

Draft Dementia Strategy Engagement Plans

The engagement plans are being finalised to ensure that stakeholders have the opportunity to provide feedback on the draft strategy. This will include people living with dementia, carers, volunteers, general public and professionals. Plans include a 6-week engagement programme, from mid August until mid-September 2021 through three key routes:

1. Online survey through Ask Warwickshire. Distributed widely to stakeholders via emails and other communication channels (Hard copies will be available) across Coventry and Warwickshire. The survey will be sent out electronically by email and through Council Communications channels, but with an option to request a paper copy that can be sent by post if necessary. The survey will also be posted on Warwickshire's Dementia Website. We will also offer people the option of emailing their feedback to dementiapartnership@warwickshire.gov.uk
2. In person engagement with people with dementia and carers (face to face and virtual opportunities). Making Space (user engagement and coproduction service commissioned by Warwickshire County Council) will lead this work in Warwickshire. Involve Coventry will lead in Coventry.
3. Commissioner attendance at various meetings with practitioners / dementia forums to raise awareness of the engagement and encourage feedback via the survey or by email to Commissioner.

The questions that will be asked through the survey are currently as follows (there may still be very minor tweaks to these). Many of these questions will also be asked as part of the in-person engagement (but with more of a focus on the 'Supporting Well' and 'Living Well' priorities).

Dementia Engagement Survey draft questions – to be hosted on Ask Warwickshire

1. In what capacity are you responding to this questionnaire?

- Person living with dementia
- Carer / family member of person living with dementia
- General public
- Statutory partner (health, local authority)
- Local Councillor/elected member (WCC, District or Borough, Town Council)
- Voluntary and community sector
- Business
- Other (Please specify below)

2. Please select the area where you live or work (or represent):

- North Warwickshire Borough
- Nuneaton and Bedworth Borough
- Rugby Borough
- Stratford on Avon District

- Warwick District
- Work across Warwickshire
- Coventry
- Work outside of Coventry or Warwickshire

3. How strongly do you agree or disagree with the vision set out for this strategy?

The vision for Coventry and Warwickshire's Living Well with Dementia Strategy 2021 - 2026 is that 'everyone affected by dementia is enabled to live well'.

Strongly agree Agree Neither agree nor disagree Disagree Strongly disagree

If you disagree or strongly disagree, please can you tell us why.

4. Strategic priority areas

Six priorities have been developed. Please tell us how strongly you agree or disagree with each of the six strategic priorities? Each of the priorities include an overarching statement (in bold), some background information, details of what we will do and how we will know we have been successful.

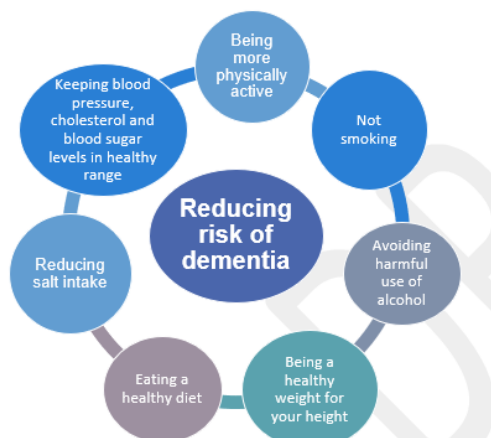
- a. Priority 1 – Reducing risk of developing dementia

Priority One: Preventing Well

We will promote and support healthy lifestyles, aiming to reduce the risk of developing dementia.

Although some of the risk factors for dementia (such as age, genetics, and ethnicity) cannot be changed, there is strong evidence that you can reduce your chances of getting dementia. Even if someone has dementia, they can take action to lessen the symptoms.

People can reduce their risk of dementia through the following:



"What's good for the heart is good for the brain"

However, only about a third of people (approximately 33%) think it's possible to reduce their risk of developing dementia, compared to 81% who think it is possible to reduce their risk of developing diabetes.

What we will do

- We will continue to raise awareness of the benefits of healthy lifestyles to reduce the risk of developing dementia.
- We will encourage greater take up of NHS Health Checks for those aged 40-75.
- We will raise awareness of ways to reduce risk of dementia in at-risk populations (e.g. those with Mild Cognitive Impairment, individuals with learning disabilities and people from Black and Minority Ethnic backgrounds).
- We will continue to support people with Mild Cognitive Impairment to access [Warwickshire's Physical Activity on Referral Service](#).
- Making Every Contact Counts supports practitioners working across Warwickshire to support their clients, customers, and patients to make positive changes to their physical and mental health and wellbeing. We will continue to promote and support Making Every Contact Counts across Warwickshire: (www.warwickshire.gov.uk/health-improvement/making-every-contact-count/1).

How we will know we have been successful

- Increased number of awareness campaigns delivered each year which include dementia risk reduction messages and how far these campaign messages reach (measured by number of press releases, people visiting websites, views on social media).
- More people attending NHS Health Checks
- More people with Mild Cognitive Impairment referred to [Warwickshire's Physical Activity on Referral Service](#)

Please tell us how strongly you agree or disagree with Priority One: Reducing risk of developing dementia?

Strongly agree Agree Neither agree nor disagree Disagree Strongly disagree

If you disagree or strongly disagree with the priority, please can you tell us why?

b. Priority 2 – Diagnosis of dementia

Priority Two: Diagnosing Well

People will receive a timely, accurate diagnosis of dementia.

- An estimated 11,500 people in Coventry and Warwickshire live with dementia, but only around 60% of these have a formal diagnosis.
- When someone is diagnosed with dementia, they can access a wide range of support for themselves and their families.
- Some people who have received a diagnosis have reported that knowing the diagnosis helps them prepare and come to terms with the changes that are happening. It can also help loved ones to understand and support them. See Norman's story.
- Many people live a fulfilling life for years following their diagnosis.
- Although there is not currently a cure for dementia, for some types of dementia it is possible to take medication to slow the progression of the disease.

What we will do

- Continue to encourage anyone with concerns about their own memory or the memory of a loved one to see their GP as soon as possible. Symptoms of dementia (such as confusion or forgetfulness) may be caused by a range of factors (including infections) which can often be easily treated.
- Continue to increase dementia diagnosis rates so that at least two thirds (67%) of people living with dementia have a diagnosis (this target has been set by the government).
- Review the dementia pathway and publish the key services and support available at all stages of the pathway to practitioners and those with dementia and their carers.
- Support GPs to undertake diagnosis of dementia where appropriate or refer to memory assessment services.
- Ensure that everyone receiving a diagnosis of dementia receives a Care Plan, and information about the minimum support offer (as shown in the diagram on the following page).

Normans story

"An early diagnosis of dementia is so, so important. Once diagnosed, I knew what I was up against. As they say: know your enemy. If I hadn't been diagnosed early and I hadn't been seen by consultants on a regular basis, I wouldn't be as well as I am today. I don't know what my future holds, but at least I'm prepared for it"

Norman diagnosed with dementia at 50. See more at www.scie.org.uk/dementia/symptoms/diagnosis/early-diagnosis.asp

- Ensure that everyone receiving a diagnosis is referred to a post diagnosis dementia support service.

"When someone is diagnosed with dementia you can go when you have problems, but it is so nice to get a call every 6-12 months to ask if everything is alright. I am not good at asking for help". Comment about Dementia Connect in Warwickshire service

- Promote the diagnostic and identification role in acute hospital care pathways and strengthen communication when a diagnosis is made.
- Ensure a high-quality memory assessment pathway by supporting Coventry and Warwickshire Partnership Trust (CWPT) to achieve Memory Services national Accreditation programme (MSNAP) accreditation across Coventry and Warwickshire.

How we will know we have been successful

- Greater number of people diagnosed with dementia (and as a percentage of the people estimated to be living with dementia)
- More people diagnosed with dementia receive a Care Plan following their diagnosis (and as a percentage of all those diagnosed)
- Everyone diagnosed with dementia is offered a referral to a dementia support service (currently Dementia Connect) following their diagnosis,

Please tell us how strongly you agree or disagree with Priority Two: Diagnosing Well?

Strongly agree Agree Neither agree nor disagree Disagree Strongly disagree

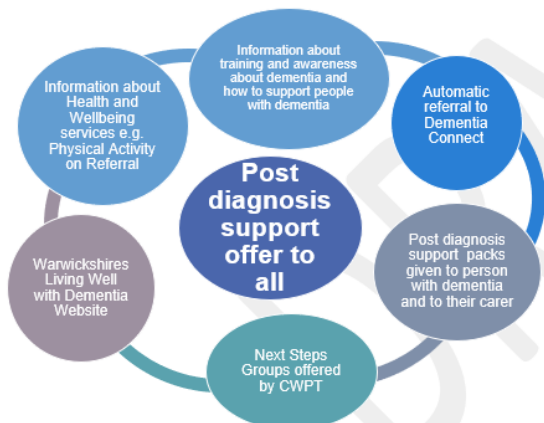
If you disagree or strongly disagree with the priority, please can you tell us why?

c. Priority 3 – Support following a diagnosis

Priority Three: Supporting Well

People affected by dementia will have access to safe, high quality support and care.

Post-diagnostic support helps the person living with dementia and their family come to terms with the diagnosis, access information, ask questions, find support and plan for the future. We want to ensure that people access support and are linked in with sources of information as early after diagnosis as possible. The diagram shows the minimum support offer for those receiving a diagnosis of dementia and for carers:



What we will do

Raise awareness of post diagnosis support available for people affected by dementia and ensure that information is easily accessible, available in a range of formats, and easy to understand.

- Continue to develop the Living Well with Dementia website, including map of services: www.warwickshire.gov.uk/dementia
- Redesign the dementia day opportunities support service to offer a blended service offer with greater choice and flexibility.
- Support carers of people living with dementia to maintain and build their community connections, by ensuring that accessible respite support is available to them.
- Support the voluntary sector to restore local support services following the Covid-19 pandemic, e.g. Dementia Cafes.
- Develop and promote the use of assistive technology to help people stay independent for longer.
- Work towards reducing the digital divide by supporting people with dementia to use iPads and similar technology to enjoy a range of virtual activities and stay connected to others.
- Ensure equality of access to dementia services, so that people with protected characteristics are equally able to access support.
- Work with providers of care and nursing homes and accommodation with support settings with aim of enhancing training and skills for workforce, maximising places available, reducing unplanned hospital admissions, delayed discharges, and placement breakdowns.
- Work with the market to ensure the continued development of high quality domiciliary care, housing with care, residential and nursing care options to meet growing demand.
- Review and strengthen the dementia pathway for people with dementia entering and leaving hospital.

How we will know we have been successful

- Greater number of people with dementia receiving support from local Dementia Support Service (currently Dementia Connect)
- More carers of people living with dementia supported by Carer Wellbeing Service
- Greater number of unique users of the Living Well with Dementia website.

Please tell us how strongly you agree or disagree with Priority Three: Supporting Well?

Strongly agree Agree Neither agree nor disagree Disagree Strongly disagree

If you disagree or strongly disagree with the priority, please can you tell us why?

d. Priority 4 – Living well with dementia in Dementia Friendly Communities

Priority Four: Living Well

People affected by dementia will be able to live in safe and accepting communities, where they can access a range of support services and enjoyable and meaningful activities.

There are a range of initiatives aimed at helping people with dementia live well in their local communities, such as Dementia Friends, Dementia Friendly Communities and Dementia Action Alliance. These initiatives have the added advantage of increasing accessibility for everyone and enabling people with dementia to continue playing a full and valuable role in their local communities.

Case Study: Books on Prescription and your local library

Coventry and Warwickshire Library Services have been members of the Coventry and Warwickshire Dementia Action Alliance (DAA) since 2013. Many of the library staff work directly with the public and are keen to be able to recognise and support the different needs of customers who wish to use the library. Libraries can help people to keep learning, stay connected and reduce isolation and loneliness. Many of the library staff have become Dementia Friends, (these are individuals who have taken the time to learn more about what it is like to live with dementia and the small things that they can do to make a difference). Libraries offer [Books on Prescription](#) collections to help people improve their health and wellbeing. All of the books are selected and recommended by healthcare professionals and follow National Institute for Health Care Excellence (NICE) guidance. Books on dementia include personal stories and support for relatives and carers. Visit www.warwickshire.gov.uk/booksonprescription or https://www.coventry.gov.uk/info/126/libraries/3218/libraries-core_services/7 to find out more about how to borrow Books on Prescription or ask at your local library.

What we will do

- Develop and promote opportunities for people living with dementia and carers to maintain their mental and physical health and wellbeing.
- Promote dementia friendly events and activities to encourage people living with dementia to continue to engage in a range of interests, hobbies, and activities.
- Continue to offer and promote a range of arts and cultural opportunities (for example, access to singing, music, arts, and crafts activities) to people living with dementia and their carers.
- Promote opportunities for taking part in dementia research
- Work closely with social prescribing colleagues to ensure people living with dementia and their carers are encouraged and supported to continue to take part in the activities they enjoy, and to develop new interests.
- Increase the numbers of Dementia Friends in Coventry and Warwickshire by 10% each year.
- Increase the number of organisations signed up to the local Dementia Action Alliance by 10% each year.
- Work with our local Dementia Friendly Communities and Coventry & Warwickshire DAA to encourage more businesses and organisations to work towards becoming dementia friendly.
- Ensure that information about benefits and entitlements are communicated to people living with dementia and that they are supported to apply for these.
- Review how we can deliver accessible and effective support services and activities following the COVID-19 pandemic.

How we will know we have been successful

- Increase in number of Dementia Friends
- More organisations joining the Dementia Action Alliance
- Local Leisure Centres, Libraries and Community Centres working towards and awarded Dementia Friendly status.

Please tell us how strongly you agree or disagree with Priority Four: Living Well?

Strongly agree Agree Neither agree nor disagree Disagree Strongly disagree

If you disagree or strongly disagree with the priority, please can you tell us why?

e. Priority 5 – Allowing people to die with dignity and respect

Priority Five: Dying Well

People with dementia will be supported to die with dignity in the place of their choosing. Their families will be supported.

A third of people over the age of 65 will die with some form of dementia. In care homes, around two thirds of people will have dementia as a factor in their death. Each person with dementia is different; staff involved should understand individual wishes and preferences to ensure people are able to die with dignity and respect, free from pain and in a place they have chosen. Where possible, the person with dementia should be encouraged to plan for the future, including care options, while they are able. This can help to reassure their loved ones they are doing what's best for the person with dementia.

What we will do

- Roll out "Let's Get Talking" days to all those working with people with dementia and their families to improve skills in talking about end of life. Virtual options will make this training more accessible.
- Develop one consistent advanced care plan and approach to promoting and completing advanced care plans.
- Train a range of professionals to support people with dementia to complete advanced care plans.
- Promote availability of Admiral Nurses, as experienced dementia nurses, who can provide support to people living with dementia and their families in complex situations, including end of life.
- Introduce a flag on NHS systems that identifies patients with an advanced care plan. This will ensure consistency and means clinicians and other professionals know what patient's wishes are.
- Increase awareness and use of the Care and Support Towards Life's End (CASTLE) register by health and social care professionals.
- Develop a bereavement support offer for families of people with dementia after the death of their loved one.

Case Study: Dying well with dementia

A gentleman with young onset dementia was being cared for by Coventry and Warwickshire Partnership Trust (CWPT) on a Dementia Ward. He became very unwell and was at the end of his life. With his family's agreement a DNR (Do Not Resuscitate) was granted and a best interest meeting took place which confirmed the family's wishes not to send him to a general hospital for further treatment.

Wards at CWPT settings where the gentleman was being cared for are not set up to provide end of life care so the staff needed support, guidance and medical intervention to ensure that this gentleman was allowed to die with respect, dignity and comfort.

The Deputy Ward Manager had attended an End of Life workshop for Dementia that had been delivered as part of the Coventry and Warwickshire Dementia Strategy Board. She contacted the person who had organised the workshop to ask for signposting to contacts and services that might be able to support them to manage their patient's care in the best way possible. Through conversations with various specialist staff working for CWPT and other local organisations, the staff team were supported to ensure that the gentleman could be cared for and allowed to die with dignity and respect. This also provided huge comfort to his family.

How we will know we have been successful

- Increased number of people on Care and Support Towards Life's End (CASTLE) Register
- More people with dementia with advanced care plans.
- Roll out of "Let's Get Talking" days to people working across the dementia pathway.
- Increased availability of bereavement support offer for families of people with dementia after the death of their loved one.

Please tell us how strongly you agree or disagree with Priority Five: Dying Well?

Strongly agree Agree Neither agree nor disagree Disagree Strongly disagree

If you disagree or strongly disagree with the priority, please can you tell us why?

f. Priority 6 – Training for those working with people with dementia and their carers

Priority Six: Training Well

Training and awareness opportunities will be offered to support people affected by dementia, carers, and communities to increase their awareness of dementia.

Staff who work with people with dementia and their carers will have access to appropriate training.

Dementia Friends is a national initiative, led by Alzheimer's Society that aims to raise awareness of dementia and the things that can help people living with dementia. Anyone can become a [Dementia Friend](#).

The national Department of Health and Social Care [Dementia Training Standards Framework](#) aims to ensure quality and consistency in dementia education and training. It details the essential skills and knowledge necessary for workers in health, social care, and housing.

There is a range of excellent training available in a variety of formats (such as e-Learning and face-to-face), from a range of providers. It is important that practitioners are made aware of these training opportunities and encouraged to undertake relevant courses.

The Care Certificate is the minimum training induction requirement for anyone entering health and social care, including staff across all commissioned services. The Care Quality Commission (CQC) require evidence of compliance with the Care Certificate for all providers registered with CQC. For other providers it is regarded as best practice and should be a minimum requirement. Care Certificate can be accessed through the Social Care Information and Learning Service (SCILS).

What we will do

- We will promote training and dementia awareness opportunities to informal carers and communities to increase their awareness of dementia. For example, encouraging everyone to become a Dementia Friend.

- We will develop a tiered learning platform on the Living Well with Dementia website to ensure access to learning opportunities is as easy as possible.

We will offer further opportunities for people to participate in the Dementia Bus experience, which offers a sensory experience of what's it's like to live with dementia.



- All Local Authority commissioned service staff will be encouraged to become Dementia Friends.
- Anyone starting work in health and social care, will be required to complete the relevant units of the Care Certificate.
- Local Authority's will aim to ensure that all direct and commissioned service staff who are working with people living with dementia are trained to at least Tier 2 of the Dementia Training Standards Framework.
- We will aim to ensure that all home and residential care staff working with people living with dementia receive mandatory training. This should be equivalent to Tier 3 of the Dementia Training Standards Framework.

How will we know we have been successful

- Increase in number of Dementia Friends created.
- High numbers of staff will have completed relevant training (as appropriate to their role).
- More staff and organisations registered on SCILS.
- We will monitor the numbers of staff who have completed Care Certificate.

Please tell us how strongly you agree or disagree with Priority Six: Training Well?

Strongly agree Agree Neither agree nor disagree Disagree Strongly disagree

If you disagree or strongly disagree with the priority, please can you tell us why?

5. Do you feel there is enough focus on support for carers of people living with dementia?

6. Do you feel there any significant gaps or omissions in the strategy? If so, please tell us about these?

7. Do you have any comments on how the strategy looks and how hard or easy it is to read and understand the strategy?

8. Do you have any ideas to help with the delivery of the strategy priorities?

9. Do you have any further comments you would like to make in relation to the Draft Living Well with Dementia Strategy?

Thank you for your support.

These questions will be separated from the others:

Equalities and monitoring data

Question to determine where people would like to access the strategy from after publication.

DRAFT