



Dementia is Everyone's Business

Building a Dementia Friendly Community

To Motherwell and Beyond!

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What do we mean?



A dementia friendly community is composed of the whole community - shop assistants, public service workers, religious groups, businesses, police, transport and community leaders - who are committed to work together and help people with dementia to remain a part of their community and not become apart from it.

This involves learning about dementia and doing very simple and practical things that can make an enormous difference.



Why we got started

- Great fit with policy, strategy, focus on outcomes, Charter of Rights, rehabilitative practice, recovery, assets based approach, community capacity
- We asked people “Who and Where are important to you?”
- Heard about importance of living well and living an ordinary, everyday life
- North Lanarkshire Dementia Demonstrator Site
- 5 and 8 Pillars Model
- Knew there was work going on in UK, Europe and beyond

So what did we do?



- Recognised there was a whole lot of evidence out there already... **so let's learn even more by doing!**
- Invited partners to form a small steering group
- Got excited about the idea
- Identified Motherwell Town Centre as our target area





But why would
shops and
businesses even
be interested?

Compulsive viewing....



A Pinch from Sugar.....

And a Dragon lesson!!!!



Designed campaign materials!



- Developed campaign materials, flyers, introduction letters, information packs. – **Our USP - Be the first!!!**
- Approached Alzheimer Scotland for our “brand” – **Brand**
- Matching Alzheimer Scotland’s ambition to have Dementia on the High Street – **Credentials & Credibility**
- “Dementia is Everyone's Business” - **Customer Care**
- “Everyone knows someone with dementia” – **Relationship**
- ‘Tips for Shops and Businesses’ - **Quality product**
- Developed our “commitment” format and Lanarkshire Dementia Friendly Community board – **Engagement & Publicity (Win/Win)**



People with dementia will only visit shops, offices, banks or other public buildings if they feel confident and safe. It's important to help them to use your services. Here's our advice to help you make your shop or office a dementia friendly environment.

1. Visual clarity

Visual clarity affects how clearly we see the products on the shelves in our shops. The products must be clearly visible and easy to reach. Keep shelves in 2 metres and don't fill your shelves.

Where possible, don't use any items that are difficult to see or hard to reach. If the products are difficult to see or reach, use your own judgement to help your customers. Don't use any items that are difficult to see or hard to reach.

2. Simple language

People with dementia may find it difficult to understand what is being said. Use simple language and avoid jargon. Don't use any items that are difficult to see or hard to reach. If the products are difficult to see or reach, use your own judgement to help your customers. Don't use any items that are difficult to see or hard to reach.

3. Signs

Use signs clearly to help the person find the shop, office or other building. Use signs clearly to help the person find the shop, office or other building. Use signs clearly to help the person find the shop, office or other building.

4. Dementia friendly staff

Staff who are dementia friendly will help the person with dementia to use your services. Staff who are dementia friendly will help the person with dementia to use your services. Staff who are dementia friendly will help the person with dementia to use your services.

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6. Lighting

Make sure the lighting is sufficient in the shop, office or other building. Make sure the lighting is sufficient in the shop, office or other building. Make sure the lighting is sufficient in the shop, office or other building.

7. Help with travelling

Offer help with travelling to and from your shop, office or other building. Offer help with travelling to and from your shop, office or other building. Offer help with travelling to and from your shop, office or other building.

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Launch day – 21 Sept 2012



Signed up 20 shops, businesses and organisations

World Alzheimer's Day



Are we making a difference?



- Over 1000 people have received hints and tips cards
- 500 people attended Football Memories Open Day @ MFC
- Awareness Training with 210 firefighters – involved crews in Motherwell, Bellshill, Coatbridge & Cumbernauld
- Awareness Training with 80 Police Officers (Motherwell & Bellshill)– Community, Specials and Probationers
- Motherwell Boots now issue Alzheimer Scotland Helpline Cards in prescription bags where appropriate
- We have trained 11 in-store champions (Boots and Mobile Hairdresser)

Are we making a difference?



- We have carried out 6 Environmental Audits in Boots & Local Health Centres
- 132 NHS staff in North Lanarkshire Health Centres trained at Informed Level (inc 4 GPs)
- Libraries are developing dementia friendly responses
- New Town Centre Planning – dementia friendly design (Ravenscraig site)
- Training carried out with North Lanarkshire Physical Activity Instructors
- Shared our learning with Alzheimer Norway – hints and tips translated into Norwegian. Filming took place for Norwegian Telethon in Oct 13, they raised 224 million NOK, a telethon record!

Are we making a difference?



ASDA staff members had to empty the Dementia Cafe box three times, adding that the project has received the highest ever number of votes for any group during the poll's one year history.

Quotes from our partners.....



“in the area we work we can often encounter hostility from people we are helping. People with dementia can sometimes act angrily from confusion, we also learned to respond properly to that to”

“I have had first hand experience of being a carer for my mum who had dementia and realise that is can make the person feel very vulnerable and fearful at times. I feel privileged and excited to be part of this whole experience”

Award winning!!



COSLA Excellence Award 2013 One to Watch – Winners

MJ Local Govt Achievement Awards 2013 Delivering Better Outcomes – Highly Commended!

Winner in Scotland's Dementia Awards in the “Dementia Friendly Community” Category 2013

European Foundations Initiative on Dementia – “Living well with Dementia in the Community Award” – 10,000 euro grant to work with BME and other Faith Communities; award ceremony March 14



THE MJ
2013
Achievement Awards
10th ANNIVERSARY
FINALIST

How can we ensure Dementia continues to be Everyone's Business....



- 1st Anniversary celebration and sharing experience – 6 Sept 2013
- Measuring success using:
Mystery Shopper – carried out in Aug 13 by Voice of Experience
Test Calls – carried out in Aug 13 by Alzheimer Scotland
- Funding awarded by RCOP Community Capacity Building Group in North Lanarkshire to extend the work in all 6 town centres – in progress
- Further work requested with GPs, Health Centres, Transport, Post Offices
- Toolkit used as part of the Lloyds TSB Partnership “Dementia Friendly Bank”
- Work in progress to engage with BME and other Faith Communities supported by the EFID Award



In the words of Theodore Roosevelt....

“Do what you can...
with what you have...
where you are.”

