

Bradford on Avon Area *Dementia Action Alliance*

Action Plan

The steering group of the Bradford on Avon Area Dementia Action Alliance has recently set three targets to be achieved before April 2017:

- Establish a network of local Dementia Friends Champions, ready to collaborate and deliver Dementia Friends Information Sessions
- Set up a Directory of Community Assets (local dementia friendly facilities and services)
- Organise a Dementia Friends Information Session in each of the 8 villages and a further 8 sessions in businesses and other community organisations

There are lots of different ways to get involved – please contact **Peter Dunford** or **Claire Thomas**: peter.dunford@wiltshire.gov.uk or clairet@alzheimerswiltshire.org.uk

July 2016

Bradford on Avon Area Dementia Action Alliance

National Context

Dementia describes a set of symptoms that may include memory loss and difficulties with thinking, problem solving or language. These changes are often small to start with, but for someone with dementia, they become severe enough to dramatically affect daily life. There are 850,000 people living with dementia in the UK and the figure is expected to pass the million-mark soon after 2020.

The Prime Minister launched the National Dementia Challenge in 2012 (updated in 2015) with the aspiration that half of the population will live in a community that can be regarded by 2020 as dementia friendly. A dementia friendly community is one where:

- People with dementia feel supported to take part as fully as possible in everyday activities, and
- A high proportion of people, including customer-facing staff, are dementia –aware

There are now 250 businesses, villages, towns, areas and counties registered with Dementia Action Alliance and working towards becoming dementia friendly communities.

Local Background

The Bradford on Avon Community Area Board, along with 17 others across Wiltshire, is a formal part of Wiltshire Council that tries to find solutions for local issues. It has identified 3 local priorities for 2016 - 17:

- Traffic & Pedestrian Safety
- Health & Wellbeing
- Economic Development & Tourism

The Bradford on Avon community area has an age profile higher than national average, and so issues relating to older people are particularly relevant to its residents and the public authorities. A focus on dementia therefore sits neatly within the Area Board's Health & Wellbeing priority where there are already a number of related initiatives successfully underway such as Disability Access and Seniors' Forum. Although specialist advice on dementia is already provided by the Bradford on Avon and Melksham Health Partnership and by Alzheimers Support (a local charity), the challenge of broadening awareness remains.

It should also be emphasised that the Bradford on Avon community area includes the villages of Holt, Limpley Stoke, Monkton Farleigh, South Wraxall, Staverton, Westwood, Wingfield and Winsley as well as the town itself, and that these villages are an equal focus for attention.

Way Forward

A steering group has been formed with the aim of enabling the Bradford on Avon area to become more dementia friendly. It will sign up to the National Dementia Declaration, submit an action plan and register as the Bradford on Avon Area Dementia Action Alliance. It will celebrate the dementia friendly services already existing in the area such as Singing for the Brain, Memory Café, Luncheon Clubs, Art Classes, Dementia Advisor at Health Centre etc. It will also encourage and explore ways of improving the quality of life of people living with dementia.

The process of awareness-raising will primarily occur through delivery of the one hour Dementia Friends Information Sessions - where 1.5 million individuals have already become Dementia Friends nationwide and where there is a target of 4 million by 2020. There are also over 10,000 volunteers who have been inducted as champions ready to run these information sessions.

The Bradford on Avon Area Dementia Action Alliance will operate within a national framework of guidelines based on:

- Involving local people with dementia
- Challenging stigma and raising awareness
- Developing accessible community activities
- Acknowledging the potential of those living with dementia
- Promoting engagement, with support, in community life
- Encouraging respectful service from business and the community
- Enabling community-based solutions
- Ensuring early diagnosis and an integrated response
- Supporting transition to public transport
- Improving easy-to-navigate environments