

Wiltshire Council

Health and Wellbeing Board

31 July 2014

Wiltshire Dementia Strategy and dementia initiatives

Cabinet member: Councillor Keith Humphries – Adult Care, Public Health & Protection and Housing

Executive Summary

The paper outlines the work being led by various organisations including Wiltshire Council, NHS Wiltshire Clinical Commissioning Group and Wiltshire Police to develop and implement a Wiltshire Dementia Strategy and a number of other initiatives that are being designed to support people to live well with dementia in Wiltshire.

Proposal(s)

It is proposed that the Board is provided with an update on the Wiltshire Dementia Strategy 2014 – 2021 with a recommendation to note and agree the document for implementation.

In addition the Board is provided with an update on a number of dementia initiatives, including Safe Places, Dementia Friendly Towns and the Missing People's Programme which are being implemented across Wiltshire to improve the lives of people with dementia and their families and carers.

Reason for Proposal

The purpose of the Wiltshire Dementia Strategy is to provide the strategic direction for Wiltshire Council and NHS Wiltshire Clinical Commissioning Group in supporting people with dementia and their carers. It encompasses the care and support pathways available from the point that people notice concerns about their memory through to end of life care, as well as addressing the risk factors that can contribute to the development of dementia within the general population. Following a presentation on the strategy at a previous Health and Wellbeing Board meeting, this report was requested to provide the Board with an update on progress.

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Purpose of Report

1. The purpose of this report is to provide the Health & Wellbeing Board with an update on the Wiltshire Dementia Strategy 2014 – 2021 with a recommendation to note and agree the document for implementation. In addition the Board is provided with an update on a number of dementia projects, including Safe Places, Before I Forget and the Missing People's Programme which are being implemented across Wiltshire to improve the lives of people with dementia and their families and carers.

Background

2. The focus on dementia has been increasing in recent years, both at a national and local level. It is now considered as a priority area for action, largely due to the increasing population with dementia, the cost of this to services, communities and families and the variable quality of care that many people with dementia receive from health and care services. The Wiltshire JSA supports this identifying that the number of people with dementia will nearly double by 2030 in Wiltshire, whilst the Health and Wellbeing Strategy acknowledges the increasing population living with dementia and identifies it as an area for action.
3. The key national policies include the Living well with dementia: a National Dementia Strategy (Department of Health, 2009) and Prime Minister's Challenge on Dementia: Delivering major improvements in dementia care and research by 2015 (Department of Health, 2012). These place a focus on improving health and care services and dementia friendly communities, as well as improving people's awareness and understanding of dementia, the importance of early diagnosis and ongoing support and the role of services in ensuring that people can live well with dementia.

Main Considerations

Wiltshire Dementia Strategy

4. Wiltshire Council and NHS Wiltshire Clinical Commissioning (CCG) developed the draft Wiltshire Dementia Strategy 2014 – 2021 and held a

public consultation from February to May 2014 during which time individuals and organisations with an interest or experience of dementia were invited to participate.

5. Over 100 responses were received by individuals, groups of people with dementia and their carers and organisations that support and care for people living with dementia. Wiltshire Council and NHS Wiltshire Clinical Commissioning Group would like to thank all those who participated.
6. Following the consultation, an evaluation of the responses was undertaken. Responses indicate that people are supportive of the strategic direction that is being set and agree with the intentions of Wiltshire Council and NHS Wiltshire Clinical Commissioning Group. However, there were a range of comments received that highlight a number of themes that people felt were of importance and should be strengthened further within the strategy.
7. Work has taken place to identify the responses of a strategic nature and the strategy has been amended accordingly to reflect these (see Appendix 1). These include work on the following:
 - a) The role of commissioned services in the delivery and implementation of the strategy
 - b) The support available to people who fund their own care
 - c) A pathway within primary care through to community services.
 - d) The role of primary care and need for it be dementia friendly
 - e) The role and importance of safeguarding across all activity
 - f) Improved discharge planning from hospital
 - g) The role and provision of advocacy services
 - h) The support options available for people with dementia when carers become unwell and unable to provide care
 - i) The role and model of advanced dementia care
 - j) The importance of ensuring that services are developed upon an equitable basis across Wiltshire
 - k) The role of staff training in ensuring that carers are involved, listened to and supported
 - l) The need to ensure that services are joined up and have good communication routes so that people are provided with coordinated care and do not fall in to gaps.
8. As well as the responses of a strategic nature, there were a number of responses to the consultation that require further work to understand the issues being presented, that focus upon specific service areas or that are concerned with implementation, operational and monitoring issues. These responses will be reflected in the commissioning action plan which will be presented to the Joint Commissioning Board, following agreement of the strategy.
9. In addition to the comments received upon the content of the strategy, consultation responses also highlighted the importance of ensuring that progress on the strategy and its implementation is provided to all interested individuals, organisations and groups at regular intervals in to

the future. Work is now commencing on developing an engagement plan that will sit alongside the strategy and which will outline how this will be undertaken.

10. The updated strategy will shortly be presented to the CCG Governing Body for formal approval by the CCG and has been shared with the Health Select Committee which is meeting on 15th July.

Safe Places

11. Safe Places is a scheme that provides members of the public (including dementia sufferers) a safe space to go to if they unexpectedly need help when out and about in society. Safe Places are identified by a bright round orange sticker that states "Safe Place". Safe place locations are provided with a resource pack to assist them in helping a member of the public. Support is immediate and not ongoing.
12. Safe Places pilot schemes in Salisbury and Devizes and have both been successfully handed over to the community following initial set up by the Implementation Steering Group (ISG)
13. The ISG has created a toolkit to assist remaining community areas within Wiltshire set up Safe Place schemes. Community areas are being supported by specific members of the ISG, known as "buddies".
14. Work has begun on starting schemes in Chippenham, Westbury, Melksham and Trowbridge with schemes looking to start in the near future in Calne, Malmesbury and Warminster.

Before I Forget

15. The 'Before I forget' campaign is working within Wiltshire's 18 community areas as part of Wiltshire Council's commitment to ensure people with dementia can live well, feel safe and be treated with understanding and support and aims to encourage all 18 community areas to support the initiative.
16. Launched on 18 June 2014 in Pewsey with members of the Pewsey Dementia Art Group, the campaign includes an information pack and toolkit that has been produced to support area boards as they work to become dementia aware and dementia friendly. The pack includes a 'how to' booklet with useful information and guidance.
17. The campaign is being piloted by the Royal Wootton Bassett and Cricklade community area which has set up the 'caring about dementia' group and is working to become Wiltshire's first dementia friendly community. The group is testing the toolkit and will feedback during the trial.
18. Pewsey Area Board has also pledged to become a dementia friendly town and other areas also working on dementia initiatives include Tidworth and Ludgershall, Bradford on Avon, Chippenham and Melksham.

Community Messaging Programme

19. Community Messaging enables residents and businesses in Wiltshire and Swindon to sign up to receive messages / alerts / updates by text, email or voice messages from, in the first instance Wiltshire Police / Neighbourhood Watch (NHW). Messages can be tailored and sent to specific demographic groups and / or geographical areas from county wide, to street level, or just a cluster of homes. This is a two-way communications system enabling members who have signed up to reply and send messages.
20. The Police and Crime Commissioner is investing in this technology platform to allow Neighbourhood Watch and the general public to be kept regularly informed of incidents, trends and news in their local area. A commissioned service will be provided by Wiltshire Police Corporate Communications, to deliver and manage the community messaging service on behalf of the Office Police and Crime Commissioner.
21. Updates could be about;
 - Crime prevention advice
 - Appeals for information i.e. identifying people in CCTV, help in finding missing people
 - Community safety campaigns
 - News about cases such as sentencing outcomes of offenders
 - Community events, news and meetings
 - Good news stories
22. The scheme is being rolled out initially to four Neighbourhood Police Team and Neighbourhood Watch areas towards the end of July;
 - Malmesbury
 - Pewsey
 - Warminster
 - Swindon West
23. The other Wiltshire and Swindon Police and Neighbourhood Watch areas will be following soon after. The scheme offers the potential to help track down dementia sufferers who are at a higher risk of being unable to find their way back home or found lost and confused.

Safeguarding Considerations

24. Safeguarding is a key priority for Wiltshire Council and NHS Wiltshire CCG, both in terms of the services that they deliver and commission and this applies equally to the Wiltshire Dementia Strategy and its implementation. It is known that people with dementia are at greater risk of being victims of abuse, self neglect and poor and undignified care, given that they often lack capacity and their situations can give rise to increased risk of exploitation, e.g. financial, and stress within care givers, if they are not in receipt of appropriate support and training.

25. The prime aim of the strategy is to support people to live well and be as independent as possible whilst ensuring that they remain safe and that they and their families have confidence in the quality of care delivered.
26. An important element of implementation will be to address underlying factors that contribute to abuse and to enable people with dementia to be better protected from harm. In addition to this, Wiltshire Council and NHS Wiltshire CCG and the organisations that they commission have in place safeguarding policies, procedures and workforce development plans to ensure that safeguarding is and continues to be a key priority.

Public Health Implications

27. The public consultation on the Wiltshire Dementia Strategy helps to ensure that the population continues to be included in decision-making processes regarding their health and well being.
28. Dementia is a national priority area for action. Public Health staff are working closely with Adult Social Care and NHS staff to develop and deliver this strategy, with a number of healthy living schemes already in place to assist in reducing the risk of dementia.
29. The outcomes of this strategy should help to reduce health inequalities and improve healthy life expectancy for people with dementia and their carers, and also may help to reduce the future prevalence. The Dementia Strategy for Wiltshire is thus consistent and coherent with the aims of the Wiltshire Health and Well Being Strategy.
30. In addition, it is envisioned there will be an increase in social capital regarding dementia within specific local areas and across Wiltshire as a whole.

Environmental and Climate Change Considerations

31. There are no environmental or climate implications in relation to this paper.

Equalities Impact of the Proposal

32. The strategy aims to ensure services will be delivered with due regard to equality legislation and that people with dementia will have equitable access to services. An equality analysis has been undertaken and can be found in the appendices of the strategy document. This has identified that the main equality issues that will require further attention through the implementation of the strategy include:

- People with early onset dementia (are aged under 65 years old)
- People with learning disabilities and dementia
- People with dementia from black and minority ethnic communities
- People with dementia who live alone without family support
- People with rarer forms of dementia
- People who live in rural areas and those who lack transport

33. The equality analysis will be reviewed shortly now that the once the draft strategy has been through the formal consultation process.

Risks

34. The main risks associated with the Dementia Strategy are:

- a) The increasing number of people living with dementia in Wiltshire and increased demand being placed upon services. The strategy addresses this through a number of measures which include:
 - i. Developing dementia friendly communities so that people are supported by their local community and informal networks to live well with dementia and maintain their independence and wellbeing.
 - ii. Working with non-specialist services to ensure that they are trained and supported to meet the needs of people with dementia, so that they can support people who require their services, with specialist services only being required at critical points in time.
 - iii. To monitor, review and implement improvements in existing services, including those that have seen recent investment including the dementia adviser service, primary care and the memory service.
 - iv. To look at alternative ways of delivering care and support, which can meet demand within the budgets available.
- b) That due to the financial pressures on all public sector organisations the additional funding required to meet increasing demand is not available. This will be managed through:
 - i. Identification of strategic priorities with investment allocated accordingly.
 - ii. Consideration of alternative ways of delivering care and support which can meet demand within the budgets available.
 - iii. Engagement with the general public, customers and partner organisations to communicate risks, agree priorities and consider innovative solutions.
- c) Raised expectations of what the dementia strategy will deliver amongst the general public, customers and partner organisations as a result of the strategy development and consultation. This will be managed through ensuring that priorities identified from the consultation are balanced within the overall resources available to deliver the strategy. This will be clearly communicated within the final strategy and through a continuing programme of engagement with the general public, customers and partner organisations which will allow for priorities and progress to be communicated.

35. The significant risks associated with not implementing this strategy would include:
- a) Placing the wellbeing, independence and safety of people with dementia and their carers and families at significant risk through a lack of suitable provision of care and support services.
 - b) An increased demand on health and social care services and budgets when people reach crisis due to a lack of preventative, skilled and responsive services.
 - c) A failure of the statutory bodies within Wiltshire to respond to national guidance, policy and legislative duties.

Financial Implications

36. In 2013/14 NHS Wiltshire Clinical Commissioning Group estimated that they would invest £7.5 million into supporting people with dementia, their carers and families. This sum includes memory services, the dementia Local Enhanced Service (LES), voluntary sector services, inpatient accommodation, community support and acute hospital liaison services. During the same period, Wiltshire Council estimated that they would invest £14.8 million into supporting people with dementia and their carers and families. This sum includes commissioning specialist voluntary sector services and individual social care packages and placements where people have a recorded dementia that has been diagnosed.
37. In addition to the amounts identified, it should be noted that many services funded by Wiltshire Council and NHS Wiltshire Clinical Commissioning Group which people with dementia and their carers and families access are not specialist and so it has not been possible to include the associated costs within these figures. Examples include non-specialist carer support services, hospital care and community services for older people. In addition many people who have dementia do not have a formal diagnosis and so have not been included in the figures above.
38. Although there are no immediate financial implications arising from the consultation on the Dementia Strategy, it is expected that the number of people living in Wiltshire with dementia is highly likely to increase by about 28% by 2020. It is anticipated that unless additional 'new' funding is made available within the future, the delivery of the strategy will be achieved through using existing health and social care spend in an efficient and effective manner in order to meet the anticipated increase in demand.
39. As such the implementation plans will need to have a cost / benefit analysis of actions to ensure that the Council and CCG remain within their current funding, and proposed changes approved within this envelope, or alternative savings / funding found to cover investments.
40. The implementation of the strategy and the associated investment will also be aligned with the implementation of other health and social care priorities which will deliver services to people living with dementia including the Older People's Accommodation Strategy, Care Act and

Better Care Plan. This investment and related savings will need to be analysed in detail as the strategy is implemented through the Action Plan at Appendix H and service plans, and then built into the future financial planning of both commissioning organisations.

Legal Implications

41. The current relevant national policy, legislation and guidance are set out in the Strategy Appendix B, which will be reviewed in light of the introduction of the Care Act 2014.

Conclusion and recommendations

42. It is concluded that work has taken place to develop a Wiltshire Dementia Strategy and that there is ongoing work to develop and implement a number of initiatives to improve the lives of people living with dementia and their families and carers.

43. The Board is asked to:

- a) Note and agree the Wiltshire Dementia Strategy 2014 – 2021
- b) Note progress on the Safe Places, Before I Forget campaign and Missing People's Programme

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Background Papers

The following unpublished documents have been relied on in the preparation of this report: None

Appendices

Appendix 1 – Wiltshire Dementia Strategy 2014 – 2021