

Southend, Essex & Thurrock Dementia Strategy 2022-2026



**One thing we can all do to make a
difference for people living with
dementia in *Essex* is...**

***Always* consider dementia in everything
we do.**

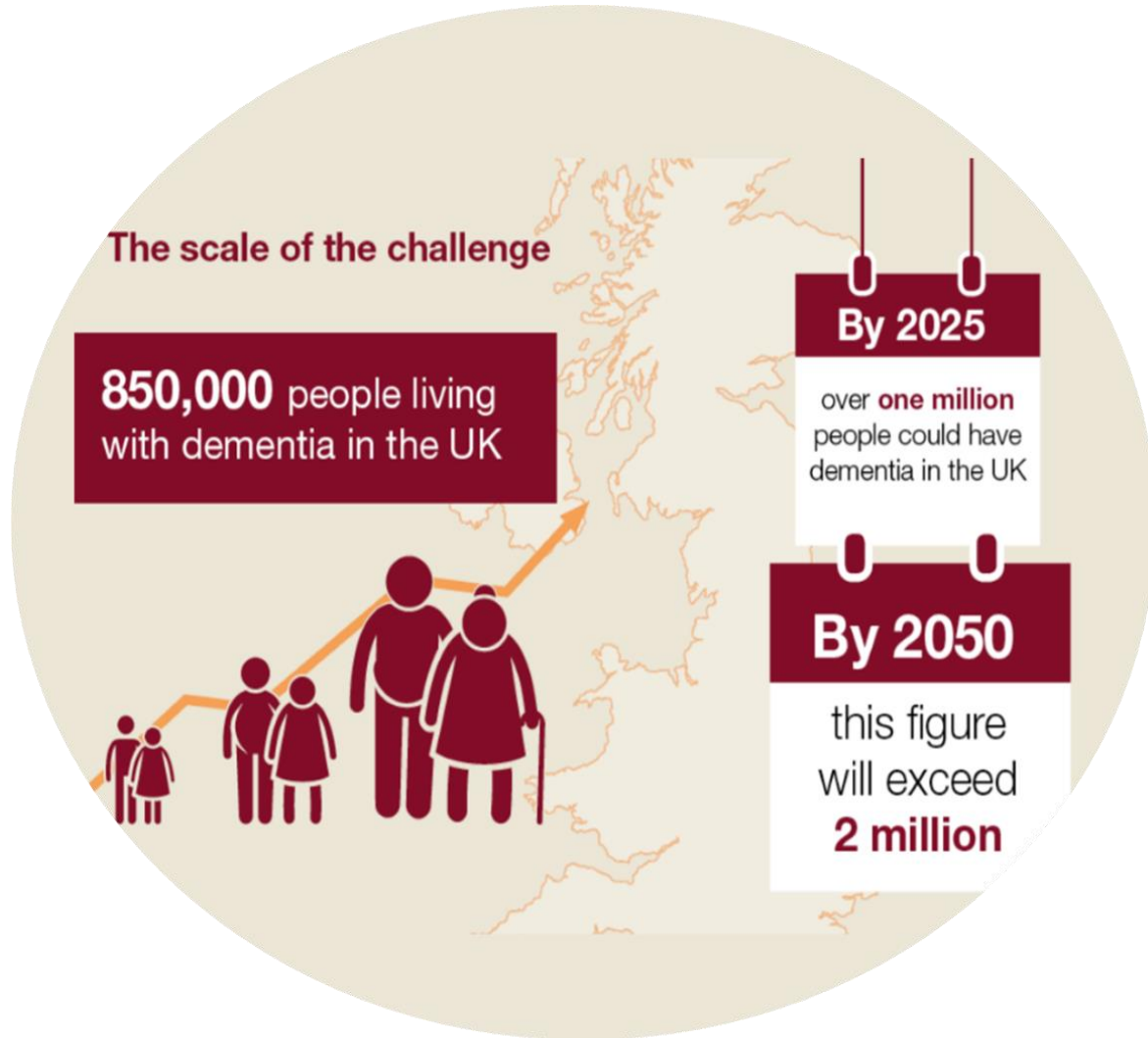
Why we have developed the strategy

Our Mission

To make sure that:

- Those who experience dementia, and the families and carers feel they are understood and can access the support they need when they need it.
- Communities and local organisations are aware of the impact dementia has on those who experience it and their families and carers
- Support for people with dementia and their families and carers is underpinned by levels of training and expertise among professionals and volunteers
- And, further promote or enhance the conditions which will contribute to a reduction in prevalence in the long-term

What is Dementia?



- Dementia is an umbrella term used to describe a collection of symptoms that affect the brain including memory loss, perception, problems with reasoning and communication skills.
- Dementia is one of the major causes of disability and dependency among older people with no known cure.
- Dementia is the leading cause of death for women in the UK since 2011



What is the scale of the challenge?

- It is estimated that a person is formally diagnosed with dementia every three minutes in the UK, and that **1 in 3 people born in the UK will develop dementia in their lifetime**
- An estimated **540,000 people in England act as primary carers for people with dementia**; half of these are employed, 112,540 have needed to leave employment to meet their caring roles and 66,000 carers have cut their working hours
- A growing prevalence of young onset dementia, with over 42,000 people in the UK estimated to be living with a diagnosis.
- People with learning disabilities are at greater risk of developing dementia



People at the Heart of Care

The challenges in Essex



What people have told us

High Level Themes

Specific support needed for parent/unpaid carers

Specific support needed for People affected with Dementia

Needs of unpaid carers to be considered

Needs of family to be considered

Needs of the person affected by dementia to be considered

Strategy outcomes need to be measured to show success

Increased access to support groups needed

Holistic approach to planning for people affected by dementia

Training opportunities for family/unpaid carers to understand dementia

Better Information for help signpost people to services

Make health/care professionals take dementia awareness training

Ethical way to understand and involve people who are living with dementia

The priorities must be able to evaluate the outcomes

More regular points of contact for parent/unpaid carers

More dementia friendly environments needed

Keep and improve established support networks

More open information on Dementia

Dementia specific activities important

Personal experience of support services has been positive

More dementia friendly environments needed

Priorities

**Dementia does not
just impact on a
person with dementia**

Prevention: People in Southend, Essex and Thurrock will have good health and wellbeing, enabling them to live full and independent lives for longer

Supporting unpaid carers: Carers are supported to enable people living with dementia to remain as independent as possible

Reducing the risk of crisis: All people with dementia receive support to reduce the risk and manage crisis

A knowledgeable & skilled workforce: All people with dementia receive support from knowledgeable and skilled professionals where needed

Finding information and advice: Everyone with dementia will have access to the right information at the right time

Priorities

Every aspect of their life and everyone around them from family members and friends, to businesses, buildings, and local green spaces are affected.

Diagnosis and support: All people with dementia will receive appropriate and timely diagnosis and integrated support

Living well with dementia in the community: All people with dementia are supported by their Southend, Essex and Thurrock communities to remain independent for as long as possible

Living well in long-term care: all people with dementia live well when in long-term care

End of life: People with dementia and their families plan ahead, receive good end of life care and are able to die in accordance with their wishes

Translating the strategy into action



Essex Dementia Intergenerational Programme



Creating a
dementia-friendly
generation

Contact us:
dementia.intergen@essex.gov.uk

We know 1 in 3
children and young
people will know
someone with
Dementia

Some of the ways in
how Essex is creating a
dementia-friendly
generation...

- Interservice Delivery
- R.E.A.D – Remember Education About Dementia Curriculum
- Essex Healthy Schools Programme
- Dementia Best Practice in Essex Schools
- Essex Year of Reading Programme
- Archie with Alzheimer's Essex School Pilots
- The Wayback – Jubilee Reminiscence Essex School Projects
- Essex Library Memory Café - Pupil Involvement
- 5K Dragons Den for Dementia – seed-funding pupils ideas to raise dementia awareness
- Over 5,000 Essex Pupils trained as Dementia Friends (since 2018)
- Essex Schools paired with Care Homes
- Publishing a book of poems written by an Essex Care Home resident living with Dementia for children and young people
- Starting well – All-Age approaches to dementia that promotes prevention, risk reduction and healthy lifestyles
- Continuing to build age-friendly inclusive spaces through community connectivity that supports good citizenship, kindness, empathy and compassion in our younger population
- Promotion of key skills for care that can influence the future care/health workforce
- **We are seeing very positive outcomes for both young and older**

Creating a Dementia Friendly Essex

Building Dementia Friendly Communities and a network of Local Dementia Action Alliances



- ✓ **Dementia Friendly Communities** are a city, town or village where people with dementia are understood, respected, supported, included, and enabled to access and actively engage in and with their community.
- ✓ **Dementia Friendly Communities** are **not** about services specifically for people affected by dementia but ensuring that existing and future services are able to meet the needs of people affected by dementia.

People tell us that.....

- 👍 People affected by dementia living, working and visiting Essex **recognise and trust the Dementia Friendly** logo
- 👍 They are more likely to **use businesses** displaying the symbol
- 👍 They know that the symbol represents a **set of standards** that were agreed with input from people affected by dementia
- 👍 They can **relate** to a Dementia Friendly Community
- 👍 Dementia Friendly Communities evidence a commitment to improving the life experiences of people with dementia and the wider community



Creating a Dementia Friendly Essex

Building Dementia Friendly Communities and a network of Local Dementia Action Alliances

Local Dementia Action Alliances (DAAs)

- ✓ people, organisations, businesses, health, care and education providers) coming together to connect, form friendships, exchange ideas, learn, and create a better community in which to live with dementia.



"This is a vital and exciting journey, with the ultimate aim of ensuring that residents living with dementia have the best possible experience when visiting their local hospital as a patient, out-patient or visitor."

IMAGE / REPORTING - Mid and South Essex NHS Foundation Trust



- ✓ champion adapting and improving services and environments to truly meet the needs of people affected by dementia within their specific local community.
- ✓ work in a collaborative, planned, comprehensive and measurable way to create Dementia Friendly Communities (DFCs) .

- ✓ enable communities & People (incl. organisations, businesses, health, care and education provider) to improve their understanding of the impact of dementia and therefore be able to break down the barriers people with dementia encounter.



What next and how
we will measure
success



Next Steps

Ongoing systemwide engagement, stakeholder and communication activities

Co-production of local and organisational delivery plans across systems and partners (October 2022– March 2023) including:

- Discussions with stakeholders
- System wide focus groups
- Wider engagement opportunities through local forums.

Launch event and celebration of people living with dementia in Essex



Implementation and Measuring Success

Implementation Plan - This plan outlines the key cross county actions to support implementation of the strategy. It will sit as a separate document to be reviewed and refreshed throughout the life of the strategy enabling it to respond to changing needs and emerging issues in the future. Each action in the plan has an outcome measure it will support that progress will be reported on.

Local action plans to help deliver the Dementia Strategy will be developed by partners based on population need, local pathways and priorities, building on known community assets and initiatives identified at locality level. Outcomes measures, will align to those set in the implementation plan and monitoring and review of local action plans take place at local level underpinned by local processes and governance.

What can WE do?

Actions you can take to make a difference for people living with dementia in Essex.

- ✓ **Personally**
- ✓ **As an elected member**
- ✓ **In your local community**

Further opportunities..... Lets continue the conversation

- ✓ **Bitesize Experiential Sessions, TADMEE (The Advanced Dementia & Mobility Experience Essex)**
 - ✓ **2 hour sessions available between the 28th November to 9th December**
- ✓ **Working together to make a difference for people in your communities and in your areas of responsibility**

[To find out more contact Melanie, Lorraine & Maria:](#)

E-mail: Dementia.team@essex.gov.uk

Thank you for listening.

Questions and reflections from you?

