



Wednesday 14 May 2014. Maidstone, Kent UK

Programme

09:30 Registration.
10:00 Welcome by Geoff Lymer,
Chairman, International Health Alliance

Session 1 Innovate Dementia! European Project and Partners.

10:15 Brainport Development, Netherlands,
Marcel de Pender, Project Manager.

10:45 Alexian Research Center, Krefeld, Germany,
Professor. Dr. Ralf Ihl.

11:15 Innovate Dementia! UK Living Lab, Liverpool John Moore
 University,
Grahame Smith, Principle Lecturer.

11:45 Q&A Session.

12:00 Lunch.

Session 2 Dementia Friendly Communities: Part One.

12:45 North Lanarkshire Dementia Community Project,
Arlene Crockett, Locality Manager.

13:15 HEKLA Missing Person's Project, Belgium,
Chief Inspector Patrick Crabbé.

13:45 Innovations in Dementia and Forget Me Nots, Canterbury,
Steve Milton, Co-Director.

14:15 Q&A Session.

14:30 Coffee and Tea.

Session 3 Dementia Friendly Communities: Part Two.

14:45 De Hogeweyk (Hogewey Dementia Village) Netherlands,
Yvonne van Amerongen, Staff Officer Quality and Innovation.

15:15 ODE
Lizzie Ostrom, Co Founders.

15:45 SILK: Social Innovation Lab for Kent,
Emma Barrett, Work Programme Coordinator.

16:15 Q&A Session.

16:30 Close.



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Speaker Overview



**Marcel de Pender, Project Manager,
Brainport Development, Netherlands.**



The Innovate Dementia project aims to promote innovative care for persons with dementia. The project looks at boosting innovation and employment by strengthening cooperation at international level. The innovative, sustainable solutions developed and tested in the Living Labs take account of those socio-economic challenges concerned with ageing and dementia. The Innovate Dementia project has been developed with eight partners from the North West European region. Brainport Development is the Lead Partner of this three-year European project. Marcel will provide an Introduction to this EU funded project and its international scope, focusing on the Dutch contribution of the project with regard to Innovative products that help people with dementia live independently in the community.



**Professor. Dr. Ralf Ihl,
Dementia Network,
Alexian Research Center Krefeld , Germany.**



In the city of Krefeld, a dementia network was initialized before the project Innovate Dementia started, initiated by the Alexian Research Center Krefeld (ARCK). Started in 2007, the centre is now used as the living lab for the project. The dementia network works across concept modules including services, organisations, development and research. Each of the modules is backed up with an accompanying Independent Case manager and Medico-Social-Team. The origin of the network lies in human psychology and includes a focus on autonomy, self determination and respect to human dignity for persons with dementia. Together with Innovate Dementia! ARCK has developed an action plan to include further service providers and to roll out successful innovative concepts across the region.



**Grahame Smith, Principle Lecturer,
Innovate Dementia! UK Living Lab,
Liverpool John Moore University**



There has been an increasing drive to develop innovative and cost effective dementia care strategies, but innovative technologies will only work effectively if they meet the real needs of people living with dementia. On this basis the specific use of the Innovate Dementia project's 'living lab' approach places people living with dementia at the middle of the research-to-innovation process. It also creates an environment that generates economic activity through sustained collaboration between people living with dementia, academia, the public sector, and business. Currently the UK is actively collaborating with people living with dementia in finding innovative solutions to their everyday challenges in the areas of: normalising the rest-wake cycle, memory enabling, telehealth and telecare, structured activity and nutrition. Innovate dementia! in the UK works closely in Liverpool with a Government-funded initiative which is being piloted across four UK regions called Mi (More Independent). Liverpool has been chosen as one of the pilot areas. The project aims to increase independence by enabling people to take charge of their own health, by using technology and supporting individuals to manage better at home.



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**Yvonne van Amerongen, Staff Officer Quality and Innovation.
De Hogeweyk (Hogeweyk Dementia Village) Netherlands.**



Hogeweyk is the nursing home organisation that is responsible for the care, living and wellbeing of people with dementia in De Hogeweyk. De Hogeweyk is located in Weesp, a town outside Amsterdam. Since it opened in 2009, Hogeweyk has attracted a huge amount of interest from all over Europe. De Hogeweyk is part of Vivium, a care group, and has been widely regarded as an innovative, holistic and affordable way of caring for people with dementia.

Hogeweyk's small-scale living model of care is designed as a residential "quarter" for people with severe dementia, where warm, familiar environments support the health and wellbeing of residents. It has been described by some as a type of "dementia village". The 152 residents, all of whom have severe dementia, live in groups of six in a normal house with a normal household. De Hogeweyk is open for all family members, friends and the local community. In each of the 23 houses a group of 6 or 7 residents live who have the same lifestyle. There are seven life styles that correspond to Dutch lifestyles that have been meticulously researched: homely, urban, religious, upper class, Indonesian/colonial, cultural and craftsmen. There are a range of amenities around the 23 houses, including a supermarket, restaurant, pub, theatre, club rooms and parks.



**Chief Inspector Patrick Crabbé
HEKLA Missing Persons Project, Belgium.**



This project is a bottom-up initiative that started in 2006 with the aim of dealing better with the people with dementia who wander or run away in the community. The local police service took responsibility for the project and brought together all relevant community-based parties, including nursing and old people's homes and hospitals. They signed a joint protocol that aims to provide an efficient procedure for dealing with disappearances of people suffering dementia. As time is crucial in finding and returning these vulnerable people safely, the partners agreed to actively support professional communication with the local police service. This involves providing fast access to a well-documented file on the missing person, including personal details and information about the 'last point seen'. Since the implementation of these optimised communication procedures, runaway patients are now located in less than 2 hours on average. The project has already been adopted by 75 other local police services in Belgium. The project received in 2012 in Brussels the European Foundation Initiative on Dementia Award "Living well with Dementia in the Community and the 2012 Belgian Prize for safety and crime prevention.



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Arlene Crockett, Locality Manager.
North Lanarkshire Dementia Community Project.



Motherwell, Scotland's first Dementia Friendly Town Centre, has gained national and international attention with its strong partnerships, asset based approach and practical methodology. Shops, businesses and organisations committed to learn about dementia and to do simple, practical things that make an enormous difference to people with dementia, to help them remain a part of their community and not be apart from it. The project proactively engaged with shops and businesses and opened not just doors, but hearts and minds, and has raised awareness of dementia, its impact on people, families and carers and the importance of citizenship and community connections. It is one of many initiatives being taken forward by North Lanarkshire in its role as one of three Dementia Demonstrator Sites across Scotland. The work will help inform future versions of Scotland's Dementia Strategy. The project is also a vital part of the Reshaping Care for Older People (RCOP) programme which aims to help growing numbers of older people over 65 to continue to live full, positive and independent lives in the community. In 2013 the initiative won Best Dementia Friendly Community Initiative in Scotland's annual Dementia Awards.



Steve Milton, Co Director,
Innovations in Dementia Community Interest Company.



Steve Milton is one of three directors of Innovation in Dementia (iD), a not-for-profit company that tests new ways of engaging with people with dementia and supporting them to have a say in decisions that affect their lives. Small it may be, but iD has been highly influential in the field of dementia-friendly communities since 2010. It has worked with partners including the Joseph Rowntree Foundation, the Local Government Association, AGE UK England and Alzheimer's Society of Ireland. Its work in this field has a strong focus on engagement with people with dementia and developing practical tools for action. Steve will outline developments to date in the UK, and consider the issues to be borne in mind when planning and developing dementia-friendly communities. Steve will also outline the range of practical tools which iD have developed with their partners to support the development of dementia-friendly communities. Steve will be joined by people with dementia who will outline the benefits and importance of placing their voices at the heart and start of the process of developing communities in which it is truly possible to live well with dementia.



Lizzie Ostrom/ Ben Davies, Co Founders
ODE



Lizzie Ostrom is co-founder of ode, a new product which uses fragrance to rekindle the appetites of people living with dementia, so supporting good nutritional care. As one of five teams championed by the Design Council and Department of Health for the 'Living Well with Dementia Challenge', Lizzie will talk about how she and her co-founders from agency Rodd Design applied design thinking to creating an innovative new proposition for care homes and individuals. She'll share how they managed the challenges in carrying out research, how to develop assistive products without stigmatising the user, and the considerations of designing for people whose living situation and needs may alter drastically from day to day.



Annual Conference 2014

Dementia: Self Sustaining Communities.



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**Emma Barrett, Work Programme Coordinator,
Social Innovation Lab for Kent.**



The Social Innovation Lab for Kent (SILK) was set up in 2007 with two ambitions. First, to provide a creative environment for a wide range of people to work together on some of the toughest challenges the county faces; and second, by drawing upon best practice from business, design, social science and community development, as well as our own experiences here in Kent. SILK set out to establish a way of working that starts with people. SILK are currently hosted within the Strategic Commissioning Unit (Community Support) in Adult Social Care at Kent County Council and are coordinating the work programme to develop a Dementia Friendly Kent. Dementia friendly communities are being developed across the 12 District areas in Kent, working across commercial, voluntary, community and public sectors, but always starting with the needs and aspirations of people living with dementia.

Emma has been leading SILK's work programme since 2009 and has contributed to discussion and debate locally, nationally and internationally about social innovation and SILK's human centered design and development process.

Venue

Seminar Lecture Theatre,

Sessions House,
County Hall,
Maidstone,
Kent ME14 1XQ.

Parking: Car parking for County Hall HQ is limited. Some meter parking is available outside Sessions House in County Road. For long-term car parking, the Station Car Park is opposite the venue, or Fremlin Walk car park is a few minutes walk away.

Rail: County Hall Offices are opposite Maidstone East Station. Maidstone Barracks Station and Maidstone West Station are also within walking distance. For train times phone National Rail on 08457 484950 or visit National Rail enquiries.