to encourage discussion between people living with dementia, their carers and professionals. The workshop themes were: Our Communities, Diagnosis Pathway, Where would we like to be? And How Do We Get There?

Feedback from the day was incredibly positive, with the personal story really resonating with attendees. Information gathered as part of the workshops has been used to influence and develop the local plans which ensures that the plans concentrate on local issues identified by people living within those local areas. This has also resulted in connections, networks and relationships being built and strengthened through open discussions to help improve outcomes for people living with dementia.



Dementia Friendly North Yorkshire

A key theme identified through the Dementia Strategy engagement was challenging the stigma around and raising awareness of dementia.

21% of individuals said awareness of dementia was the most important issue for them and the places they live and places go to need to be dementia aware and Dementia Friendly.

Accessibility was also an important theme including topics such as signage, Dementia Friendly Communities, Transport, Inclusivity and Equality.

North Yorkshire is fortunate to have a number of groups that are working towards making North Yorkshire Dementia Friendly. Some of these groups have been established for a long time and are building on their previous successes in implementing the strategy in their local area. Other groups are new and are learning from best practice from their cross county colleagues. All groups have been working on individual Action Plans to support the Dementia Strategy Action Plan. They will measure their progress against these throughout the year. All actions will work towards achieving a Dementia Friendly North Yorkshire where:

1. People living with dementia and their carers feel accepted, supported and understood in their communities;
2. Support for people living with dementia and their carers is embedded in our communities; and
3. There is an improved public understanding of dementia.

"There is still a stigma around dementia and too many of us are too scared or embarrassed to tell even those closest to us"

"We want to live in our homes and communities for as long as possible"

"Being able to get around my community with 'signage simple and clear, shops thinking about what it means when they change layout / offer"

Hambleton, Richmondshire and Whitby Clinical Commissioning Group (CCG) area

Hambleton and Richmondshire Partnerships

The Hambleton and Richmondshire Dementia Collaborative have had a number of multi-agency meetings throughout the year. We held an all-day planning session in February 2018 and have dedicated subsequent meetings to analysing the results and information from the planning session and developing an action plan. The action plan covers four themes:

- Supported Employment Opportunities – The Collaborative will work closely with employers to enable understanding of the benefits of supporting people living with dementia and / or their carers to remain in work, Support larger organisations to encourage staff volunteer days.
- Networks – The Collaborative will develop Dementia Friendly Awards, provide awareness sessions and identify and share good joint working practice, create local Dementia Friends to raise awareness about dementia, establish a support framework for people following diagnosis, identify options for engaging with GPs and pharmacy staff and improve interagency communications.
- Customer Friendly Environments – The Collaborative will encourage local communities, shops and businesses to become Dementia Friendly and provide Dementia Friendly window stickers.
- Starting Young – The Collaborative will work closely with partners to understand the true number of younger people living with dementia and raise awareness of young onset dementia.

The full action plan will be available to view following publication of this report.

The Hambleton and Richmondshire Collaborative has also supported people living with dementia and their carers to access and respond to the Blue Badge consultation, encouraging the Government to consider the eligibility of people with 'hidden' disabilities to access the Blue Badge.

In 2018 Making Space a local dementia support charity worked in partnership with:

- The local Carers Group to support their monthly Peer Support Group Meeting;
- North Yorkshire Library Service to establish good working relationship with local library staff and to provide Dementia Friendly training;
- Botton Farm to begin to establish stronger links with organisations supporting people living with a learning disability;
- Botton Village to provide Dementia Friends training sessions to staff and residents.
- Danby Memory Lane Lunch to provide support and information to people living with dementia and their carers;
- Thirsk Memory Café to provide support and information to people living with dementia and their carers;
- Danby Memory Lane Music to provide support and information to people living with dementia and their carers; and
- Richmond Business and Tourism Group to raise awareness of dementia by offering Dementia Friends sessions and additional training.

Whitby Dementia Action Alliance (DAA)

Whitby DAA is supporting the Bring Me Sunshine – Living Well with Dementia Partnership and delivery of the strategy in Whitby.

On the 14th August there was an open Dementia Friends Information session held at Kirkham Close Community Centre.



This was followed on the 21st August by a Dementia Champion Session held at Whitby Museum which saw the creation of 16 new Dementia Champions



Whitby Dementia Action Alliance will become a Dementia Friendly Community, and encourage businesses to become more Dementia Friendly allowing them to display the 'working to become Dementia Friendly' logo.

By becoming a Dementia Friendly Community Group, Whitby DAA will undertake the recognition process and will create a steering group to support this process. Whitby DAA will create a steering group to undertake the activities around creating a new website and activities leaflet to provide a central point of information for people living in Whitby.

People living with dementia and their carers have highlighted some key issues around the accessibility of Baxtergate due to the colour change of the tarmac from light grey to jet black. Some people living with dementia can have difficulty with visual perception, specifically around black representing black holes or blues representing rivers. Following discussions with Whitby DAA to highlight these issues, Whitby DAA have made it a key action to work in partnership with Scarborough Borough Council to raise awareness about living with dementia and how these changes can affect individuals.

Other actions include mandatory dementia awareness training for all care and support workers through supporting the Dementia Friends programme and informing local businesses that they can access free e-learning through North Yorkshire County Council's Learning Zone.

In partnership with Beyond Housing (formerly Yorkshire Coast Housing), Whitby DAA supported the National Play Day, an event which brings together people of all ages to enjoy an afternoon of fun and games.



During Dementia Awareness Week, Whitby DAA supported a number of information stands including at GP surgeries, as well as supporting the local roadshow bus.



2019 onwards will see Whitby Dementia Action Alliance:

- Become a Dementia Friendly Community
- Undertake the Dementia Friendly Community recognition process
- Create a new website and social media presence
- Continue to work with partners and support local events.

The full action plan will be available to view following publication of this report.

Case Study: Community Roadshow Events

In 2018 the Alzheimer's Society hosted their Community Roadshow across North Yorkshire. Beginning in early May Roadshow events have taken place in Harrogate, York, Skipton, Scarborough, Whitby, Northallerton, Richmond, Catterick which engaged directly with over 2500 people.

Partner organisations shared their own local information and visited the roadshows to speak directly with members of the public. North Yorkshire Fire and Rescue Service were able to promote their home safety checks which was a great example of partnership working.

Case Study: Reminiscence Cafés Hambleton and Richmondshire

Making Space have initiated and developed a monthly themed Reminiscence Café at Northallerton Library (started August 2018) and the Nostalgic Memories Themed Reminiscence Group (approximately a year old) at Richmondshire Swimming Pool which enable people living with dementia and their carers to meet new people and make new friendships whilst enjoying themed conversations supported and stimulated by memorabilia and photos, followed by an activity including a quiz, games, craft or art, along with free refreshments. The Nostalgic Memories Themed Reminiscence Group in Richmond has been nominated for a community award. Benefits of these sessions include linking in with the local forces community and expanding membership to include a serving member.



Vale of York Clinical Commissioning Group (CCG) area

The Easingwold and Villages Action on Dementia Alliance

The Easingwold and Villages Action on Dementia Alliance has been formulating their action plan which includes three themed areas:

- Awareness and understanding
 - Community events
 - Reducing the stigma of dementia
 - Training and education
- The collective voice
 - Influence and Change
 - Capacity and Resource
 - Membership
- Co-ordination and Collaboration
 - Local service delivery
 - Communication
 - Engagement

2019 onwards will see Easingwold and Villages Action on Dementia Alliance:

- Attend community events throughout the year to raise awareness of the issues faced by people living with dementia and their carers;
- Produce, distribute and review a leaflet to explain the dementia 'journey' and to promote local service providers;
- Gather evidence of need and statistical data to identify gaps in local provision and challenge those with responsibility for service delivery at a regional level where appropriate; and

- Review the membership of EVADA to ensure it is truly representative of local providers, user groups and other key stakeholders (schools, the police, churches, local businesses etc.).

The full action plan will be available to view following publication of this report.

Selby District Dementia Friendly Community

In early 2018, the Selby District Dementia Friendly Communities Group was set up. Partners from the following organisations have joined forces to create the group:

- Alzheimer's Society;
- Dementia Forward;
- Tadcaster Volunteer Cars Association;
- Sherburn Community Trust;
- Selby Community Library;
- Sherburn Visiting Scheme;
- Community First Yorkshire;
- North Yorkshire Fire and Rescue Service;
- North Yorkshire County Council's Stronger Communities;
- North Yorkshire County Council's Living Well team
- Health and Adult Services Care and Support team; and
- Health and Adult Services Commissioning team.

The group has been working to produce an action plan which includes:

- Understanding the information gathered at the Bring Me Sunshine Event held in May;
- Seeking additional views of people living with dementia, their families and carers to understand what's important to people locally and what's good / could be improved in Selby;
- Working in partnership with other local groups to share their good practice to propel the Selby Dementia Friendly Community group forward;
- Celebrating achievements from the local community of good practice that has improved the wellbeing of people living with dementia and their carers;
- Working with Stronger Communities to increase dementia awareness and membership of the Dementia Friendly Community Group; and
- Creating Dementia Friendly Communities and joining the recognition process.

2019 onwards will see Selby District Dementia Friendly Community:

- Review membership to ensure it is truly representative of local providers, user groups and other key stakeholders (schools, the police, churches, local businesses etc.);
- Offer Dementia Friends Information sessions to personal and professional networks;
- Raise awareness about carers and their invaluable support for people living with dementia; and
- Launch the Dementia Friendly Communities website and Facebook page.

The full action plan will be available to view following publication of this report.

Case Study: Dementia Friends PHSE sessions

Teachers from Local Authority-led schools across North Yorkshire attended a Dementia Friends Awareness session aimed at encouraging teachers to adopt the Dementia Friends resources to use within their Personal, Health and Social Education (PHSE) sessions.

Feedback from teachers included:

- Resources have been shared with other PSHE staff;
- A number of teachers have used the resources as conversation tool with young people;
- Plans in place to use the resources as part of Dementia Awareness Week;
- Teachers recognised that although the resources are useful they will need to be implemented with care as many young people may be affected;
- They felt the resources were simple to use and the pupils got a lot from them. Two of the six teachers who hadn't yet used the resources said they were planning them use them in the future; and
- One school has now established a link with a care home.

Case Study: Sporting Memories

Sporting Memories is a charity which supports older people living in England and Wales with dementia, depression and loneliness by engaging them in social activities and helping them to recall memories of watching or playing sport. By sharing memories of sporting moments and tapping into a passion for sport, Sporting Memories help people to connect with others and with their past, reawakening positive thoughts and feelings that otherwise may be lost. The charity trains volunteers to help run groups across England and Wales.

In North Yorkshire there are a number of established groups including sessions at Easingwold, Northallerton, Knaresborough and Harrogate.

Love talking sport?

We welcome you to attend the new weekly Sporting Memories Group, taking place every Thursday morning at

Springhill Court

Manor Road, Easingwold, York YO61 3FG

Commencing Thursday 13th September 10:30am till Noon

Come along, listen and share sporting memories with other older sports fans.

FREE REFRESHMENTS PROVIDED

www.sportingmemoriesnetwork.com

Harrogate and Rural District Clinical Commissioning Group (CCG area)

Harrogate Public Services Leadership Board

In March 2018, partners from nine public and voluntary organisations attended the first meeting to discuss the implementation of the Dementia Strategy across Harrogate. Harrogate Public Services Leadership Board (PSLB) agreed that a local implementation action plan should be developed in collaboration with partners building on relationships already established.



The meeting provided an opportunity to gather information on all the good work already taking place in the District and to identify areas that need support or further development. Information collated as part of the discussions has subsequently informed a local action plan.

The full action plan considers what is working well and what the areas for development are for each of the five priorities. Below are some of the areas for further development:

- Dementia Friendly North Yorkshire – further development of the local Dementia Action Alliance is required. Other action areas include communications and raising public awareness of what is already available, and looking at the suitability and costs of some services including housing and cost of residential or nursing care.
- Workforce Development – undertaking training and development of new and existing health and social care staff, improving workforce capacity to cope with increasing demand as the number of people living with dementia increases, and increasing awareness of all staff of local referral routes and the dementia pathway.
- Diagnosis – Reviewing information, advice and support around diagnosis and impacts of diagnosis on people living with dementia and their families / carers
- Support, Advice and Information – ensuring relevant information, advice and signposting by staff that understand the dementia pathway and referral process, encourage the use and knowledge of dementia schemes such as the Butterfly Scheme, ensure support and advice is available to support people with younger onset dementia.
- Planning for the Future and Dying Well – improve planning for the future signposting pathway and understand what support other partners can provide, including Yorkshire Ambulance Service.

2019 onwards will see:

- Integration of views from people living with dementia and their carers into the action plan;
- Review previous information captured and agree key themes of work to take forward on the action plan. These may include;
 - raising awareness and celebrating the good things we are already doing across the District,
 - awareness of what is available/ training for employed staff across a range of organisations
 - care homes (availability/ensure equipped to provide support);
- Production of a draft action plan and agree governance and sign off process; and
- Consideration under the 'Planning for the future and Dying Well' section of the Dementia Strategy if Partners would be interested in organising an event for Advanced Care Planning.

The key things achieved so far linked to the implementation discussion process have been:

- Feedback from people living with dementia and their families/carers including a young adult's experience of supporting her mum through diagnosis of young onset of Frontal Lobe Dementia, navigating pathways and residential care and the discussion at the 'Young onset group curry night';
- Identified a wealth of good work already going on in the district including:
 - Dementia Friendly communities across Harrogate District;
 - Intergenerational awareness raising work in schools
 - Awareness raising video for Northern Rail staff linked with 'The Bentham Line' Project; and
 - Internal, organisational training and standards for partners,
 - Identified and facilitated support groups and activities available for people living with dementia and their carers.

The full action plan will be available to view following publication of this report.

Case Study: Young Onset – Younger People Living with Dementia

The Dementia Strategy highlighted a number of issues relating to young onset dementia, from the inaccuracies around diagnosis figures to changes in the coding of people living with dementia as they age, as well as a lack of awareness and services for younger people living with dementia.

When an individual is diagnosed with dementia, health care professionals will code the individual based on their diagnosis e.g. Alzheimers disease, Vascular dementia, Lewy Body dementia (etc.). Currently, there isn't a code to identify people diagnosed prior to age 65.

As an individual moves along their journey the coding remains the same therefore making it difficult to understand how many people are diagnosed prior to age 65.

Example: A person aged 67 who was diagnosed at 63 will be counted into the over 65 statistics.

Without accurate statistics it is impossible to understand, track and plan for people living with young onset dementia and this influences service design.

Dementia Forward have been promoting and campaigning to raise awareness of these issues, which has resulted in NHS England recognising the issues around young people's coding and reviewing their systems within the Health Services, as well as discussing services which can support younger people living with dementia. This is in the early stages of development but is a huge success for younger people living with dementia.

Harrogate has a young onset group called Time Out Together (also known as TOT) which is the only one of its kind in North Yorkshire. The group consists of younger people aged between 52 and 64 living with dementia and their carers and families.

The aims of the group are:

- To provide meaningful outward bound activity;
- To focus on what people can still do;
- To encourage activity and social interaction to maintain good wellbeing;
- To provide a day respite break for carers; and
- To create supportive peer support networks for both the person diagnosed and the carers and families

"I found getting help really difficult at first because nothing was for people my age but I found the Time Out Together (TOT) group"

"[I get my support] from the Alzheimer's society in Scarborough but there is nothing for people my age"

The day begins with coffee and a chat at the Dementia Forward hub in Burton Leonard and the plan for the day is agreed. Using Dementia Forward's minibus the group travels to various activities, including cycling, walking, golf, motor boats, seaside trips, museums, arts and crafts, an archaeological dig, activities with animals, cinema trips and Christmas shopping. On occasion the group has chosen to do some DIY or gardening at the hub which they call home. There are currently 15 members and a waiting list. Alongside Time Out Together Dementia Forward also runs a carers discussion group and there are ad hoc social events.

The Dementia Strategy aims to improve awareness and services for younger people living with dementia.

During a recent curry night the TOT group provided some in-depth feedback about how the condition affects them and their experiences of the diagnosis process. For some people this is a significant source of frustration with issues relating to the lengthy diagnostic process and people being misdiagnosed. The curry night enabled commissioners from across North Yorkshire to meet with an established group of younger people to discuss how similar groups can be rolled out across North Yorkshire. Dementia Forward are actively seeking funding to enable this roll out.

Alzheimer's Society has reviewed their approach and resources at local cafes to ensure they are inclusive of younger people living with dementia.



Case Study: Wellbeing Café – Harrogate and Rural District

Across Harrogate and Rural district and Vale of York CCG areas, Dementia Forward have been supporting local communities to set up Community Cafes based on the 'Wellbeing Café' model, providing the skills and support to support people living with dementia within an inclusive community café in their local area. These cafes are running weekly and are volunteer-led. Established cafes are run at:

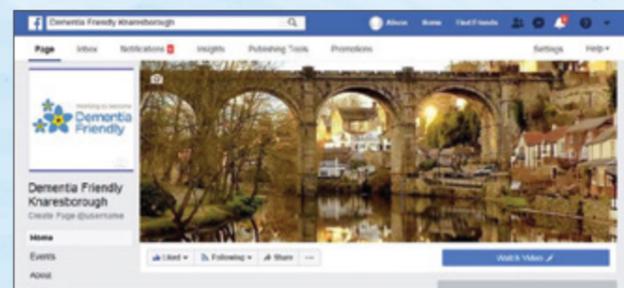
- Pateley Bridge;
- Burton Leonard;
- Hampsthwaite;
- St Luke's Church Centre, Harrogate;
- Wesley Chapel, Harrogate;
- Masham; and
- Kelcbar near Tadcaster;

Two further cafes are in development; one at the Holy Trinity Church in Ripon and one in Easingwold.

The Wellbeing Cafes are so popular and successful that Dementia Forward have set up two out of area in Otley and Sussex. This model is sustainable and provides skills within the community and promotes social interaction and engagement.

Case Study: Dementia Friendly Community - Knaresborough

Alzheimer's Society has supported the development of a Dementia Friendly Community in Knaresborough. They have organised two Dementia Friends sessions, a Memory Walk and the local Town Council has asked to be involved in the steering group. The steering group has representatives from Healthwatch, NYCC Library Service, third sector charities including Alzheimer's Society and Over the Rainbow Care. The group has used social media to generate interest and information published on their Facebook page which has been viewed by over 4,800 people in September 2018.



Case Study: Supporting Dementia across Generations and Cultures

During the 2016 Bring Me Sunshine Conference in Harrogate, students from Harrogate High School and St Aidan's School presented their stories about how they had completed dementia awareness sessions and have now started creating Dementia Friends and Dementia Friends Champions within their schools. One of these schools has now chosen to work with their local primary schools to spread awareness. To support this Dementia Forward have created activities which can be used with primary schools.

Dementia Forward has launched a project with a local care home, The Hall, in Pocklington and a culturally diverse school in Leeds - Hovingham School - to bring together children and people living within care homes to share experiences. The year 5 pupils visited the home every week throughout the school year for games, crafts and other activities which found some children eating mince pies for the first time and some residents learning to use iPads for the first time. The school has made a film and has recently won an award for the work they have been doing. Hovingham School has committed to continue with a new cohort of children next year.



This project allows communities to break down the stigma and fear around dementia, as well as trying to include care homes as a real part of their communities to reduce social isolation and loneliness for people living in care homes.

Alzheimer's Society has also been delivering Dementia Friends sessions within schools, encouraging local schools to become involved in supporting and visiting local residential homes and delivering sessions to Scouts and Young Firefighters.

"Dementia is a difficult subject to talk about across all backgrounds, ages and cultures, so awareness is key to tackling the stigma"

'Show me you care'

Photography project – Dementia Forward

During Dementia Action Week in May 2018, Dementia Forward undertook a photography project to understand what good dementia care and support means to members of the public.

Each person involved help the yellow balloon and answered three questions:

- How does someone show they care for you?
- How do you think society could care more for people with dementia?
- Do you have experience of dementia?



Care and Support for Life

'Show Me You Care'

The photography project by Dementia Forward

During Dementia Awareness Week, Dementia Forward decided to get out and about and talk to the public about what good dementia care and support means to them. Having conversations about dementia and how people would like to be cared for is vital both for learning how best to support people affected and for raising awareness.

We wanted to get views from the streets of North Yorkshire, so we visited key locations in towns and villages around the county to capture a range of different thoughts on the subject. We handed everyone the beautiful yellow balloon and asked these three questions:

How does someone show they care for you?

How do you think society could care more for people with dementia?

Do you have experience of dementia?

The answers we received go to show that everyone's experience of dementia is different and everyone's needs are unique. It is clear we all need different things for our wellbeing, but being cared for is important to us all.



Airedale, Wharfedale and Craven Clinical Commissioning Group (CCG) area

Dementia Friendly Craven

Local people and organisations are working together to make Craven District more Dementia Friendly. This coordinated approach has been a positive outcome of investment by Stronger Communities and Dementia Engagement Empowerment Project (DEEP) funding in a Development Worker. The role had four objectives:

- To enable residents and groups all over the District to work towards improving the local dementia friendliness of their own communities;
- To create a district wide network to support local communities;
- To work toward developing a self-advocacy group to enable people living with dementia to speak for themselves; and
- To promote better understanding of dementia across communities

The project came to an end in May 2018 with the publication of an accessible toolkit to share with other areas in North Yorkshire. The toolkit comprises a simple process based on experience of success in Craven communities, entitled "Friendly Craven, how to create Dementia Friendly communities". This pinpointed tips for success, including learning gained from York Minds and Voices, the importance of local champions and a range of useful contacts for ongoing support.

As part of activities to promote National Dementia Action Week a leaflet was pulled together listing planned activities for Dementia

Awareness Week and information about regular support and activity sessions.

This leaflet is regularly updated and has been circulated to local libraries, and community venues. It can also be downloaded from the Craven District Council's website.

There are currently six communities in Craven working to become Dementia Friendly: Skipton, Settle, Bentham, Carleton and Grassington and Draughton.

In the New Year network meetings will be held so that representatives from each of these groups can share ideas and plan joint actions, building on the work undertaken by the Development Worker.

Skipton

Dementia Friendly Skipton is made up of people with dementia, their carers and family members, local businesses, community groups, health and social care providers, local government and public services. Local member organisations include:

- Tesco;
- Skipton Building Society;
- Craven U3A;
- Mewies Solicitors;
- Catholic Care;
- Dyneley House Surgery;
- Howcrofts Funeral Services;
- Craven District Council
- North Yorkshire County Council;
- Skipton Academy;
- North Yorkshire Police;
- North Yorkshire Fire and Rescue Service;

- Alzheimer's Society;
- Making Space; and
- Carers Resource.

The group has been meeting regularly over the last 12 months. In that time they have agreed terms of reference, set up a bank account, carried out fundraising activities, attended Dementia Champions training in order to deliver Dementia Friends sessions in future, registered on the Dementia Friends website, started to develop an action plan and set up an action group to co-ordinate events and Dementia Friends sessions.

Some of the achievements in Skipton include:

- Opening a Dementia Friendly supermarket aisle;
- Making public buildings easier to navigate;
- Delivering Dementia Friends Training Sessions for staff in local organisations;
- Holding events at Skipton Fire Station;
- Organising Dementia Friendly community activities;
- Holding public information events throughout the year;
- Taking part in National Dementia Action Week and International Alzheimer's Day;
- Holding a Dementia Awareness Football Tournament;
- Delivering Dementia Awareness Sessions to local schools; and
- Hosting a Dementia Friendly Communities Network meeting.

Carleton

Carleton Community Hub has been very active in raising understanding of dementia in the local community. They have held Dementia Friends Sessions and set up the Carleton reminiscence sessions which take place every Tuesday in the village hub. These sessions are aimed at people living with dementia and their carers. They are 1:1 sessions promoting conversation based on individual's hobbies and interests.

Settle

Settle launched its Dementia Action Alliance in 2016, and a small group of organisations, interested residents and people living with dementia have been meeting to encourage businesses and organisations in the town and its environs to better understand how they can be more Dementia Friendly. This could include changes in signage, understanding and awareness. During the last few months the group has organised open gatherings called Coffee and Chat to learn more about issues faced by people living with dementia and their carers. There will be further sessions in spring 2019. In the last year local Dementia Champions have undertaken Dementia Friends sessions for Settle Rotary, local solicitors and volunteers at local churches. The Alliance's aim is to provide a 'What next?' session to develop the new programme of work for 2019.

Bentham

Bentham and District Dementia Friendly Community has delivered Alzheimer's Society Dementia information sessions to firefighters from Bentham and Settle fire stations, volunteers at Bentham Community Library and representatives from local businesses.

Pioneer Projects is a local charity based in Bentham that promotes and improves the health and wellbeing of individuals and communities using creative arts and celebration. They also provide:

- Monthly carers sessions for carers of people living with dementia;
- Weekly creative sessions for people living with dementia;
- Weekly community drop in and lunch that is Dementia Friendly;
- Trips for people living with dementia and their carers; and
- Training to all volunteers who volunteer in this area of support.

Grassington

Over the past couple of months key organisations have started to discuss how they can work together to make Grassington more Dementia Friendly. An initial meeting has been held between Grassington Village Forum, Gills Top Care Home, Craven District Council and North Yorkshire County Council. The local Fire Station and Boots Chemists would also like to be involved moving forward.

Draughton

The Dales care Home in Draughton has organised a range of activities open to the wider community to encourage more local people to use the resources of the care home. This includes a regular Don't Dine Alone invitation, gentle exercise classes and an Elf Day celebration event.

Promoting Dementia awareness in the wider rural area

Members of the Dementia Friendly Skipton group have been keen to think of ways of engaging with the wider rural area around Skipton; especially the dispersed farming community. This has included identifying contacts in the farming community and meeting with Skipton Livestock Market to discuss holding information events at the venue. Future plans include:

- Using the NYCC mobile library bus to promote dementia-related information in outlying villages;
- Having an information stand at Skipton Livestock Market early in 2019; and
- Writing a two-page article on local and national dementia issues in the farming communities, which will feature in the Farmers Guardian Health and Wellbeing supplement early in 2019.

The full action plan will be available to view following publication of this report.

Case Study: Leeds and Morecambe Community Rail Partnership – The Bentham Line

The Bentham Line is working to create a Dementia Friendly railway by:

- Raising awareness of dementia with staff, volunteers and passengers;
- Supporting the journeys of people living with dementia, their carers and anyone supporting them; and
- Creating Dementia Friendly station environments, stations and activities.

The project group members include Leeds – Morecambe Community Rail Partnership (LMCRP), Northern (Arriva Rail North

Ltd), the Association of Community Rail Partnerships (ACoRP), the Alzheimer's Society and the Forest of Bowland AONB.

The Bentham Line links a host of communities working together to become Dementia Friendly, including Skipton and Bentham.

Partners from Northern and LMCRP created two videos; one to raise awareness with all their staff and volunteers and the second to focus on the Dementia Friend walk being created for Morecambe.



Case Study: Leeds and Morecambe Community Rail Partnership – The Bentham Line

March 2018



Clear, simplified posters produced at Bentham to aid station navigation and timetable.



Banner and poster used at stations along the Bentham Line in 2018



May 2018



Project launch and special train at Leeds. May 2018.

Followed by launch at Bentham station. Kulvinder Bassi of the Department for Transport addressing guests.



Jools Townsend, Chief Executive at the Association of Community Rail Partnerships



August 2018



Dementia Friendly Keighley members with Eric at Morecambe. August 2018



A party from Dementia Friendly Keighley visit to Birch Hills Trail in the Forest of Bowland AONB. September 2018. One of 4 Dementia-Friendly walks developed during the project.

July 2018



The Making Art Dementia group from Pioneer Projects at Bentham with carers and supporters on their way to Morecambe for afternoon tea at the Midland Hotel. July 2018

June 2018



Alzheimer's Society cupcake day. The Partnership stall at Lancaster station to help raise awareness with passengers. June 2018

Over the summer the LMCRP organised a number of visits to Morecambe including linking with Pioneer Projects Activities' Making Art group for people living with dementia, tea at the famous Midlands Hotel and picnics on the promenade. LMCRP have also been developing local Dementia Friendly walks. Individuals found the experience very positive and gained confidence, whilst sharing their experiences in a kind and supportive way.

August 2018



Awareness sessions for British Transport Police from Lancaster and Preston. August 2018.

September 2018



Awareness sessions with the staff at the Association of Community Rail Partnerships HQ in Huddersfield. October 2018

October 2018



Northern's apprentices and year-in-industry students at Bentham for awareness sessions. October 2018.

October 2018



Awareness sessions with the staff at the Association of Community Rail Partnerships HQ in Huddersfield. October 2018

January 2019



In January 2019, the partnership with 'The Bentham Line' and Northern Trains saw the naming of a newly re-furbished Class 150 train to "The Bentham Line – A Dementia Friendly Railway". The train has been decorated with the 'forget me not' symbol to raise awareness about dementia and dementia – friendly signage and posters are available inside to enable individuals to easily locate priority seating and toilets. The train will travel across the Northern network to encourage other lines to develop a community based approach to 'hidden' illnesses and conditions such as dementia. All involved are incredibly grateful to Northern for this kind and important gesture.

October 2018



Bentham Line Ticket Office and Gate Line staff following a dementia awareness sessions at Skipton Station. October 2018.

Since summer 2018 the LMCRP partnership has been working with the 'Making Art' group, facilitated by Pioneer Projects in Bentham (a local art and health charity) on the 'Window on Bowland and The Dales' project which has given local residents who are living with dementia the opportunity to capture their surroundings artistically, each supported by a local volunteer and led by a professional artist in a safe, calm and supportive environment.

In January 2019, a new laser-cut piece of artwork was unveiled at Bentham station, created by professional artist, Alastair Nicholson, from the drawings, paintings and poetry developed by the members of the Making Art group as part of the 'Window on Bowland and The Dales' project.



In 2019, the Leeds-Morecambe Community Rail Partnership will:

- Continue to raise awareness with Northern staff, Volunteers and passengers;
- Continue to make links with organisations that support people living with dementia;
- Continue to respond constructively on all aspects of the project to other interested parties, including community rail partnerships, train operating services and leading rail bodies such as The Department of Transport; and
- Prepare a full report including the creation of toolkits for sharing best practice with other interested parties and the wider rail industry.

Further information about The Bentham Line Project is available at: www.communityrailancashire.co.uk/lines/bentham-line

Contact details: Telephone: 015242 98940

Email: the.bentham.line@gmail.com

The full action plan will be available to view following publication of this report.

Scarborough and Ryedale Clinical Commissioning Group (CCG) area

Scarborough Dementia Action Alliance (DAA)

The Scarborough DAA has been challenging the low diagnosis rates in the Scarborough and Ryedale area. This has led to the Clinical Commissioning Group undertaking an afternoon's training in September 2018 for GP surgeries, headed by Bradford-based Dr Sara Humphrey. On 6 December, the Yorkshire & Humber Clinical Network came to conduct a 'Deep Dive' enquiry to understand how improvements could be made in diagnosis rates in Scarborough and Ryedale. The event was attended by CCG representatives, the TEWW Memory Service, North Yorkshire Commissioning, and Community and Voluntary organisations. Individuals living with dementia

and their carers were invited to send their experiences in advance, as well as to attend on the day to share their stories with the team.

The costs and quality of adult social care have been a source of anxiety to carers of people with dementia. There has been correspondence with Caroline Dineage at the Department of Health and Social Care, and local politicians have attended Question and Answer sessions with the DAA. It is hoped that a representative from North Yorkshire Adult Social Care will become a regular contributing member of the DAA. Members responded to the Local Government Association Green Paper on social care and wellbeing, the lives we want to lead. The Alliance strongly supported the successful campaign to extend the Blue Badge Parking Scheme to those with cognitive difficulties and hidden disabilities.



Out of the activity programme laid on for Dementia Action Week in May 2018 has grown:

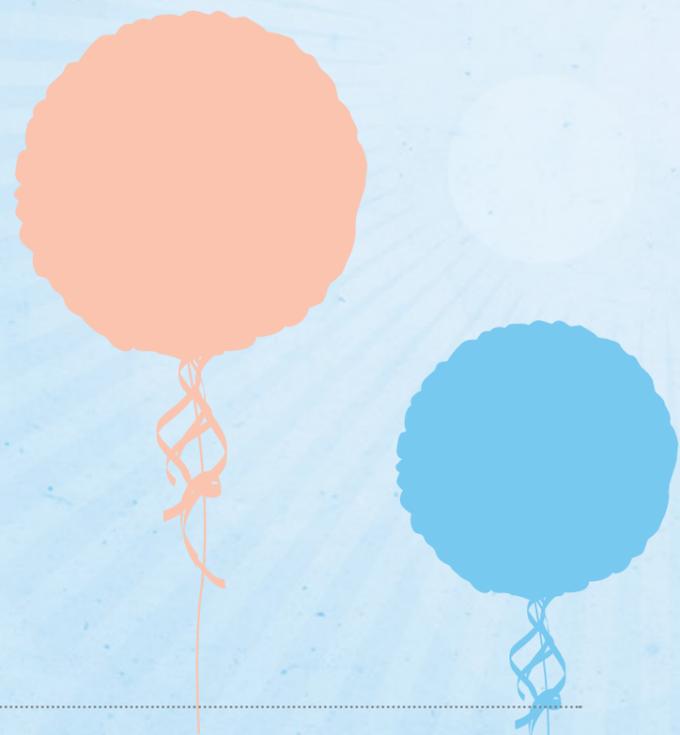
- A weekly inclusive Swimming group at Scarborough Sports Village (Mondays 10am – 11am);
- A weekly Dementia-Friendly gym session (Fridays 1:30pm – 2:30pm) at Scarborough Sports Village commenced in December 2018, following the Sports Village becoming a member of the DAA, and the Centre Managers becoming dementia friends;
- The Scarborough Singing for the Brain Group released a CD of songs in September, in conjunction with Scarborough UTC, supported by Scarborough Cavaliers and their Rotary partner in the Netherlands to raise awareness of dementia and the benefits of singing for health and wellbeing.
- The Autumn Memory Walk has become an annual feature raising awareness of dementia and the impact of living with dementia;
- The Stephen Joseph Theatre took advice from people with dementia when they refurbished their premises, and have extended their programme of Dementia Friendly activities to include monthly film screenings. A play called Three Emos, tackling the onset of dementia, performed in October which was sponsored by Dementia Engagement and Empowerment Project and Making Space. A Dementia-Friendly movement session is run by Making Space each week. Their collaborative work between people with dementia and children from Childhaven Nursery was featured on BBC Look North in January 2019.

- Scarborough DAA continue to work closely with Scarborough Hospital on dementia awareness and on further training of staff, and there has been interest from some local banks and building societies in becoming more Dementia Friendly; and
- Wheatcroft, a local primary school, has become the first Dementia Friendly School in Scarborough, with children from Years 4, 5 and 6 working with St Cecilia's Nursing Home.

2019 will see Scarborough Dementia Action Alliance:

- Continue to work closely with Scarborough and Ryedale CCG to understand the diagnosis rates and ways to improve this;
- Continue to encourage Dementia Friendly activities across sports, arts and theatre; and
- Undertake the Dementia Friendly Communities recognition programme.

The full action plan will be available to view following publication of this report.



Ryedale Dementia Friendly Communities

The Ryedale Dementia Friendly Communities Group was established in early 2018. Partners from the following organisations have joined forces to create a group for the Ryedale area:

- Alzheimer's Society;
- Making Space;
- Dementia Forward;
- Royal Voluntary Service;
- Ryedale Carers Support;
- Next Steps;
- British Red Cross;
- White Rose Home Improvements
- North Yorkshire County Council's Stronger Communities; and
- Health and Adult Services Commissioning team.

The group has been working to produce an action plan which includes:

- Understanding the information gathered at the Bring Me Sunshine Event held in May 2018;
- Seeking additional views of people living with dementia, their families and carers;
- Working in partnership with Scarborough and Whitby Dementia Action Alliances to share their good practice to propel the Ryedale Dementia Friendly group forward;
- Celebrating achievements from the local community of good practice that has improved the wellbeing of people living with dementia and their carers;

- Working with Stronger Communities to increase dementia awareness and membership of the Dementia Friendly Community Group; and
- Creating Dementia Friendly Communities and joining the recognition process.

2019 onwards will see Ryedale Dementia Friendly Community:

- Review membership to ensure it is truly representative of local providers, user groups and other key stakeholders (schools, the police, churches, local businesses etc.);
- Offer Dementia Friends Information sessions to personal and professional networks;
- Raise awareness about carers and their invaluable support for people living with dementia; and
- Launch the Dementia Friendly Communities website and Facebook page.

The full action plan will be available to view following publication of this report.



Case Study: Community Partnerships

Alzheimer's Society actively supports the local Dementia Action Alliances, Dementia Friendly Communities Groups and the Hambleton and Richmondshire Collaborative.

Community partnerships have given Alzheimer's Society the opportunity to build relationships with high street retailers including Argos, Sainsbury's, Thomas the Bakers and Wilko's. They have supported these organisations with the delivery of Dementia Friends sessions to their teams, promoted awareness and supported their staff and customers affected by dementia.

Alzheimer's Society has been working in partnership with North Yorkshire Fire and Rescue Service for a number of years. As a result of this in May the fire service launched their Dementia Charter, which is their commitment to becoming a Dementia Friendly Organisation.

Over 200 Dementia Friends have been created within the fire service's operational, support and office-based staff. Two operational fire engines are also partially wrapped in Alzheimer's Society branding to raise awareness of dementia, promote the partnership and promote the support available for people affected by dementia. The fire service also actively refers into Alzheimer's Society services through their Community Safety Officers.



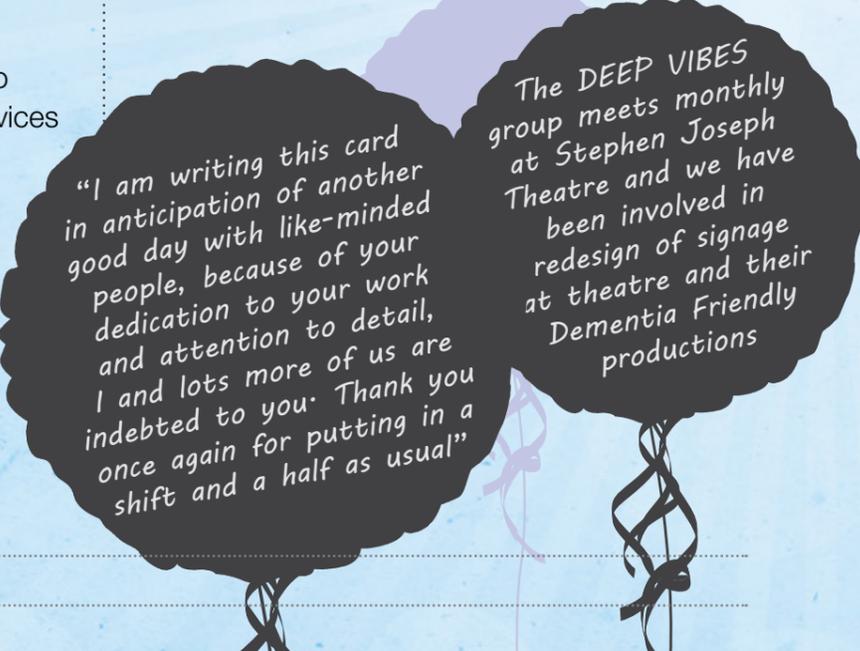
Case Study: Blue Badges

Partners across North Yorkshire have been working together to enable people living with dementia to access Blue Badges where appropriate. North Yorkshire County Council's Blue Badge Team have undertaken Dementia Friends Awareness Sessions and have worked closely with partners to improve the application process for Blue Badges.

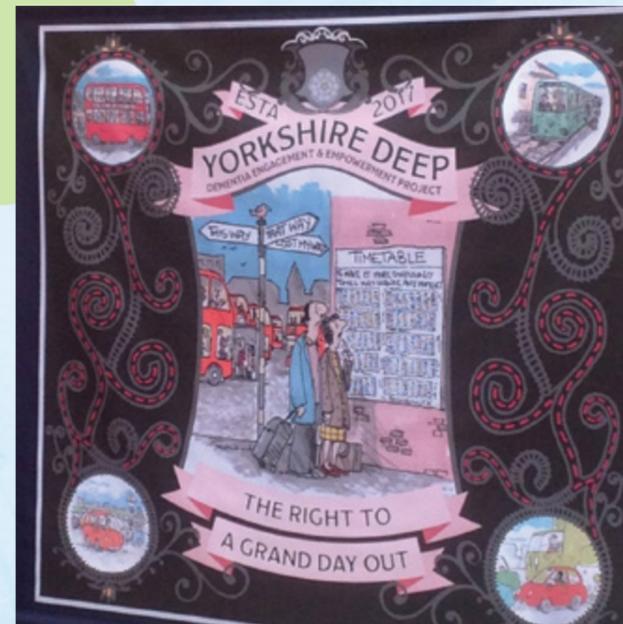
The Scarborough DEEP group has also been actively campaigning for clearer guidance on Blue Badges for people living with 'hidden' disabilities such as dementia and autism.

Making Space has been working in partnership with the DEEP project to create and facilitate a DEEP group in Scarborough called DEEP VIBES.

- The Dementia Engage & Empower Project (DEEP) brings together groups of people with dementia from across the UK. In Scarborough the DEEP VIBES group supports people living with dementia and carers to work together to create positive change in their community. It is also an opportunity for people to meet and support people in a similar situation to their own.



- Over the past year DEEP VIBES has campaigned for Blue Badges for people living with dementia and worked with the Blue Badge team at North Yorkshire County Council to enable people living with dementia to apply over the phone. DEEP VIBES also campaigned for a consultation on criteria for Blue Badge. The Department for Transport launched the consultation in March 2018. Following the consultation new criteria was introduced in January 2019 to include those who are unable to navigate a familiar journey.
- At the beginning of 2018 DEEP VIBES joined with Minds and Voices in York and Face It Together in Bradford to form Yorkshire DEEP and design two banners on the theme of a Grand Day Out. This was chosen as all partners had campaigned to improve opportunities for people living with dementia to travel and get out and about.



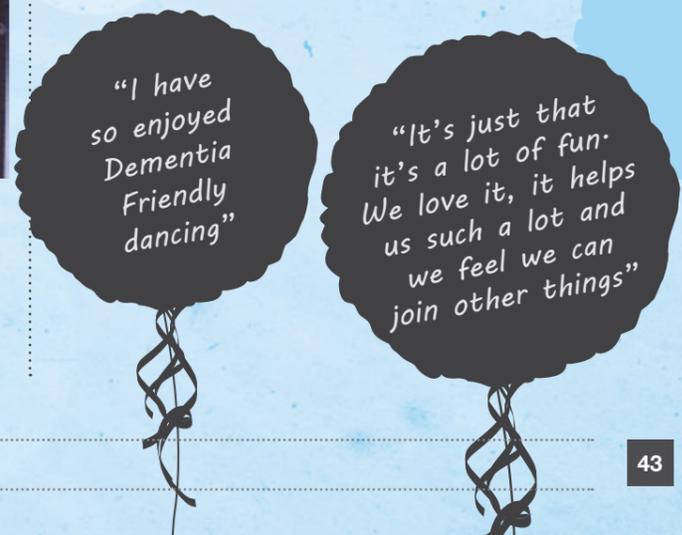
Case Study: Dementia Friendly music and movement



Making Space have launched gentle, creative sessions using movement and music to have fun in a Dementia Friendly environment at The Stephen Joseph Theatre in Scarborough. The sessions also include coffee and cake included in the price and are available across 10 weeks during school term time. Once a term, children from the local nursery also attend the sessions.

The benefits of the sessions include reducing social isolation and improving individual's wellbeing while offering light fun exercise.

The Dementia Friendly music and movement sessions have been so successful that sessions are now available at Springwood Hospital, Malton and Rowan Lea Hospital, Scarborough. Both hospitals provide care for people with complex needs.



Summary

2018 has seen significant momentum and passion for making North Yorkshire Dementia Friendly and this will continue.

Highlights include:

- Increase of Dementia Friends and Dementia Friends Champions;
- Increase in businesses and organisations aiming to become Dementia Friendly;
- The conversion of some Dementia Action Alliances to Dementia Friendly Communities and the launch of new Dementia Friendly Communities in Ryedale and Selby;
- The launch of the 'The Bentham Line' – Dementia Friendly Railway; and
- The launch of Dementia Friendly Personal, Health and Social Education lesson resources for use in primary and secondary schools.

2019 will see:

- Continued collaboration between partners to understand issues facing people living with dementia;
- Improved interagency communications; and
- Increase in publicity of local groups and their work within local areas.

Full Action Plans can be viewed following publication of this report.

Workforce Development

7% of people who took part in the Dementia Strategy engagement said that workforce development was important.

A number of key workforce development actions have been discussed within the Making North Yorkshire Dementia Friendly priority and actions have been captured for workforce within the wider Partnership Group Action Plans. These actions will:

- Ensure greater awareness of living with dementia among health and social care professionals;
- Ensure that people are treated as individuals rather than a person with dementia; and
- Ensure that people will experience a more personalised and co-ordinated health and social care system.

Alzheimer's Society Care Home Guide

In 2018 Alzheimer's Society launched the Care Home Guide which aims to promote community integration within Care Homes. They prioritised work with local care homes over the next 12 months to promote improved training and Dementia Friends sessions, offering advice to residents' carers and supporting the care homes to adopt the practices within the Care Home Guide.

The guide is available at: <https://www.alzheimers.org.uk/get-involved/Dementia-Friendly-communities/care-home-community-engagement-toolkit>

Alzheimer's Society has jointly delivered Dementia Friends sessions to 84% of Scarborough Hospital Staff to promote a Dementia Friendly approach within the hospital across all roles as well as supporting the induction process for nurses and health care assistants at Scarborough Hospital.

Alzheimer's Society has increased its external training offer from their Training and Consultancy team. This enables them to offer a wide range of affordable training to external organisations, including a one day courses.

As part of the Bring Me Sunshine Partnership, Alzheimer's Society has continued to deliver Dementia Friends sessions to NYCC staff and attend team meetings, promoting available services and how these can support NYCC staff to support people affected by dementia.

"Traditional day services and respite are not appropriate for young people with dementia - they are not age-appropriate and do not support those more physically able"

"Where does the business person go to get information about being more Dementia Friendly?"

Airedale, Wharfedale and Craven Clinical Commissioning Group (CCG) area

Case Study: Dyneley House Surgery

“The practice proactively worked in partnership with the local community and several organisations to support patients’ health and social care needs.” (CQC Report 2016)

“Dyneley House Surgery in Skipton continues to be committed to maintaining Dementia Friendly status in 2018 and in future years by developing a wide range of activities and services including many which have a direct benefit to its patients who have been diagnosed with dementia and their carers.”

These include:

- A Dementia Advice Clinic held every third Tuesday morning;
- Bradford District Care Trust’s weekly Carer’s Hub;
- Carers Resource appointment facility at Dyneley Barn;
- The monthly Sporting Memories Group. Contributing to the North Yorkshire Connect database; and
- Working as an active member of Dementia Friendly Skipton.

Discussions have been held with BDCT and Pioneer Projects in respect of an activity based in the Dyneley Barn. This forms part of the Trust’s 5 year Strategy to help create a “soft discharge arrangement”. A major development in the past year has been the role out of the Social Prescribing agenda, and the Surgery will continue to update the Craven Community Activities Calendar.

There are plans to raise awareness of the Skipton Dementia Friendly Community and other groups at a number of events and activities, including:

- Patient Participation Group meetings and its Virtual Reference Group;
- World Alzheimer’s Day
- World Mental Health Day
- Self-Care Week
- Utilising Flu Clinic dates to distribute Dementia Friendly Community flyers;
- Reviewing the content of the Briefing document on the Long Term Plan for the NHS with reference to mental health and dementia; and
- Considering the contents of the recently published Dementia Care Pathway Implementation Guidance document.

Case Study: Craven District Council

Craven District Council has been working to make services and facilities more Dementia Friendly.

The Council has produced an action plan setting out what they will do to achieve this, which can be viewed on the Dementia Action Alliance Website.

Some of the Actions delivered include:

- Delivering Dementia Friends Sessions to Customer Services and Town Hall staff
- Creating a Councillor Dementia Champion and Dementia Lead Officer;
- Registering Skipton Town Hall and Belle Vue Square Offices with the North Yorkshire Safe Places scheme;
- Making Belle Vue Square Reception more Dementia Friendly;
- Making developments at Skipton Town Hall Dementia Friendly;
- Launching a Skipton Town Hall Dementia Friendly access and programming focus group during Dementia Action Week;
- Hosting Dementia Champions and Dementia Friendly Communities Networking Meetings; and
- Offering staff the opportunity to train as Dementia champions.

Future actions include:

- Making the leisure centre is more Dementia Friendly;
- Delivering Dementia Friends Sessions to Craven Leisure staff;
- Delivering Dementia Friends Sessions to Bereavement Services staff;

- Delivering Dementia Friends Sessions to Councillors;
- Providing Dementia awareness information to local parish councils; and
- Ensuring all employees access dementia training as part of the employment induction.

Case Study: Tesco Skipton

The store has continued to be committed to undertaking a rolling programme of dementia awareness sessions for its managers and staff. There are now three Dementia Champions carrying out this programme and helping to hold information stands in the store for its customers. The store is also working with colleagues at Alzheimer’s Society to promote a number of initiatives such as Side by Side and the recent Elf Day.

Tesco’s little Elves 2018



Summary

2018 has seen significant momentum and passion for making North Yorkshire Dementia Friendly and tackling some of the workforce issues.

Highlights include:

- Increase of Dementia Friends and Dementia Friends Champions improving awareness of staff across Craven;
- Increase in businesses and organisations aiming to become Dementia Friendly;
- Launch of Care Home guide from Alzheimer's Society to provide information to Care Homes;
- Regular activities held at Dyneley House Surgery, Skipton;
- Ensuring developments at Skipton Town Hall are Dementia Friendly; and
- Raising awareness of dementia during Alzheimer's Society Elf Day.

2019 will see:

- Continued collaboration between partners to understand issues facing people living with dementia;
- Continuing to raise awareness with staff and public about dementia; and
- Continuing to increase the number of Dementia Friends including at Skipton Council.

Workforce development will continue to be a priority across North Yorkshire for 2019 and full action plans can be viewed following publication of this report.

Diagnosis and GP engagement

Diagnosis and support were important themes for people who took part in the Dementia Strategy engagement.

Some actions and achievements have already been mentioned within the Making North Yorkshire Dementia Friendly priority above and further actions have been documented within the local action plans which will:

- Ensure a more timely and effective diagnosis route;
- Ensure more effective and consist post diagnostic referrals; and
- Ensure a better experience both physically and emotionally of the diagnosis process.

Alzheimer's Society GP Clinics

Dementia Support Workers from Alzheimer's Society are also running Dementia Advice Clinics in local GP surgeries across Ripon, Harrogate, York and Selby. The Dementia Support Worker can offer information and practical guidance for people living with dementia and their carers to enable them to understand the condition, cope with day to day challenges and plan for the future. They can also help individuals to remain independent, stay active, link up with other organisations and access further support networks. These sessions are available to people living with dementia, their carers, family members or people who are worried about their memory. The sessions are run monthly at:

- Tadcaster Medical Centre – 3rd Thursday of month – 10am – 12pm
- Church Avenue Medical Group, Harrogate – 1st Wednesday of month – 10am – 1pm
- Beech House Surgery, Knaresborough – 4th Wednesday of month – 09:30am – 12:30pm
- Stockwell Road Surgery, Knaresborough – 4th Tuesday of month – 1pm – 4pm
- The Grange Medical Surgery, Harrogate – 2nd Tuesday of month – 1pm – 4pm

"Whilst many of us receive a timely diagnosis this is not always the case, often we are passed between doctors and clinics with no-one taking responsibility for making a final decision"

- Eastgate Medical Surgery, Harrogate – 1st Wednesday of month – 1pm – 4pm
- East Parade Medical Practice, York – 1st Tuesday of month – 2:15pm – 4:15pm
- Unity Health, Kimberlow Hill Surgery, York – 2nd Monday of month – 1pm – 4pm
- York Medical Centre, York – 4th Tuesday of month – 1pm – 4pm
- Millford Surgery, Easingwold – Stillington and Tollerton Surgeries
- St John Surgery, Aldborough

These clinics are also available in other areas across North Yorkshire

- Filey Surgery
- Peasholme Surgery, Scarborough
- Falsgrave Surgery, Scarborough
- Quakers Lane Surgery, Richmond
- Scorton Medical Centre
- Kirkwood Hall Extra Care – Leyburn, Hawes and Harewood
- Dyneley House Surgery, Skipton – 3rd Tuesday of month – 10am – 1pm

There are plans to roll out additional clinics in Filey, Scarborough, Whitby and Northallerton.

Scarborough and Ryedale Clinical Commissioning Group (CCG) area

Across North Yorkshire Alzheimer's Society has developed the GP specific services in order to provide easier access to support. Working in partnership with GP's, Alzheimer's Society are actively promoting the importance of a diagnosis and the support needed through that process.

They have worked with Scarborough Dementia Action Alliance to jointly present to Scarborough Ryedale Clinical Commissioning Group on the benefits of an early diagnosis, providing key speakers who have been impacted negatively as a result of a delayed diagnosis. Alzheimer's Society Training and Consultancy team offer GP specific training. Although this is a very new offer, awareness with GPs means that there has already been some take up of this training in the North Yorkshire area.

Harrogate and Rural District Clinical Commissioning Group (CCG) area

Dementia Forward has been working closely with GP surgeries connected to the Haxby Group (Haxby and Wiggington, Huntington, New Earswick, Stockton on the Forest, Gale Farm and The Old Forge) to raise awareness of the local dementia services and the use of the DeAR-GP and DiADem tools. DeAR- GP is paper-based tool to enable care workers to identify people who may be showing signs of dementia. DiADem is a paper-based diagnosis tool that can be used by care home staff who believe someone is living with advanced dementia but have not been previously diagnosed.

During Dementia Action Week 2018, Dementia Forward attended a number of flu clinics to

promote the Dementia Support service that is available to people living with dementia.

Further work with GP practices includes regular use of the space at Kings Road Surgery to meet people for review following their annual review.

Partnership working with North Street Surgery in Ripon has provided a Dementia Friendly environment at the surgery, education

and awareness sessions with information available via notice boards and a focus group of people living with dementia to help people understand the changes.

Training and awareness sessions have been held with a number of trainee GPs and across surgeries in Harrogate, Knaresborough, Boroughbridge and Ripon.

Summary

2018 has seen significant momentum and passion for making North Yorkshire Dementia Friendly and tackling some of the diagnosis issues.

Highlights include:

- Working with Scarborough and Ryedale CCG to understand the diagnosis rates across Scarborough and Ryedale;
- GP awareness raising sessions and Dementia Friends sessions;
- The launch of Alzheimer's Society GP clinics; and
- The use of DeAR – GP and DiADEM tools.

2019 will see:

- Continued collaboration between partners to understand diagnosis issues facing people living with dementia; and
- Improvements in communications and signposting between health and social care agencies.

Diagnosis will be a continued priority across North Yorkshire for 2019 and full action plans can be viewed following publication of this report.

Support and Advice

During the Dementia Strategy engagement ensuring consistent care and support was a key theme with 13% of people saying that experiences of living with dementia is too varied and the system is often disjointed and bewildering.

Some actions and achievements have already been mentioned within the Making North Yorkshire Dementia Friendly priority above and further actions have been documented within the local action plans which will:

- Ensure clearer and more accessible information, advice and guidance produced with people living with dementia and their carers;
- Provide greater access to peer support and learning; and
- Promote adoption of new approaches where technology advances.

Case Study: Alzheimer's Society

Alzheimer's Society actively promotes and refers into partner organisations across North Yorkshire. They are currently delivering dementia advice clinics to 20 GP's across North Yorkshire and are continuing to develop this service. Accessible advice sessions in the community are in development. One example of this is the monthly Dementia Advice Sessions being set up at local day care centres for carers. So far this has resulted in many referrals for much needed support for people caring for people living with dementia.

Case Study Start: Strategies for Relatives - coping interventions for family carers of people living with dementia

Making Space have supported 4 carers with eight 1-1 individual intervention sessions over the past year. These sessions promote the development of coping strategies amongst carers of people living with dementia and working with carers to identify individual difficulties and implement strategies.

"Once we receive a diagnosis there should be a consistent process that offers advice, support and lets us know what to do next, too many of us feel lost or abandoned with the life changing news of a diagnosis"

Case Study: (January 2018) GP Dementia Advice Services

The couple were referred to the GP Service by the surgery's Community Link Nurse. Mr A has a recent diagnosis of Alzheimer's and his wife is currently identifying as his main carer.

The couple have recently located to the area and were not aware of any services available locally. Since Mr A's diagnosis his wife had been making frequent visits and phone calls to the GP surgery often in a high state of anxiety of how they might cope in the future.

During the appointment I was able to offer information and signposting about the following:

- Benefits check with Age UK to ensure they are both in receipt of the correct benefits;
- Adult Services to request a needs assessment for some possible future respite care and a Carers Assessment;
- Information about a future CRISP course (Carers Resource Information Support Programme) facilitated by the Alzheimer's Society;
- Information about the local Alzheimer's Society Activity Cafes and Singing for the Brain and the Side By Side Service and Telephone Support;
- Making Space to offer home visit and the Navigator Service; and
- Carers Emergency Card.

Outcome

The couple received an assessment from Health and Adult Services and had a named worker to assist with respite care and equipment that was needed in the home.

They received a benefits check from Age UK and are now in receipt of eligible benefit entitlements.

They have attended one of the activity groups but both feel that the one to one Side by Side service would be more suitable. Mr A is currently on the waiting list to be matched with a volunteer to enable him to go out on local seafront walks.

Mrs A carries a carers Emergency Card which she states help to give her peace of mind if anything were to happen to her, knowing that help could be sought for her husband.

Mrs A attended the CRISP course where she met other Carers and she identified in this group how she would need to do more for herself to help her to continue caring.

Feedback from the GP nurse was that since receiving the service Mr and Mrs A no longer keep contacting the surgery for reassurance since receiving the support via the dementia advice service.

Alzheimer's Society Dementia Support Worker

Summary

2018 has seen significant momentum and passion for making North Yorkshire Dementia Friendly and tackling some of the support and advice issues.

Highlights include:

- Active referral and signposting across the health and social care sector;
- Positive interventions from dementia support services;
- START support for carers of people living with dementia; and
- CRISP courses for carers of people living with dementia.

2019 will see:

- Continued collaboration between partners to understand support issues facing people living with dementia; and
- Improved communications and signposting between health and social care agencies.

Support and advice will continue to be a priority across North Yorkshire for 2019 and full action plans can be viewed following publication of this report.

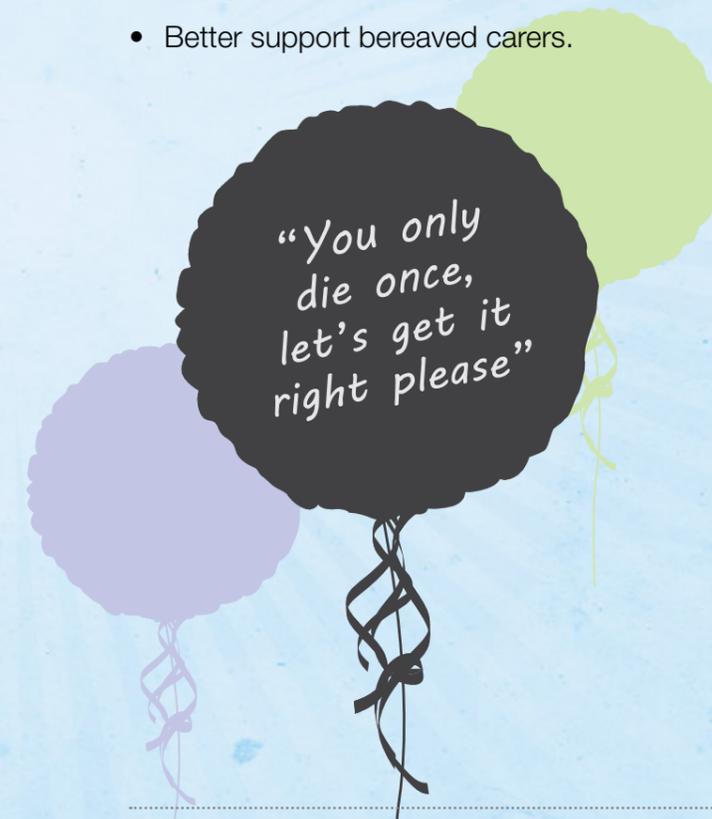


Planning for the future and dying well

During conversations with people living with dementia and their carers, planning for the future was a very important theme. 17% of people responding to the engagement said that having control as far as possible was important, and early diagnosis makes advance care planning, decision making and planning for end of life care easier.

Plans for planning for the future and dying well can be viewed in more detail as part of the action plans, although this is a key area where further work is required to:

- Improve access to knowledgeable professional support;
- Provide clearer information around what to expect and how to plan; and
- Better support bereaved carers.



Case Study: Lasting power of attorney

Nationally, Alzheimer's Society offers practical support to people wishing to put in place a Lasting Power of Attorney. Alzheimer's Society is continuing to develop the Dementia Connect service, which aims to offer support to everyone affected by dementia from the beginning of that journey to the end.

Locally, Alzheimer's Society has increased the number of Carers Information and Support Programmes delivered within North Yorkshire which cover topics in relation to preparing and planning for the future.

Case Study: Law Clinics

In October 2018 Making Space staff, in partnership with Manchester University, launched a Dementia Friendly law clinic facilitated via Skype. Manchester University law students offer free, confidential advice to people living with dementia, their families and carers. The sessions run monthly at Scarborough Library.

Case Study: Death Cafés

Across England and Wales communities are setting up Death Cafés which are Friendly, open environments where people meet to talk about planning their future, advanced decisions, wills and funerals. Conversations about death and dying are difficult and these cafés are being set up to help tackle the stigma associated with dying.

Communities across North Yorkshire are beginning to adopt this approach. Several cafés are planned to be launched in 2019 including Leyburn and Scarborough.

Case Study: Still Caring

Making Space has developed a peer support group which was requested by the carers they support. The group provides an opportunity to have a chat and cup of tea with other carers of people living with dementia. The group meets on a monthly basis at Plaxton Court Extra Care Scheme, Scarborough.

Case Study: (2017) GP Dementia Advice Services (Filey)

Mr and Mrs B were referred to the Service via their GP practice. Mrs B had a diagnosis of Alzheimer's Type dementia 4 years ago. She lives at home with her husband who is her sole carer. He supported his wife with all aspects of her daily living needs and domestic routines. He wanted to continue with this role and felt able to maintain this level of support. However, he stated that his main concern is what would happen to his wife if he became ill or was admitted into hospital himself. His wife would not be capable of raising any alert to get help.

I informed Mr B about the Carers Emergency Support Scheme which is in place via the local Council. This enables the Carer to carry a card which identifies him as a Carer. This number can be contacted in an emergency and the Council staff would then get in touch with the Carers Emergency backup person or Health and Adult Services to alert them that his wife is a Vulnerable Adult who would be in need of 24 hour care without the support from her husband.

Mr B thought that this was exactly the type of thing which would help to ease his worries. I supported him to sign up to the free Carers Emergency Support Scheme. By talking it through with him he was able to speak with his next door neighbour to engage him in the process too. The neighbour agreed that he would check on the couple at least once daily and if he realised there was a concern about the Carers health he would contact the emergency services and Adult Services.

The couple were also informed about the local Activity Café facilitated by the Alzheimer's Society and were interested in attending this too.

Outcome

The couple started attending the Activity Café where they enjoyed taking part and meeting others for several months.

However, at Christmas Mr B had a brain haemorrhage when he was with his wife at home. The neighbour who had agreed to do a daily check found him collapsed and alerted the ambulance/GP. The neighbour also alerted Adult Services to inform them of the need for emergency respite care for Mrs B.

Follow up contact has been made with Mr B who stated that he had been so thankful that he had the Carers Emergency Support card in place and that he had made the arrangement with his neighbour as we had discussed.

Mr B is back at home and his wife remains in 24 hour care, he visits her regularly and hopes that they will both start to attend the monthly activity café again soon.

Alzheimer's Society Dementia Support Worker

Case Studies: Yorkshire Ambulance Service

Over the last year Yorkshire Ambulance Service – patient transport ambulances have been trying to introduce the use of music therapy on their ambulances to help improve wellbeing for people living with dementia and their carers on ambulance transport services. There have been some challenges with the licensing arrangements of playing music. Our aim is to continue to rally support for this idea and provide innovative solutions to help improve the wellbeing of people living with dementia.

Yorkshire Ambulance Service will be presenting their 2 year dementia friendly plan in March 2019, building on work to create a dementia friendly ambulance service. As part of this plan, Yorkshire Ambulance Service:

- Is committed to and progressing the making of Dementia Friends across the whole of the organisation and is hoping to build these sessions into their new induction programme.
- Have developed dedicated resources on the Yorkshire Ambulance Service staff website and for the LGBT network.
- Have developed a critical friends network to engage carers and people living with dementia, we implemented two focus workshops to include 'what is important to you in an emergency'
- Have dedicated resources for dementia awareness week.
- Will engage across all of the 6000 square miles into as many groups as we can to forge out links and approaches to supporting people with dementia and their carers.



Summary

2018 has seen significant momentum and passion for making North Yorkshire Dementia Friendly and tackling some of the issues around planning for the future and dying well. However, this is still an area of significant development.

Highlights include:

- Positive interventions from dementia support services;
- START support for carers of people living with dementia;
- CRISP courses for carers of people living with dementia;
- Information and advice around Lasting Power of Attorney's and 'living wills';
- Planning for Death Cafes;
- Launch of the law clinic; and
- Still Caring peer support groups.

2019 will see:

- Rollout of Death Cafes; and
- Further support from the law clinic.

Planning for the future and dying well will continue to be a priority across North Yorkshire for 2019 and full Action Plans can be viewed following publication of this report.



Moving On

After reflecting on the year's achievements the Council and partners would like to thank again the many individuals, volunteers and organisations without whom none of this would have been possible.

The key focus for work undertaken in 2018 was around making North Yorkshire more Dementia Friendly. Moving into 2019 this work will continue, with other priority areas including:

- Continuing to support local Dementia Action Alliances and Dementia Friendly Community Groups;
- Continuing to develop and monitor local action plan, which will be published early 2019;
- Continuing to champion the four principles of the Bring Me Sunshine Living Well with Dementia in North Yorkshire Strategy:
 - I am Me, I am not dementia, I have a name and I expect it to be used;
 - Carers Matters, Treat them as well as they treat us;
 - The Small Things, Small acts of understanding can make a huge difference; and
 - Consistency, where I live shouldn't determine how I am treated; and

- Continuing to focus on the five key priorities:
 - Dementia Friendly North Yorkshire;
 - Workforce Development;
 - Diagnosis;
 - Support and Advice; and
 - Planning for the Future and Dying Well.



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