

In partnership with



and



Helping a city become Dementia Friendly (or How to Eat an Elephant)

Bradford District

Cathy Henwood – Alzheimer's Society

- Small changes DVD

Bradford district – population over ½ a million



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JRF

JOSEPH
ROWNTREE
FOUNDATION

and

City of Bradford MDC

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Alzheimer's
Society

Leading the
fight against
dementia

A huge task – How do you eat an Elephant?



One bite at a time

	Involving PLWD?	Community engagement?	Publicity	Getting shops involved	
	Call a few informal chats	Identify key partners	Identify journalist	Shopping centre manager	
	Write an invitation	Media and invites	Build relations	Shop tenants meeting	
	Ask service providers	Public meeting	Social media	Dementia awareness session	
	Buy biscuits	Form local action group		Recognition sticker?	

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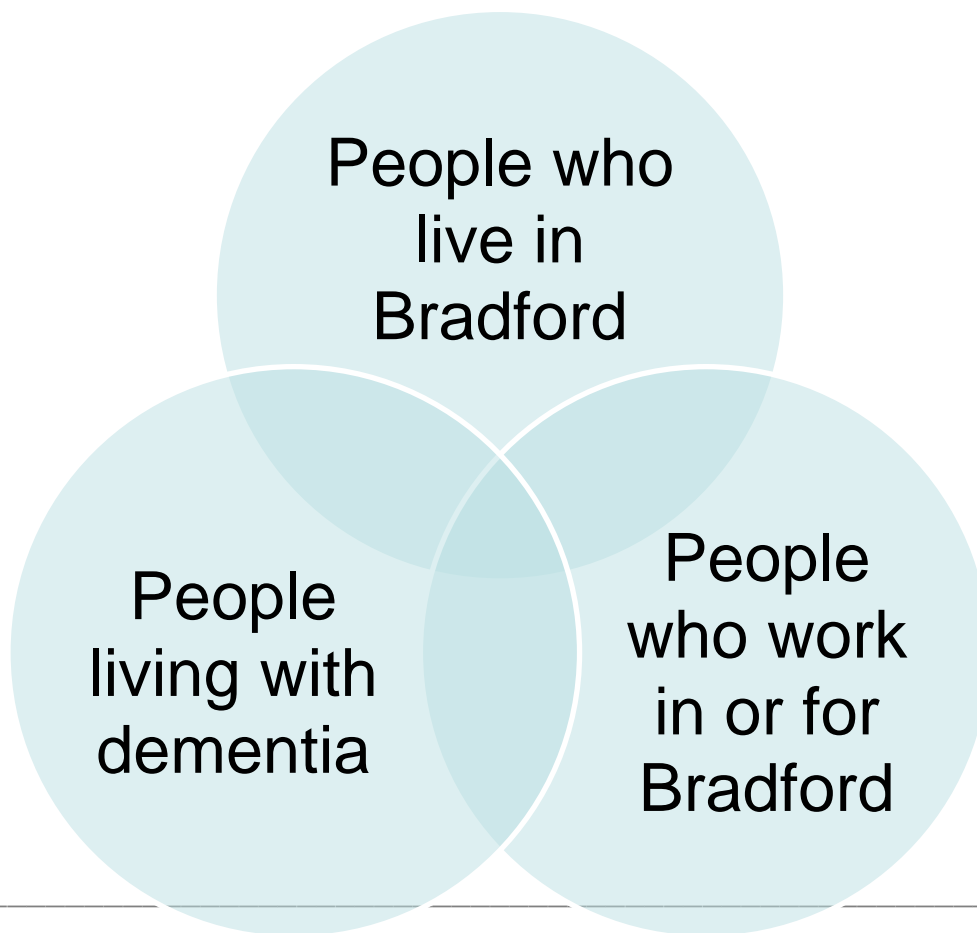
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Who involved?



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Involving the **experts** – people living with dementia key too – that's those with a diagnosis and those who care for them



Key partners

- Our Dementia Friendly Focus Group
- Our Face It Together group
- Our project advisory group – of stake holders
- The district council
- Our Dementia Action Alliance
- Community Action Groups

What are some of the barriers people face?

The Project Focus Group looked at things that made access to everyday businesses and activities difficult for them. These include:

- The physical environment
- People's attitudes
- Problems with employers



The Project Group identified what changes can help?



Difficulties in the physical environment

We have developed a check list for organisations to help them review their premises.



- **Simple signs** – the exit and toilet are particularly important



- **Make sure areas are well lit**

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A helpful friendly and understanding attitude



The most important thing cited by people with dementia and carers is the attitude of other people they encounter.

This makes the most difference in enabling people to continue to participate in everyday activities.

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Community approach



Non geographic communities

LGBT

Learning disabilities

Council employees

Sikhs

Community approach

Idle – on a snowy January day • 26 members of the public, local police, co-op and churches all came out.



- Awareness raising and ideas generated
- Local action group established.

- Local support group established with parallel sessions for people with dementia and carers.
- Lots of other actions regular walks and coffee mornings, awareness sessions, where's good to go

leaflet



Girlington – a multi lingual event with good community engagement, representatives from local mosque, church's, GP's and pharmacy involved.

- Work in progress - intergenerational work at local schools
- Work with local mosques and churches

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LGBT – not all communities are geographical



Awareness raising and lively discussion sessions with older lesbian, older gay men's and transgender groups

EQUITY PARTNERSHIP

Actions agreed –LGBT training and Equity Partnership staff will have dementia awareness. A leaflet has been co -produced to raise awareness about people living with dementia who are LGBT



Pointers for a Community Approach

- Awareness raising what is dementia, how does it affect people
- Personal stories –involving people with dementia
- Making it personal - what would you want
- Be positive - what already works &what could be better
- What can we do - encourage everyone commit
- Look for some easy wins first
- Small good neighbourly actions very important

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Businesses and community organisations

Organisations involved locally started with



Lloyds TSB



The **co-operative**



Bolton Road
Gurdwara

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and



Plan outcomes 1



- Dementia has now been integrated into disability task group

- Parish reps will be offered free training.
- A parish church has also done it's own action plan
- Bradford Cathedral is looking at how it can become more dementia friendly.

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Plan outcomes 2

The **co-operative**

- Four initial pilot stores receive awareness raising.
- People with dementia walk round store
- DVD made – internal upward pressure
- Further co-operatrive group businesses involved – more shops, funeral services and travel business

Co-op DVD

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and



Airedale

NHS Foundation Trust



METRO



And this list is now even longer



Pointers for involving Organisations

- Keep it simple and straight forward
- Minimise cost
- Understand organisations primary aims
- Staff awareness and attitude key
- Good for business
- Remind them of legal obligation

Awareness raising is key

- Keep to a positive living well message
- Real people living well
- Focus - need of group, ask them
- Empower people
- Need a range of ways in
- Some organisations need proper training

Key messages

1. Dementia is not a natural part of ageing
2. Dementia is caused by diseases of the brain
3. It is not just about losing your memory
4. It is possible to live well with dementia
5. There is more to the person than the dementia

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For more information contact

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