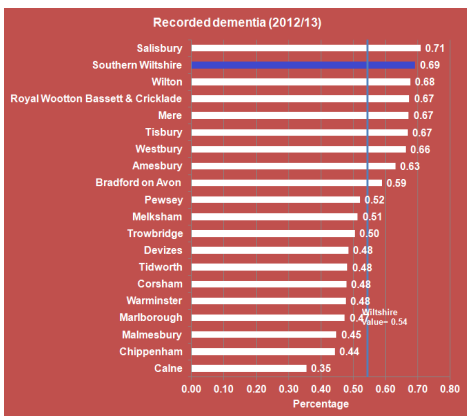


# Developing dementia friendly communities in Southern Wiltshire

Working with Alzheimer's Society  
Area Board theme for 2015/16

## Why is the Area Board focusing on dementia?



Southern Wiltshire has the second highest rates of recorded dementia in Wiltshire. Most people know somebody with dementia. The purpose of this guide is to encourage parishes and community groups in Southern Wiltshire to begin to think about how it can make its community more dementia friendly.

Dementia can affect people of any age, but is most common in older people. Nationally, one in 14 people aged over 65 and one in six people aged over 80 has a form of dementia.

The prevalence of dementia in Wiltshire is predicted to rise with our ageing population. Current estimates suggest there are around 6,000 people with dementia in Wiltshire. This is predicted to nearly double

by 2030.

## What is a Dementia Friendly Community?

A dementia friendly community is a place where:

- People with dementia can live a good life
- Those with dementia are able to live as independently as possible and to continue to be part of their community
- People with dementia are treated with understanding and given support
- The community acts to ensure those with dementia are respected, empowered, engaged and embraced.
- Dementia Friends is an Alzheimer's Society initiative that aims to help people understand what it might be like to live with dementia and turn that understanding into action.

## Southern Wiltshire: What have we done so far?

To get the ball rolling we piloted an event in Alderbury to raise awareness around dementia. The aim of the event was to bring together interested residents to look at what the community can do to help people live well with dementia.

**Alderbury event:** Working with the Alzheimer's Society and the parishes in Alderbury, Grimstead and Whiteparish we held an event on 26 January 2016, which included a reminiscence tea party and 2 dementia information sessions. The event was successful in engaging local people interested in dementia and 27 people become Dementia Friends (see glossary). As a pilot event, it offered some key learning to ensure future events run effectively.

**Downton:** Event planned for 8 April 2016 at Downton Memorial Hall.

3.00 – 3.30pm: Welcome and refreshments

3.30 – 4.30pm: Dementia Friends information session ([sign up to attend this session](#))

4.30 – 5.00pm: Refreshments

5.00 – 6.00pm: Dementia Friends information session (targeted at businesses - [sign up to attend this session](#))

Also, as part of Dementia Awareness Week, Alzheimer's Society will run a 'Singing for the Brain' taster in Downton on 19 May.

At its meeting on 28 January 2016, the Area Board committed to support dementia events to train over 100 Dementia Friends in Southern Wiltshire.

## Research & preparation:

There are some useful websites that will help you with your preparation for a dementia project. Doing a bit of research on what other communities are doing will help you to focus on tangible ideas.

Alzheimer's Society: <https://www.alzheimers.org.uk/>

Dementia Friends: <https://www.dementiafriends.org.uk/>

Dementia Action Alliance: <http://www.dementiaaction.org.uk/> and Getting Started toolkit: [http://www.dementiaaction.org.uk/assets/0001/5061/Getting\\_Started\\_270215.pdf](http://www.dementiaaction.org.uk/assets/0001/5061/Getting_Started_270215.pdf)

Wiltshire Council website: <http://www.wiltshire.gov.uk/mentalhealthdementia.htm>

## How to get started...

There is plenty of good guidance out there to set up a dementia friendly community. This short guide will outline 2 paths that a community can go down.

As a starting point...get your parish council on board then.....talk to Alzheimer's Society in Salisbury.

- 1. Arrange a local dementia event:** This event has many functions a) brings interested local people together (important to collect contact info to get interested people together subsequently), b) provide Dementia Friends information session c) begins a conversation about potential project and priorities. Contact Alzheimer's Society in Salisbury to discuss how they can support your event:

[Andrew.Day@alzheimers.org.uk](mailto:Andrew.Day@alzheimers.org.uk)

- Sample press release
- Sample poster (below)

Depending on the take-up and interest in this event you can then determine where the project goes next. It is important that we use the event to speak to people about how involved they would like to be in the project:

- Is there enthusiasm from local residents to take the project further?
- Is there someone willing to drive the project forward at the local level?
- Are there any clear project goals emerging? Eg. Set up memory café or set up Safe Places

- 2. Where next: Set up a local steering group to develop ideas into tangible outcomes:**

It is entirely up to the local parish council or the local group leading on this work to decide how to build on the success of a local event and take forward any emerging actions. Some groups might like to take a less formal approach and others will like the structure provided by a movement such as the Dementia Action Alliance.

### Informal working group

- Set up a working group – it is important to listen to what people with dementia have to say! Involve Alzheimer's Society
- Identify achievable actions: Potential areas of action
  - Making community facilities more accessible
  - Support people with dementia to be fully part of local life
  - Identify community based solutions eg. Memory cafes, system of buddies to take people with dementia to local activities.

### Dementia Action Alliance

The Dementia Action Alliance is a movement with one simple aim: to bring about a society-wide response to dementia. DAAs are seen as the local vehicle to develop dementia friendly communities. A Local Alliance can be established at any level, be it a village, city, county or even a region. In short, a local DAA is a steering group that develops an action plan and signs up to the National Dementia Declaration.

**For advice on setting up a Local Dementia Action Alliance download this toolkit: [Getting Started](#)**



# Learn more about dementia

Downton Memorial Hall on afternoon of 8 April 2016,  
Help make [insert] a dementia friendly community

## Event schedule [change as appropriate]

We are holding 2 information sessions in [INSERT], where you can have the opportunity to understand dementia better. You can learn a little bit more about what it's like to live with dementia and then turn that understanding into action - anyone of any age can learn how to support people with dementia. To sign up to a session get in touch using the details below or use the links next to the sessions below:

Session 1 - 3.00 – 3.30pm: optional refreshments  
3.30 – 4.30pm: Dementia Friend information session

Session 2 - 4.30 – 5.00pm: optional refreshments  
5.00 – 6.00pm: Dementia Friend information session

For more information please contact:  
[INSERT]