

Dementia Friendly Lancashire

Dementia Strategy 2018 - 2023

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Executive Summary

Lancashire County Council is committed to supporting people across Lancashire to live well with dementia by improving the care, support and experience of people with dementia, their family and carers. Dementia is a devastating diagnosis which is feared by many, but there is much we can do to help people to reduce their risk of developing the condition, and for those diagnosed in supporting them to live fulfilling lives.

This strategy aims for us to become a Dementia Friendly Organisation, recognising that we not only have a role as an authority which serves the people of Lancashire, but also as a large employer who is likely to have employees who are diagnosed themselves or live with or care for family/friends with dementia. In order to make this happen, it is essential that we work with people with dementia, their family and carers to ensure that we are guided by them, continue to collaborate with our partners to build on previous success and drive further improvements.

Our strategic objectives

1. Take action to reduce the prevalence of dementia in Lancashire;
2. Raise awareness of all types of dementia amongst all population groups in Lancashire;
3. Promote early diagnosis and increase diagnosis rates across Lancashire;
4. Facilitate action to early treatment and appropriate support to allow people with dementia to live well and independently in Lancashire and;
5. Become a 'Dementia Friendly' organisation and to continue to develop partnerships in Lancashire.

Introduction

Dementia is one of the greatest challenges facing our ageing society. With better understanding of prevention, diagnosis, treatment and care for dementia, and an understanding of the local population, there is opportunity to improve the quality of life and wellbeing of people with dementia and their carers in Lancashire.

There are thought to be around 15,500 people living with dementia in Lancashire, and as a result of population growth in the older age groups, this is set to rise by around 27% by 2026 (based on NHS dementia prevalence estimates combined with the ONS 2014 population projections). Consequently, early diagnosis and support for people with dementia are vital components of maximising healthy life expectancy in Lancashire.

Context

Dementia is not a disease, but a collection of symptoms characterised by an ongoing decline of the brain and its abilities ⁽¹⁾. Common problems may include memory loss and personality changes ⁽¹⁾. There are many different types of dementia and some are far more common than others. Alzheimer's disease accounts for the majority of cases, followed by vascular dementia ⁽¹⁾. Other types include but are not limited to dementia with lewy bodies; frontotemporal dementia; and creutzfeldt-jakob disease. Furthermore, the most common form of Alcohol-related brain damage (ARBD) is alcoholic dementia which may also be called alcohol-related dementia. ARBD also includes Korsakoff's syndrome which is a chronic memory disorder. Anybody can be affected by dementia, however there are some factors that increase the risk, including increasing age, learning difficulties, female gender and lifestyle factors such as smoking, drug and alcohol misuse ⁽²⁾. Dementia however is not an inevitable part of ageing, thus not everyone who has dementia is older, and not everyone will have dementia in older age.

It is estimated that 850,000 people are living with dementia across the UK and there are in the region of 670,000 carers of people with dementia ⁽³⁾. People living with dementia are requiring increasing levels of care and support across the wider health and social care economy, with an estimated financial cost to the UK of £26 billion per

annum ⁽³⁾. Dementia is now the leading cause of death in the UK ⁽⁴⁾; however, currently only 42–49% of people with symptoms of dementia receive a diagnosis, and this diagnosis is often too late to enable them to plan their support and care needs. Dementia is not purely a condition of old age and more than 40,000 people in the UK under the age of 65 have early-onset dementia ⁽⁵⁾. As highlighted in a recent Lancashire County Council needs assessment, younger people with dementia have a unique set of difficulties and opportunities compared to older people, such as requiring support to continue to be economically active ⁽⁶⁾.

In Lancashire it is estimated that 0.9% of the population are living with dementia, which is slightly above the England average of 0.76% ⁽⁸⁾. Of those living with dementia 97% are aged 65 and over. The total population of people aged 65 and over in Lancashire is some 244,400, so 6.2% of this cohort are living with dementia. Lancashire has significantly higher (than the England average) rates for inpatient hospital use, emergency admissions and mortality amongst people with dementia aged over 65 ⁽⁸⁾.

Why is Action Needed

A diagnosis of dementia is often devastating to the person concerned, their family and carers. The symptoms are progressive and may develop unpredictably. It could be months or years before the symptoms become advanced and quality of life can be dramatically reduced. For example, in a survey by the Alzheimer's Society ⁽⁹⁾:

- 35% of people with dementia said that they only go out once a week or less and 10% said once a month or less;
- 9% of people with dementia said they had to stop doing all of the things they used to do and;
- 63% of people with dementia did not want to try new things.

Whilst there is currently no cure, with simple actions such as enabling people to take part in ‘everyday activities’ - including meeting up with friends and shopping, people living with dementia can still live full and active lives, whilst reducing and delaying their need for health and social care services ⁽⁹⁾. Consequently, receiving a diagnosis early is essential because not only does it allow people and their carers to put plans in place early to ensure that they receive the appropriate care and support, in some cases, it allows for medications that slow disease progression ^(10,12). Furthermore, early diagnosis is also cost-effective for public sector organisations as it facilitates independent living and prevents crisis ⁽¹⁰⁻¹³⁾.

The 2016 Report of Lancashire County Council's Director of Public Health and Wellbeing highlighted that in Lancashire, although life expectancy is increasing, healthy life expectancy is falling and it is essential to try and align these measures more closely and to extend healthy life expectancy ⁽¹⁴⁾. We now also have increasing evidence about how to prevent dementia, with the risk of dementia significantly increased by factors such as type 2 diabetes, high blood pressure, high cholesterol, obesity, brain damage as a result of drug and alcohol use and air pollution ^(2,15). This applies to both vascular dementia and Alzheimer's disease and there is good evidence that the risk of these conditions can be reduced by regular physical activity, smoking cessation, a healthy diet and weight, alcohol consumption within recommended limits, avoiding illicit drug use, remaining mentally active, and clean air ⁽²⁾.

It is crucial that local authorities and partner organisations act to prevent chronic diseases and conditions such as dementia and in doing so safeguard the future health of their populations. People can live well with dementia if they have the information, support and skilled care they need. And if they receive a timely diagnosis – which is essential.

Building on success

Dementia has long been a priority in Lancashire. In 2009, the Department of Health published 'Living well with Dementia: A National Strategy', which set out the need for progress in meeting the health and wellbeing needs of people with dementia and their carers ⁽¹⁰⁾. Following this, the three Primary Care Trusts of Lancashire co-produced strategies and action plans with their partners and these have been in place since 2010. They set out a number of objectives and initiatives that have considerably improved dementia awareness and support across Lancashire.

Much work has already been done within Lancashire which has been developed and delivered by a range of stakeholders including Lancashire County Council but also NHS England, Clinical Commissioning Groups, Alzheimer's Society, Age UK, Age Concern, Dementia Action Alliances, volunteers and people living with dementia, their families and carers. We are keen to further the success of this and have captured some of the key elements below:

Dementia prevention

Weight management and physical activity

In recognition of increasing obesity rates that are above the national average, putting people at risk of dementia as well as other conditions such as heart disease and type 2 diabetes, Lancashire County Council commissions an integrated "Active Lives and Healthy Weight" service. This service brings together previously fragmented services and incorporates weight management, obesity prevention and opportunities for physical activity. The service takes a life course approach, with services available for people of all ages. As well as helping to prevent dementia, activities are also available for people with dementia, including health walks and community food growing.

Social isolation and loneliness

Lancashire County Council has produced a report called 'Hidden from view: tackling social isolation and loneliness in Lancashire' ⁽¹⁹⁾. This report aims to provide practical information and advice on understanding and addressing social isolation and loneliness for local partner organisations and their employees, including professionals and those working and volunteering in public and third sector organisations.

We estimate that at least 22,000 households across the Lancashire County Council area are affected by social isolation. Most, though not all, affected households are older adults aged over 70. We know from evidence that being socially isolated or lonely has significant impacts on people's physical and mental health, with people who are lonely being more likely to visit their GPs or accident and emergency departments, and more likely to have emergency admissions. In addition, estimates suggest that people who are socially isolated and lonely are three times more likely to enter local authority funded residential care, over three times more likely to suffer depression and twice as likely to develop dementia ⁽¹⁹⁾. With growing evidence highlighting links between dementia and social isolation/loneliness, we will continue to work with partners to highlight the importance of the service user/provider relationship and champion the 'making every contact count (MECC)' approach to tackle social isolation.

Early diagnosis and dementia awareness

Dementia campaigns

Lancashire County Council in partnership with the Alzheimer's Society has previously run an Early Diagnosis Dementia Campaign. This campaign aimed to raise awareness about the early signs of dementia, the importance of diagnosis, support and treatment that is available, and how to seek this. It is important for us to continue to run campaigns both internally and externally to support our strategic objectives.

Dementia insight stories and awareness sessions for Lancashire County Council staff

People living with dementia and their carers and family have told their story about living with dementia, with the aim of raising awareness and challenging misconceptions. In June 2016, Lancashire County Council launched half day Dementia Awareness Workshops for staff and councillors. These incorporated Dementia Insight Stories, a reminiscence session using memory boxes, quizzes and activities around dementia and the opportunity to become a Dementia Friend. These sessions received extremely positive feedback and our aim is to provide more of these opportunities and to share them with our partners.

Effective treatment and support

Guardian Angels

Getting lost and feeling disorientated is a common problem for people with dementia and their loved ones and can place additional strain on services such as the police and A&E. The Guardian Angels scheme, previously championed by Lancashire County Council, provides devices, such as a badge or wristband, to identify people who are lost. By simply holding a smartphone over the device, the person's first name and emergency contact number will be displayed. All emergency services in Lancashire are able to use the devices, which are provided and programmed at various locations including memory assessment services, day services and by Lancashire Fire and Rescue Service when they perform home safety checks. We will continue engage with partners to support schemes such as these for people living with dementia.

Alternative care provision

Pressures to reduce demand on hospitals can mean that people with dementia are moved into long-term residential care prematurely, despite people wishing to remain at home which is more cost effective for public services. Consequently, Lancashire County Council's Quality Improvement and Review Team are supporting residents to move to alternative care provision; for example, community living with active social work involvement.

Lancashire County Council is working with partners including NHS England and the Lancashire Clinical Commissioning Groups in supporting the Morecambe Bay Health Community and the Fylde Coast Local Health Economy to develop new models of care in accordance with the NHS Five Year Forward View. This includes care in relation to dementia. For example, Integrated Care Teams in Morecambe Bay and an 'extensive care service' on the Fylde Coast that combine mental, physical and social care experts in local communities to keep people out of hospital and living in the community.

Playlist for Life

Playlist for Life recognises the power of music in dementia to unlock memories, increase responsiveness, stimulate conversation and connect with family and friends through shared memories. Family, friends or care staff are encouraged to compile a playlist of music that is meaningful to the person with dementia that they can listen to on a portable device. This can be listened to with family and friends and can also be integrated into an individual's care plan. Playlist for Life is being piloted in care homes in East Lancashire, with the potential to disseminate it further and to integrate it with other initiatives such as 'Singing with the Brain' in the future.

ATTILA project (Assistive Technology and Telecare to maintain Independent Living At home for people with dementia)

This project is a registered clinical trial which commenced in 2013 and is due to conclude in late 2018. It aims to support people with dementia to remain more independent for longer in their own home with the help of assistive technology and telecare (ATT). The study has used a multicentre randomised controlled trial design, and Lancashire County Council has been one of six local authorities involved in the recruitment of research participants. The research is sponsored by King's College London. The trial has involved 50% of the cohort receiving an ATT intervention and 50% being a control cohort and therefore not receiving an intervention. The research's primary outcome measure was to determine whether the application of ATT will significantly extend the time that people with dementia can be helped to continue to live independently and safely in the community. The study is also considering which ATT works well and which is less effective. The trial is ongoing and the results are due to be published in August 2018. We will take account of the results of this study to consider ways in which we may be able to improve telecare services for people with dementia.

Housing, environments and dementia

Sector-led housing group

Lancashire County Council has been involved in a sector-led housing group that aims to ensure that housing is adaptable to the changing needs of its occupiers with a particular focus on dementia. Work to date includes developing a tool with Public Health England to assess current housing stock against dementia standards ⁽¹¹⁾ and a workshop bringing together housing associations with other partners such as Blackpool Council, Cumbria County Council, the Alzheimer's Society and Public Health England. Housing associations are then able to collaborate and develop action plans as to how to make their housing dementia friendly.

Planning and new homes

An important aspect of a Dementia Friendly Community is planning and shaping communities around the views of people with dementia and their carers, providing appropriate transport and easily navigable physical environments. An approach to this is the 'Healthy New Towns' initiative where NHS England is working with ten housing developments to rethink how the health of communities can be improved through the built environment. One such project is the Whyndyke Garden Village Healthy New Town in Lancashire, which members of Lancashire County Council's Public Health team have been involved in developing.

It is expected that the learning from housing, environments and dementia will inform future approaches to housing planning, ensuring the needs of the ageing population are adequately met.

Partnership working

Dementia Action Alliances and Dementia Friendly Communities

Partnership working has been key to the success of many initiatives that Lancashire County Council has been involved in. A good example are Dementia Action Alliances (DAA) and Dementia Friendly Communities (DFC), which bring together local people, public and private sector organisations to support people living with dementia and their family and carers. There are currently several local groups in Lancashire, plus a county-wide alliance. Their work operates throughout the dementia journey, from early diagnosis to work with nursing homes about

advanced dementia at the end of life. They are also able to bring together local services and signpost people living with dementia and their carers, as well as health and social care professionals, to the range of services available in an area. Examples of recent work undertaken by groups across Lancashire include education sessions with schools and Girl Guides, work with GPs to make them aware of community services to support people with dementia and to train practice staff as Dementia Friends, Dementia Cafes, dementia friendly market places and dementia friendly business awards. We will continue to support and consult with DAAs and DFCs across Lancashire, to ensure that we can be informed of best practice for dementia, and by those who are living with dementia in local communities.

Dementia Hubs

Dementia hubs allow people with dementia and their carers to drop in if they have queries about their condition or if they wish to connect and socialise with other people and their carers. The hubs are supported by the Dementia Action Alliances and attended by various different organisations and professionals such as nurses, social workers, solicitors, care homes and the Alzheimer's Society, with people able to get advice on many areas, including health, benefits and legal issues. Dementia Hubs are well established in Lancaster and Hyndburn, with other areas looking to replicate similar models in the future.

Lancashire's Vision

'Our vision is to facilitate the development of a Dementia Friendly Lancashire, to make a positive difference to the lives of people with dementia, so that they can 'live well' with dementia'

We want to ensure that people affected by dementia and their carers can be as independent as possible, for as long as possible, and feel understood and included, so they can confidently contribute to community life. In order to achieve this vision we will take action across the spectrum of dementia, and aim to ensure that the services that we provide and the workforce that deliver them are responsive to the needs of people living with dementia and their carers.

National policy

In order to plan how we are going to improve dementia provision in Lancashire, it is vital to take account of current guidance and best practice. There are a number of key national policy documents specific to dementia which are listed in Appendix I, though some of the core themes, recommendations and standards from these documents are presented below:

- Health information and awareness raising

Dementia health information campaigns should be developed that are locally relevant, especially for people with undiagnosed dementia. The importance of health information also extends to people that have a diagnosis of dementia and their carers, who should be given comprehensive information on local services available, including those in the voluntary and independent sectors ^(10,17).

- Dementia prevention

Primary prevention is cost-effective and has the greatest impact on later dementia occurrence and disability⁽¹⁶⁾. Any health information campaign should have a strong prevention message, incorporating actions that individuals, along with public services, can take to reduce the risk of dementia ^(10,16). Primary prevention is central to the Five Year Forward View, with the importance of dementia prevention specifically referenced ⁽¹²⁾.

- Early diagnosis

Closely linked to health information and the core to all guidance is the importance of early diagnosis. A national diagnosis indicator exists which compares the number of people thought to have dementia with the number of people diagnosed with dementia. The target set by NHS England is that two thirds (67%) of people with dementia are diagnosed.^(12,13,16) In order to facilitate early diagnosis, information campaigns should explain the benefits of prompt diagnosis and dispel misconceptions ^(10,16). Clear local pathways for diagnosis, referral and care must be developed for health and social care professionals ^(16,17).

- Early treatment and effective support

In order to realise the benefits of early diagnosis, it is essential that prompt treatment, advice and support are subsequently available. There should be a consistent standard of support for newly diagnosed people, supported by named persons ⁽¹²⁾. Dementia advisors are the recommended model for this, acting as a single point of contact and signposting people and their carers to local services and support ⁽¹⁰⁾. Peer support and learning networks should also be used to provide local support, which should encompass advocacy services and practical support, such as advice about benefits ^(10,17).

- Services and support for everyone

Appropriate dementia services and support must be available for all social groups, including people with early onset dementia, learning difficulties and ethnic minorities ^(10,16,17). Where it is not possible to provide these within

more general dementia services, specialist services should be provided and targeted information campaigns developed ^(10,16,17).

- Social actions and integrated care

The challenge of dementia requires a broad response, drawing together statutory services, communities and businesses, ideally as 'Dementia Friendly Communities' ⁽¹⁶⁾. By 2020 over half of people should live in recognised Dementia Friendly Communities ^(12,16). In conjunction, all tiers of local government should be part of a Dementia Action Alliance by 2020 and an additional 3 million people in England should be trained as Dementia Friends ⁽¹⁶⁾.

- Maximising independence

All services should aim to maximise the independence and quality of life of people with dementia. Suitable housing is central to this. Local authorities and housing associations should prioritise reducing the number of care home residents and developing housing to prolong independent living ⁽¹⁰⁾. Environmental modifications should be made, both to individual homes and care environments, to aid independent functioning and people provided with greater support to access housing options that meet their needs ^(16,17). Intermediate care services should be increased to allow rehabilitation and prevent unnecessary long-term residential placements ⁽¹⁰⁾. In addition, assistive technology and telecare should be utilised to delay reliance on more intensive services ^(10,17).

- High-quality social care

The NHS Five Year Forward View highlight that many people with dementia living in care homes do not have their health needs regularly assessed and met, resulting in avoidable hospital admissions ⁽¹²⁾. New shared models of in reach support should be developed to address this ⁽¹²⁾. Leadership is also important and care homes should have a named senior staff member to take the lead for dementia ⁽¹⁰⁾. Residential settings should cater for the needs of different groups and their carers, such as arranging social activities for younger people with dementia and taking account of dietary preferences for people from certain ethnic minorities ⁽¹⁷⁾. To maximise independence, activities and social interaction opportunities that enable individuals to remain active

should be provided for people with dementia in care homes ⁽¹⁶⁾. Similarly, social care in the home should incorporate activities that people can do after care staff leave, such as developing memory boxes ⁽¹⁶⁾. Care plans should be developed for every social care patient that include consistent staffing and retaining a familiar environment by minimising relocations ⁽¹⁷⁾.

Education and training of the social care workforce is vital. All social care support workers that work with older people should receive appropriate dementia training ^(16,17). This allows staff to care for service users with dementia, as well as to recognise early signs of dementia in others ⁽¹⁶⁾. Finally, care homes should enable people with dementia to die well, such as by allowing family to stay through the night and perform care functions ^(10,16).

- Support for carers

Providing carer support is one of the most important aspects of dementia care ⁽¹²⁾. Local authorities have a responsibility to ensure that all carers have an assessment of their needs and that a support plan is in place^(10,16,17). Support plans should be individualised and involve a range of interventions such as respite care, education, peer support and emotional support ^(16,17).

- Preventing abuse

People with dementia are known to be an at-risk group in terms of abuse, particularly financial exploitation, fraud and theft ^(10,17). Thus local services should take action to protect and safeguard people with dementia and all health and social care staff should receive information and training about abuse and neglect ⁽¹⁷⁾.

- Data and intelligence

There is some evidence that dementia prevalence in Western countries is stabilising and not increasing at projected rates; therefore, it is essential that public sector organisations collect data and monitor prevalence to ensure that services are planned and matched to need ^(16,18).

Strategy Action Plan

Strategic Objective 1

Take action to reduce the prevalence of dementia in Lancashire

We will	Where we are now	Expected Outcomes	How we will measure progress
<ul style="list-style-type: none"> • Continue to seek opportunities to promote healthy brain ageing and advice on preventive action e.g. "One You", weight management and physical activity. • Embed dementia risk reduction messages within diabetes, cardiovascular disease, blood pressure prevention, and healthy lifestyle programmes. • Continue to train dementia friends/champions to 	<ul style="list-style-type: none"> • Lancashire County Council currently commissions an integrated "Active Lives and Healthy Weight" service, a substance misuse service and a smoking cessation service. • Lancashire County Council is working with District Councils to understand the health impacts of air pollution and deliver actions that will improve air quality across Lancashire. • Lancashire County Council's Trading 	<ul style="list-style-type: none"> • Dementia prevalence will plateau or start to fall. • Individuals in key risk groups (diabetes/CVD/smoking/etc.) will have an understanding of how to reduce their risk of developing dementia. • Children will have an increased awareness of dementia and its prevention. • Air quality across Lancashire will improve. • Development of a peer learning 	<ul style="list-style-type: none"> • Monitor dementia prevalence as recorded in the NHS Quality and Outcomes Framework (QoF) • Number of people that have accessed the "One You" initiative. • Number of dementia friends/champions involved in awareness raising. • Measurement and analysis of Lancashire's air quality.

<p>disseminate the dementia risk reduction message.</p> <ul style="list-style-type: none"> • Hold dementia health information campaigns each year in association with partners, with emphasis on prevention and early diagnosis. • Implement actions to improve air quality. • Continue to invest in prevention services, such as physical activity, weight management and substance misuse services. • Contribute to the delivery of dementia sessions in schools that incorporate a dementia prevention aspect. • Recognise positive impact 'making every contact count' 	<p>Standards team have developed a range of educational resources about dementia that are used in Lancashire schools.</p> <ul style="list-style-type: none"> • LCC has developed a social isolation and loneliness toolkit (Hidden from View). 	<p>package for MECC in association with partners to help tackle social isolation.</p>	<ul style="list-style-type: none"> • Assess whether dementia health information campaigns have included a prevention element. • Number of children provided with an understanding of dementia and its prevention. • Collect data on obesity, smoking, alcohol use, diabetes and cardiovascular disease as prevalence of these conditions will predict future dementia rates. • Monitor dementia diagnosis rates (although may take many years for any effect to be seen). • MECC peer learning package in place.
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(MECC) can have, and emphasise the importance of relationships between service providers and users. The problem of social isolation needs to be tackled by a range of services collectively, not just by organisations that exist to tackle social isolation.

Strategic Objective 2

Raise awareness of all types of dementia amongst all population groups in Lancashire

We will	Where we are now	Expected Outcomes	How we will measure progress
<ul style="list-style-type: none"> • Increase the number of dementia friends across Lancashire. • Train young dementia friends. • Make dementia awareness training available to all Lancashire County Council staff. • In association with partners, identify and train further Dementia Champions across the Council to provide education and Dementia Friends sessions within the council and more widely within the community. 	<ul style="list-style-type: none"> • Dementia campaign in 2016 raised awareness of dementia in Lancashire. • Lancashire County Council has a dementia website. • Lancashire County Council's Trading Standards team has developed a range of educational resources about dementia that are used in Lancashire schools. 	<ul style="list-style-type: none"> • Improved public and professional awareness and understanding of dementia. • Increased awareness of dementia amongst the younger generation • Increased awareness of early onset dementia. • Increased awareness of the impact of lifestyle factors (e.g. obesity) on early onset dementia. • Increased awareness of the impact of lifestyle factors on dementia within black and minority ethnic 	<ul style="list-style-type: none"> • Service users, carers and staff feedback. • Increases in activity on Lancashire County Council's dementia website, and other specific dementia information websites. • Living Lancashire Surveys • Number of Dementia Friends sessions delivered in Lancashire. • Number of Dementia Friends in Lancashire. • Number of young Dementia Friends (<18 years). • Assess whether further health information

<ul style="list-style-type: none"> • Invite people with dementia and their carers to facilitate training. • Run further dementia health information campaigns each year across the life of the strategy in association with partners, with emphasis on prevention and early diagnosis. • Include in contract service specifications that staff will receive dementia training. This includes services such as the Lancashire Wellbeing Service, and the Lancashire Carers Service. 		<p>(BME) communities and people with learning disabilities.</p>	<p>campaigns have taken place.</p> <ul style="list-style-type: none"> • Assess whether any health information campaigns have included early onset dementia and information on all types of dementia, including as a result of drug and alcohol misuse. • Number of staff who have received dementia awareness training (LCC, partners, commissioned services). • Assess the accessibility of health information to BME communities e.g. sessions delivered to BME religious and other groups and the availability of information in other languages.
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Strategic Objective 3

Promote early diagnosis and increase diagnosis rates across Lancashire

We will	Where we are now	Expected Outcomes	How we will measure progress
<ul style="list-style-type: none"> • Embed dementia health information (including prevention and early diagnosis) into relevant information/advice disseminated by the County • Deliver training sessions for social care staff to enable them to identify service users who may have early dementia. • Ensure that clear referral and care pathways are in place for social care and health staff to facilitate early diagnosis. 	<ul style="list-style-type: none"> • Dementia campaign in partnership with the Alzheimer's Society in 2016 with supporting resources encouraging family and friends to start a conversation where behaviour changes or memory changes have been noticed. • Lancashire County Council has a dementia website, which includes the importance of early diagnosis. • Work by Dementia Action Alliances to raise awareness of early diagnosis amongst the public 	<ul style="list-style-type: none"> • Improved public and professional awareness and understanding of dementia. • Good-quality early diagnosis for all. • Good-quality information available for those with memory problems and suspected dementia and their carers. • All areas of Lancashire are meeting national targets for dementia diagnosis. • Improved diagnosis of early onset dementia. 	<ul style="list-style-type: none"> • Service users, carers and staff feedback. • Diagnosis rates – measured against national target of 66.7%. • Data on dementia screening is collected at NHS Health Checks and evaluated in their annual healthy equity audit. • Data collected on training delivered to social care staff about early diagnosis. • Evaluate whether referral and care pathways are in place in the health and social care sector for people with suspected dementia and to what

	<p>and health and social care partners.</p> <ul style="list-style-type: none">• Lancashire County Council commissions NHS Health Checks, which include a mental state examination to check for dementia in people aged 65 and over.	<ul style="list-style-type: none">• Improved diagnosis of dementia amongst BME communities.	<p>extent they are effective.</p> <ul style="list-style-type: none">• Evaluation of any dementia health information campaign to determine whether early diagnosis was included in the campaign.• Evaluation of any dementia health information campaign to determine the impact of the campaign on referrals to the memory service and subsequent diagnosis rates.
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Strategic Objective 4

Facilitate action to early treatment and appropriate support to allow all people with dementia to live well and independently in Lancashire

We will	Where we are now	Expected Outcomes	How we will measure progress
<ul style="list-style-type: none"> • Ensure that pathways are effective to facilitate easy access to care, support and advice both pre and post diagnosis. • Ensure that the Council's single point of access is dementia friendly and effective in signposting those affected by dementia and their carers to relevant information, advice and support. • Work with partners to facilitate the wider promotion of 	<ul style="list-style-type: none"> • Lancashire County Council has developed a website to provide information to support people with dementia and their carers. • Lancashire County Council Trading Standards team lead work streams to prevent financial abuse and exploitation of people with dementia. • A range of services and support are available across Lancashire in association with partners including 	<ul style="list-style-type: none"> • Improved access to telecare and assistive technology opportunities to support service users and carers to live independently. • High quality services available to support carers. • Access to good quality social care in the community to prevent admission to hospital and to long-term residential care beds. • A greater proportion of people with dementia are living in the community. 	<ul style="list-style-type: none"> • Action plan on early onset dementia completed and agreed with partners. • Feedback gathered on services from service users and implemented where appropriate. • Feedback gathered on residential care settings from service users, their carers and families, including those with early onset dementia and from BME communities. • CQC inspections of social care providers monitored.

<p>Guardian Angels devices.</p> <ul style="list-style-type: none"> • Develop an action plan with partners to take forward learning from the needs assessment on early onset dementia. • Develop opportunities for appropriate services designed to support people within BME communities living with dementia. • Develop opportunities for appropriate services designed to support people with learning disabilities living with dementia. • Support to prevent abuse, including fraud and theft, amongst people with dementia. • Ensure that community housing 	<p>Dementia Advisors, Guardian Angels and Dementia Hubs for people living with dementia.</p> <ul style="list-style-type: none"> • A sector-led housing group has been established to support dementia friendly housing. • A needs assessment for early onset dementia has been completed. • A needs assessment for dementia in BME Communities has been completed. • A needs assessment for people with learning disabilities and dementia has been completed • A needs assessment for people in prison with dementia has been completed. • A needs assessment for people with 	<ul style="list-style-type: none"> • Provision of services and support for those living with dementia will cater for the needs of the locality. • Services are supporting positive outcomes for all people living with dementia. • Produce a desktop review of current best practice associated with assistive design of homes and the use of assistive technology (not telecare) which can be included in homes to support people to live longer in their own homes with dementia and other long term conditions – part of the HFLLL theme. 	<ul style="list-style-type: none"> • Completion of needs assessments for dementia in BME communities, people living with dementia as a result of substance misuse and people living with dementia in prison. • Data is collected on the numbers of people with dementia living in community settings and care homes. • Data is collected on the number of local authority and housing association properties that are dementia friendly. • Data is collected on the number of telecare and assistive technology packages that are put in place for those living with dementia.
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<p>options are available that are appropriate for people with dementia.</p> <ul style="list-style-type: none"> • Ensure that all care homes in Lancashire have a named lead for dementia. • Ensure that all Lancashire County Council social care staff have received dementia training appropriate to their role by 2020. • Ensure that residential care, both commissioned and provided by the County Council, is able to meet the needs of all people with dementia, including those with early onset dementia and have taken steps to allow people with dementia to live as 	<p>dementia as a result of substance misuse has been completed.</p> <ul style="list-style-type: none"> • Lancashire County Council is on the steering group for the 'Playlist for Life' initiative which has been piloted in East Lancashire care homes. • Memory boxes have been created by County Council libraries to enable reminiscence and facilitate communication for people with dementia. • Lancashire County Council runs a volunteers service whereby volunteers support people with dementia and their carers. • Lancashire County Council commissions 		<ul style="list-style-type: none"> • Evaluation performed of services in place to support carers. • The number of carers who care for someone with dementia who have a carers' assessment completed. • Evaluation performed of services in place to support people with early onset dementia, people within BME communities living with dementia, people with learning disabilities living with dementia and people with dementia as a result of substance misuse. • Data collected on the number of emergency hospital admissions and hospital inpatient use amongst people living with dementia. • The proportion of people with a
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<p>independently as possible.</p> <ul style="list-style-type: none"> • Develop care pathways to ensure effective access to services that support those living with dementia and their carers, such as "Books on Prescription". • Work with elected members, planners and developers, where possible, to influence the design of homes and the built environment to enable 'Homes for Life Long Living' (HFLLL). • Seek Cabinet endorsement for the development of a housing strategy for an ageing population. 	<p>telecare packages in the community and in care homes.</p> <ul style="list-style-type: none"> • Alternative care provision is being utilised to reduce the number of people living in residential care homes. • LCC is part of the Whyndyke Garden Village Healthy New Town Board and leads on the Homes for Life Long Living [HFLLL] theme. • LCC Public Health Wider Determinants Team works with local authority planners to influence population health interventions in strategic local development plans across Lancashire. 		<p>diagnosis of dementia living in the community.</p> <ul style="list-style-type: none"> • The proportion of County Council social care staff having received dementia training. • HFLLL themed review produced and shared with local partners and planning authorities
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Strategic Objective 5

Become a 'Dementia Friendly' organisation and to continue to develop partnerships in Lancashire

We will	Where we are now	Expected Outcomes	How we will measure progress
<ul style="list-style-type: none"> • Support and facilitate the development of Dementia Friendly Communities. • Engage closely with partners and community groups to ensure that all services and support across Lancashire are linked. • Actively involve people with dementia, their carers and families with groups, forums and partnerships which design and develop, and influence and shape services in Lancashire. 	<ul style="list-style-type: none"> • Lancashire County Council has an internal dementia strategy officers group that meets regularly, supports work with internal and external partners and is responsible for implementing the strategy. • Many Council staff have undertaken dementia awareness training and are Dementia Friends/Champions. • Dementia awareness training and review is part of the training and development programme for all care staff within the 	<ul style="list-style-type: none"> • People with dementia, their carers and families help to shape future dementia services. • All LCC staff will have completed dementia awareness training sessions appropriate to their role by 2020. • To have reviewed the LCC Working Carers Policy provide supporting information and advice for employees to support them and their managers. 	<ul style="list-style-type: none"> • Number of staff who have received Dementia Awareness training. • Lancashire County Council is a named partner of the Lancashire Dementia Action Alliance. • Increased number of Dementia Friendly Communities across Lancashire. • Feedback from and consultation with partner organisations about input from Lancashire County Council. • Service users, carers and staff feedback about links and integration between

<ul style="list-style-type: none"> • Engagement and consultation with community groups such as Dementia Action Alliances when designing and reconfiguring dementia services. • Continue to provide dementia awareness training to our staff. • Share information, skills and assets within the Council and with our partners to improve services and support for people with dementia in Lancashire. • Become a named partner organisation and supports the Lancashire Dementia Action Alliance. • Support the work of other partners in relation to dementia within the public, 	<p>Council's residential and day time support services.</p> <ul style="list-style-type: none"> • Obtained permission from the Councillors for Lancashire County Council to demonstrate commitment to the Lancashire Dementia Action Alliance. • Created a dementia campaign in 2016 in partnership with the Alzheimer's Society to raise awareness of dementia and encourage early diagnosis. • Lancashire County Council continues to work with partners including NHS England and the Lancashire CCGs in the 'vanguard' areas of Morecambe Bay and the Fylde Coast to develop new 		<p>services and organisations.</p> <ul style="list-style-type: none"> • Minutes of forums demonstrating Lancashire County Council contribution. • Minutes of forums and groups demonstrating the involvement of people with dementia, their carers and families. • Number of partnerships and initiatives where Lancashire County Council is a named partner. • Project summaries and outcomes focussing on dementia from partnership work. • Project summaries and outcomes demonstrating consultation with groups such as the dementia action alliances, as well as
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<p>private and voluntary sector.</p> <ul style="list-style-type: none"> • Produce and implement a training framework to ensure all social care staff meet national requirements for training in dementia. • Produce a policy to support people living with dementia who work at the County Council and gain political sign off. • Ensure that we are able to support, recruit and retain the service of valued employees who have caring responsibilities outside of the workplace. • Ensure that LCC buildings including older people's residential care homes are or are working towards 	<p>models of health and social care.</p> <ul style="list-style-type: none"> • Lancashire County Council has worked with partners to develop and support several projects across the county including The Bay dementia hub in Lancaster and the Guardian Angels scheme. • The County Council have approved a £6.6 million programme of renovation works to 17 older people's residential homes which will include the replacement of fittings in line with best practice for accommodating residents with dementia. 		<p>service users, their carers and families have been involved.</p>
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becoming dementia friendly.			
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Strategy Review

To ensure that progress is made against the strategy, we will produce an annual report outlining what has been achieved, the opportunities and challenges. In addition, the strategy will be formally reviewed and updated in 2023.

Appendix I – Key Documents

- Living Well with Dementia: a National Dementia Strategy 2009 ⁽¹⁰⁾
- Prime Minister's challenge on dementia 2020 ⁽¹⁶⁾
- Dementia: supporting people with dementia and their carers in health and social care 2016 ⁽¹⁷⁾
- The Five Year Forward View 2014 ⁽¹²⁾
- The Lancashire and South Cumbria Sustainability and Transformation Plan 2017 ⁽¹³⁾

Appendix II - References

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