

National Dementia Declaration Action Plan

Warwickshire County Council



1. The National Dementia Declaration lists a number of outcomes that we are seeking to achieve for people with dementia and their carers. How would you describe your organisation's role in delivering better outcomes for people with dementia and their carers?

Our vision is that people with dementia and their carers will regard Warwickshire as a good place to live well with dementia.

Success will mean;

- People will receive their diagnosis at the earliest stage possible in their dementia journey and will be provided with appropriate support following this
- People with a dementia diagnosis are supported to retain their independence and are able to exercise choice and control
- People in Warwickshire are able to live full lives within the community doing the things they did before their diagnosis and feeling confident in undertaking everyday tasks such as visiting the shops without fear of stigma
- Awareness of the signs and symptoms of dementia and how dementia effects people's lives are increased, thereby reducing the overall stigma;

We have been instrumental in establishing the Coventry and Warwickshire Living Well with Dementia Partnership and have agreed a joint local strategy for Dementia. We believe this partnership approach will aid a seamless, integrated approach to dementia service delivery and support. At a local level, we will seek to lead and influence the delivery of the joint strategy and champion local organisations and communities to become dementia friendly.

2. What are the challenges to delivering these outcomes from the perspective of your organisation?

The biggest challenges in Warwickshire are as follows:

- Tackling perceptions about how people who have a dementia diagnosis can live their lives. In particular, promoting that people can live well with dementia and are still able, and have a right to, choice and control over the way they live their lives.
- Ensuring that those working across the health and social care economy have the correct skills and knowledge and also relevant specialist knowledge to ensure that the needs of people with dementia are met most effectively.
- Maintaining and improving partnership working at a time when financial challenges in the public sector are at their greatest and structural changes are taking place.

3. What are your plans as an organisation to respond to these challenges between now and 2014?

We are delivering the joint commissioning strategy for Warwickshire and its 4 key themes which are linked to the national dementia strategy. In doing this we will:

- Challenge perceptions and stigma through an extensive awareness and marketing campaign that will see a large volume of public-facing activity that will continue well into 2014;
- The Coventry and Warwickshire Living Well with Dementia Partnership will seek to expand, gaining commitment and buy-in from a diverse range of organisations across the Public, Private and Voluntary Sectors;
- Develop the workforce across Partnership organisations to ensure consistent skillsets and knowledge of dementia;
- By using a Partnership approach we will avoid duplication of services and support and have a more targeted and pragmatic approach to delivery. Although budgets and finances in these harsh economic times will be a challenge, our focus will be on delivery real outcomes for people with dementia and their carers and making a difference to their everyday lives.