

### Updates from the West Sussex Local Dementia Action Alliances

#### **Worthing Dementia Action Alliance** - 42 member organisations

The Worthing Dementia Alliance has been in existence for 5 years since its first conception in 2013, when the social action group was formed by several different national and Worthing based charities and has been led on a voluntary basis by likeminded people who want to make a difference for people living with dementia and their carers who live in and around the Worthing area.

The Alliance has bi-monthly open community meetings in different public spaces across the area. Anyone interested in making changes for people affected by dementia can attend. The matters and actions that are raised by this group meeting are then transferred to the alliance steering group which consists of a group of people affected by dementia, carers and health and social care professionals from third sector, statutory services and the local private sector. These actions will then be addressed and reported back to the alliance meetings at the following meeting. However, all the members of the steering group are volunteers, and some have full time jobs which leaves actions required, at times, difficult to follow through.

Some of the things achieved over the past 5 years have been:

- A website as well as social media (Facebook, Twitter and Instagram)
- Stagecoach buses becoming dementia friendly
- Southdown leisure hosting dementia friendly events
- Over 40 businesses and organisations have joined the Alliance and are actively working towards becoming dementia friendly

Within the last 12 months the Alliance has been lucky enough to tender for and receive a small amount of money to pay for a part time WDAA co-ordinator for 1 year, this money will run out by May 2019. The money was given to us from a pot of WSCC money that now no longer exists, therefore we cannot re-apply.

This post has proved invaluable to ensure that the plans from the public meetings are transferred to the steering group and that they are in turn translated into the tangible and deliverable objectives that are needed in order to make Worthing and district more dementia friendly. Some examples of changes achieved over the last few months have been:

- Dementia Friendly parking spaces in the shopping centre
- Dementia friendly cinema and theatre productions and showings
- Over 1200 dementia friend sessions with over 2000 dementia friends made
- Informal drop in information events that are based in local public areas, such as the library
- Pop up hubs across the locality
- Assisting businesses to join the alliance and become part of the local social action movement
- Assistance for businesses and public places on how to become more dementia friendly
- Dementia friendly dentists and GP surgeries
- Being able to support PABD through the various transitions of the disease.

The impact this post has had on the community is enormous considering the small amount of money received and within a short space of time to make these changes.

**Crawley Dementia Action Alliance** - 23 organisation members.

Dementia Friendly Crawley was launched in 2012 as part of the Prime Ministers Dementia Challenge and was one of 12 early adopters of dementia friendly communities. Crawley Borough Council support the work by funding a dedicated officer for the dementia work in the town, with wide and varied partnership support from Crawley CCG as well as public and voluntary sector organisations as well as commercial and businesses, such as Metrobus and K2 Crawley. Crawley Dementia Alliance has around 50 members and meets on a monthly basis.

Crawley regularly holds Living Well days for people with dementia at libraries and the local K2 Crawley Leisure Centre, the support the Harvest Festival and Carol Concerts led by the Forward Thinking Group – a group of people living with dementia.

Dementia Friendly Crawley is developing a referral led community based Cognitive Stimulation Therapy (CST) programme to launch in 2019, as well as managing Crawley Men's Shed, which welcomes members with a mild to moderate dementia diagnosis.

Crawley has over 2,000 Dementia Friends, and continues to have a strong focus on raising awareness of the condition across the town.

**Selsey Dementia Action Alliance** - 11 member organisations

Expanding Selsey Dementia Action Alliance activities into Manhood Peninsula, Alliance is looking at a name change - Selsey Dementia Action working in partnerships across the Manhood Peninsula.

On the 28<sup>th</sup> September the Alliance won a funding grant of £5,000 from the Dementia Care Improvement Network (DCIN). Funding to be used for a recruit a support worker in addition to the Co-ordinator post.

Selsey Care Shop now open in Selsey high street, Selsey Carers and Selsey Community Watch, Dementia drop ins and Dementia Friend Sessions at the Care Shop. 'Shoptalk' in 'The Shop' is held twice monthly in a safe and friendly café environment for those with dementia and their carers.

Selsey Dementia Action Alliance has a good working relationship with all local churches in Selsey. There is strong partnership working with Carers Support West Sussex, Alzheimer's Society and Crossroads Care South Central.

**Arun Dementia Action Alliance** - 13 member organisations

- Abbeyfield Ferring has secured 2 years of funding from the Big Lottery fund to provide 2 respite days per week. These will be called 'Stay Active' and 'Stay Social' and will commence on 7<sup>th</sup> January 2019.
- Care UK at Darlington Court held an event about Dementia which 10 local people attended who are not in contact with the Alzheimer's Society or

Abbeyfield or any other support or care agency. We felt this was because Care UK was a neutral ground, without stigma.

- The Samuel Wilkins Community Centre was approached to become dementia friendly but did not receive a positive response. The centre is connected to Rustington Parish Council who facilitates the information centre there. Next step is to follow up Rustington Parish Council.
- Dementia Friends sessions have been held for Abbeyfield staff, community workers and residential care workers.
- The Traders Association of Angmering have all watched the online dementia friends sessions ( 3 x 5 minute sessions)

**Bognor and Chichester Dementia Action Alliance** - Bognor has 24 organisation members and Chichester has 34 organisation members

The Alliance is proud of:

- Attracting new members to the Chichester & Bognor DAA especially Tangmere Primary School joining us
- Enhanced communication and sharing between local DAAs
- The Community Calendar set up by WSCC but soon to be managed by the Administrator of Chichester & Bognor DAA.

Challenges:

- Not being able to establish Dementia Friendly Parking Bays within the Chichester District area. Research and details provided to Chichester District Council but this item has not yet been discussed by committee
- The apparent lack of interest in joining our DAA despite being proactive in contacting organisations
- The lack of support for people living with dementia on different forms of transport including some taxi companies, hospital transport, buses.

**Horsham District Dementia Action Alliance** - 35 member organisations

- Horsham District has achieved Dementia Friendly Community status.
- Horsham Capitol Theatre is having their first autism and dementia friendly cinema screenings on Friday 26<sup>th</sup> October. It will be interesting to receive the feedback from people with autism and dementia as to whether the joint screening is a success.
- A successful memory walk was held by The Horsham Rusty Brains on Friday 21<sup>st</sup> September.
- Horsham steering group will be conducting a High Street Blitz in Horsham town centre including Swan Walk. Using the guidance provided by the Alzheimer's Society the steering group will approach as many shops, cafes, restaurants, pubs, hairdressers/barbers etc.
- Over the 6 months they will aim to establish and develop the right contact with the retailer, presenting the needs and benefits of becoming more dementia friendly, requesting them to agree to 3 positive actions in return for a sticker to show their commitment.
- Dementia Friends sessions will be planned during the 6 months for the high street staff to attend. A review will be taken at the end of the 6 months.

**East Grinstead Dementia Action Alliance** - 28 organisation members.

East Grinstead is thrilled to have been accredited as Dementia Friendly Community in October 2018. It has increased its membership and continue

with the drive to spread awareness and gain commitment from businesses and organisations in the town.

The DAA have supported action week by having pop up café's, we are thrilled that our churches are starting to offer regular dementia friendly café's and support in their congregations, and as part of their outreach.

The DAA is involved in a Town Council initiative to create a network of safe places which will be helpful to those living with dementia as a safety net in the town. The Alliance is planning a carers day to give advice information and some relaxation next year during carers week.

**Haywards Heath Dementia Action Alliance - 23 member organisations.**

The administrator and key motivator for Haywards Heath DAA has left her role with the Town Council and is no longer working or living the area so has had to step down from her commitment to the Haywards Heath DAA. The Chair has also stepped down but remains an active member of the group. There is now a new Chair who will be applying to be a Recognised Community.

**Burgess Hill Dementia Action Alliance - 21 member organisations**

The Burgess Hill Dementia Action Alliance has raised the profile of dementia in the town. It has produced its own guide as to what services are available and have run several awareness events in the town. It has championed the use of special pre-programmed headphones for persons living with dementia and has run several dementia awareness events.

However, the organisation has relied too heavily on one or two individuals without significant operational and financial support who have now given their all and have stepped down. It now has a new chair person and is currently having a strategic pause whilst it regroups and the new chair person seeks expert help to reform the Alliance to make it fit for the future and the town of Burgess Hill.

**Adur Dementia Action Alliance**

There is not currently an Adur Dementia Action Alliance running and there appears to be no appetite at the moment to establish one, the previous Adur Alliance had 22 members. Adur Town Council are making becoming a dementia friendly organisation a focus project in their Public Health Strategy and have held a workshop for council staff to develop a delivery plan.