

Health and Wellbeing Board

15 May 2024

Coventry and Warwickshire Living Well with Dementia Strategy 2024 - 2029

Recommendations

That the Health and Wellbeing Board:

- 1) Notes and comments on the publication of the Coventry and Warwickshire Living Well with Dementia Strategy 2024 – 2029 (the Strategy) following governance approval from Coventry and Warwickshire Integrated Care Board in January 2024 (approved by Cabinet on 16 June 2022); and
- 2) Notes and comments on the progress made on the first year of the delivery of the Strategy alongside actions outlined to be achieved moving into the second year of delivery which commenced in April 2024.

1. Executive Summary

- 1.1 Warwickshire County Council, Coventry City Council, and Coventry and Warwickshire Integrated Care Board co-authored the Coventry and Warwickshire Living Well with Dementia Strategy, initially drafted in 2021 (the Strategy). This was approved by Cabinet on 16 June 2022. As part of that approval the then Strategic Director of People, in consultation with the Portfolio Holder for Adult Social Care and Health, was authorised to finalise the Strategy taking into account feedback from partners. Following an internal reorganisation in relation to Social Care within the Council this function now sits with the Executive Director for Social Care and Health. Due to delays with governance encountered whilst seeking approval from Coventry and Warwickshire Integrated Care Board, the dates of the strategy were changed from 2022-2027 to 2024-2029. The content of the Strategy remains the same as when it was approved in June 2022. The Cabinet paper from 16 June 2022 can be found here: [Coventry and Warwickshires Living Well with Dementia Strategy 2022-2027.pdf \(moderngov.co.uk\)](#)
- 1.2 The Strategy highlighted six priority areas to support those living with dementia across Coventry and Warwickshire:
 - Priority 1: Reducing the risk of developing dementia by promoting healthy lifestyles.
 - Priority 2: Ensuring people receive a timely, accurate diagnosis of dementia and that they are linked in with support soon after diagnosis.

- Priority 3: Supporting people living with dementia and their families and carers to access safe, high-quality support and care that is strengths-based and personalised.
 - Priority 4: Ensuring people living with dementia can live in safe and accepting communities, where they can access a range of support services and enjoyable, meaningful activities.
 - Priority 5: Support people with dementia to die with dignity in the place of their choosing, and that their families are supported.
 - Priority 6: Offer training and awareness opportunities to support communities to increase their awareness of dementia.
- 1.3 Since April 2023, delivery of the Strategy has been ongoing with each priority having an identified lead, actions, and products attached. Delivery of the Strategy began prior to the publication of the Strategy so actions outlined to deliver the approved Strategy could commence.
- 1.4 A delivery plan was produced which included various work and projects that have been undertaken across Coventry and Warwickshire to support delivery of the Strategy. Successes have included embedding the dementia risk reduction messaging into communications linked to wider health campaigns, increasing the dementia diagnostic rate, and establishing an operational dementia hub in Coventry.
- 1.5 Delivery of the strategy is being overseen by the Coventry and Warwickshire Dementia Steering Group. Priority leads provide quarterly updates on progress along with any concerns for delivery. The steering group membership includes representation from Coventry City Council, Warwickshire County Council, and Coventry and Warwickshire Partnership Trust.

2. Financial Implications

- 1.6 The Strategy has been developed jointly with local partners, including NHS partners and the voluntary and community sector. Achievement of the Strategy's ambitions and priorities, outlined in the Delivery Plan, will utilise existing partner resources and include individual provider and partnership bids for funding.
- 1.7 Funding has been secured through Warwickshire County Council's Medium Term Financial Strategy to support development and implementation of the Dementia Strategy in Warwickshire.
- 1.8 The Board is asked to note that some of Warwickshire County Council's commissioned services for dementia are funded through the Better Care Fund and supplemented by Warwickshire County Council with approximately 80% being funded through the Better Care Fund.
- 1.9 As much of the Strategy is being delivered within current budgets, workload capacity has proved to be a challenge for delivery with many actions unable to

be delivered in year 1 as initially planned and instead, moved into year 2 as outlined throughout this report.

3. Environmental Implications

3.1 None arising directly from this report.

4. Supporting Information

1.10 There are a range of actions that have been introduced under each of the six priority areas outlined within the Living Well with Dementia Strategy.

Priority 1 – Reducing the risk of developing dementia by promoting healthy lifestyles.
Lead organisation: Warwickshire County Council.

Year 1

1.11 Targeted communications were developed and delivered to the public in various formats to maximise reach across Warwickshire. Communications included information on the benefits of healthy lifestyles and how they can reduce the risk of dementia and were delivered in line with wider health campaigns such as No Smoking Day. A plan to review availability of resources has been developed and will be followed annually. For the second year of Strategy delivery, the same plan for Warwickshire will be developed and delivered for Coventry.

1.12 A review of existing Making Every Contact Count (MECC) messaging, resources, and training opportunities were reviewed with opportunities to develop messaging around healthy lifestyles and how they can reduce the risk of developing dementia for use by practitioners identified. This has now been built into the messaging and training delivered through MECC. Positive feedback has been received from those who have received training.

1.13 Dementia messaging has been identified and shared via GP practices to those who attend NHS Health Checks. All GP practices that have agreed all the paperwork to deliver NHS Health Checks as part of the new contract have been sent dementia resources. When practices sign up, they will be sent a pack of resources including the Fitter Futures dementia leaflet. Plans to monitor the number of individuals who attend NHS Health Checks and receive dementia risk reduction messaging have been established for year 2.

Year 2

1.14 A greater up-take of NHS Health Checks will be encouraged for those aged 40-74 across Coventry and Warwickshire. Everyone who has an NHS health check should be made aware that the risk factors for cardiovascular disease are the same as those for dementia. People aged 65-74 should be made aware of the signs and symptoms of dementia and be signposted to Memory Services

provided by Coventry and Warwickshire NHS Partnership Trust if this is appropriate.

- 1.15 Opportunities for carers to take part in a range of activities and programmes to enhance their physical and mental health will be promoted. A dementia representative will be present at carers forums and events to promote opportunities for carers.
- 1.16 Through awareness-raising targeted communications and support for those at greater risk (e.g., those with Mild Cognitive Impairment, individuals with learning disabilities and people from Black and Minority Ethnic backgrounds) will be included. This will lead to identification of groups so targeted communications are developed and distributed to them. Additional work with the Alzheimer's Society is planned to support the delivery of this action through the identification of groups and specific communications and awareness raising planned through communities.

Priority 2 - Ensuring people receive a timely, accurate diagnosis of dementia and that they are linked in with support soon after diagnosis. Lead organisation: Coventry and Warwickshire Partnership Trust.

Year 1

- 1.17 A data reconciliation exercise between primary care and the Memory Service was undertaken to ensure that GP records align with those of the Memory Service which means that dementia diagnoses are recorded across medical records. This piece of work required engagement from individual GP practices with over 50 practices having been involved so far. The exercise was supported by a designated worker assigned to 3 days a week to complete the exercise.
- 1.18 The DiaDem tool was used to assess appropriate patients in care homes. This supported work towards achieving the NHSE target of 66.7% DDR. The DDR has increased to 57.1% in Coventry and Warwickshire.
- 1.19 Work with primary care also saw training being delivered to GPs to facilitate the diagnosis of non-complex dementia, reducing the number of people needing to access the memory assessment service whilst increasing the DDR.

Year 2

- 1.20 Actions are planned to continue to work towards the dementia diagnostic rate of 66.7%. A recovery plan has been devised and implemented to include the wider systems in achieving the dementia diagnostic rate. A workshop was held in March 2024 with stakeholders from across the system including voluntary and community organisations, GPs, ICB colleagues, Social Care and Support colleagues, NHS England colleagues and commissioners, with a series of further workshops is being planned.
- 1.21 The plan continues work on the capacity and demand modelling outcomes to improve services and the patient journey. Working groups have been

established to work on the identified outcomes of the capacity and demand modelling outcomes. The wider systems are considering the suggested uplift in workforce and budgets.

- 1.22 The plan includes actions working towards a combined Older Adult's service that will encompass all older adults who are 65 or older with functional and organic diagnoses. The distinction being those that can be attributed to physical changes and those with symptoms but no measurable changes. The Older Adults service went live on 2nd April, and work is being progressed to develop a combined Older Adults Service with a 3-year implementation plan. Work to develop a training plan in line with Health Education England competencies for older adults is also planned.
- 1.23 There is a plan to set up and develop a Carers feedback group and to also join the adult mental health services in delivering listening clinics.
- 1.24 As work progresses nationally to explore potential new dementia modifying drugs, earlier Mild Cognitive Impairment pathways, and increased post-diagnostic support, work locally will see the development and introduction of a plan for this implementation. This will initially look at the establishment of Brain Health Clinics.
- 1.25 Coventry and Warwickshire Partnership Trust was assessed for the Memory Service National Accreditation Program on 19th March. Initial verbal feedback was positive and the full report which will contain areas for improvement will be received soon. The feedback from the report will be incorporated into the service.

Priority 3 - Supporting people living with dementia and their families and carers to access safe, high-quality support and care that is strengths-based and personalised.
Lead organisation: Coventry City Council

- 1.26 A dementia lead nurse has been visiting all GP practices to discuss services available as part of the data reconciliation. GPs have been offered free comprehensive dementia training in dementia including post-diagnostic support for people with dementia and carers. The service is investigating employing a dementia communications lead who, amongst other things, would lead on ensuring information remained up to date.
- 1.27 The Dementia Promoting Independence Service provided by Coventry City Council working with Carer's Trust and ExtraCare Charitable Trust have regular meetings with referrers to ensure a smooth transition out of hospital. Other support services regularly communicate with referrers. All support services have recently attended a networking event.
- 1.28 Work to support carers has included the distribution of the carers bulletin every 6-8 weeks which includes activities and support available to carers. Strategic links between dementia and carers across Coventry and Warwickshire were identified and plans to monitor in the future are underway. Currently carer support services are contacting the Memory Service and

dementia support services commissioned by Coventry City Council and Warwickshire County Council (including the Dementia Navigator Information and Advice services provided by the Alzheimer's Society) through the Next Steps meetings in an ad hoc way. Next Steps is a partnership between people with dementia, their families and carers, and professionals, to deliver personalised support. Plans for year 2 include making this contact more routine.

- 1.29 The support offer across the area was reviewed as part of the dementia system work and gaps and disparities identified. Where relevant these will be picked up as part of the system-redesign. The service is looking at creating an equitable offer through recommissioning services where contracts are due to expire. Plans to build on good practice and sharing learning, such as the Admiral Nurse role in Warwick Hospital who supports advanced care planning for patients going back to the community were delayed as required further development before commencing. This work will be carried into year 2 and will be completed as part of the dementia system redesign work.

Year 2

- 1.30 Plans include work to stimulate the market to increase the supply of high-quality care and support for people with dementia in line with increasing numbers, including for those with behaviour that challenges and/or complex behaviours. This will include enhancing the community support offer and working with care home leads to identify current provision that can meet dementia need and identify where the gaps are. This work will then be used to support the development of service specifications that address these gaps.
- 1.31 The service will work to review and strengthen the dementia pathway for people with dementia entering and leaving hospital to minimise moves and changes in the environment. This will involve overseeing a system wide approach to reviewing pathways to be led by priority 3. The system redesign work will also focus on improving access to service for carers, ensuring geographical equity of commissioned services.
- 1.32 Work to raise awareness of post-diagnosis support available for people affected by dementia; ensuring that information is easily accessible, available in a range of formats, and easy to understand. This involves bespoke campaigns within different parts of the community. To support delivery of this action, there are plans to recruit a dedicated dementia communications lead in Coventry who will work with dementia support services to develop and deliver specific campaigns.

Priority 4 – Ensuring people living with dementia can live in safe and accepting communities, where they can access a range of support services and enjoyable, meaningful activities. Lead organisation: Warwickshire County Council

Year 1

- 1.33 Work to ensure that a variety of community support services and activities are available for people with dementia and their carers began with a scoping report detailing the current offer in Nuneaton and Bedworth and including a consideration of needs and gaps. The report has been used to understand local needs and interests that are tailored to protected characteristics where appropriate. Work with dementia groups, carers forums, WCAVA, and mental health and wellbeing forums has been undertaken to help better understand local need and current gaps. The relationships with these groups and the information obtained through the scoping report have resulted in activities such as the launch of a dementia group at Wembrook Community Centre.
- 1.34 The Living Well with Dementia website has been continually maintained including ensuring the local map of services is accurate and reflects current provision. Website visit statistics have also been obtained to facilitate better understanding of reach.
- 1.35 Work to support the voluntary and community sector to grow, restore, and maintain services such as dementia cafes and activities has been successful including the opening of the dementia hub in Coventry. The hub is attended by providers and voluntary organisations which help offer support, advice, and social connections for individuals living with dementia and their carers.
- 1.36 A forum for Voluntary and Community Sector (VCS) providers across Coventry and Warwickshire has been established and is operational. The forum facilitates support and information sharing with VCS organisations and groups.
- 1.37 Work to establish a reference group of individuals who have been affected by dementia has encountered challenges in year 1 due to difficulty with securing membership. To progress this into year 2, the service will look to engage with existing community groups of people who have been affected by dementia. For example, the Alzheimer's Society (commissioned by both Warwickshire County Council and Coventry City Council) who provide information and advice services operate a Dementia Voice community group who seek to engage with professionals to help shape work.

Year 2

- 1.38 The scoping report undertaken in Nuneaton and Bedworth will be completed for the other 4 districts and boroughs in Warwickshire and the relationships with groups that now exist because of year 1 success will be used to help introduce and/ or maintain dementia groups elsewhere in Warwickshire.
- 1.39 The continual development of the living well with dementia website will incorporate user feedback via the website and a small group. Feedback will be obtained, and a report produced which will be used to inform how the website is developed.
- 1.40 Work to increase representation from VCS providers in the South of Warwickshire will be focused on. The group will provide increased levels of

support and information sharing for the dementia organisations with group membership.

Priority 5 - Support people with dementia to die with dignity in the place of their choosing, and that their families are supported. Lead organisation: Coventry and Warwickshire Partnership Trust.

Year 1

- 1.41 A questionnaire was developed to understand current knowledge about end of life in the community teams. The data obtained via this questionnaire is now being collated with the report being written in year 2.
- 1.42 Work has begun to support system wide partnerships including working with Coventry and Warwickshire ICB to identify where there are overlapping areas of work between the Living Well with Dementia Strategy and the End-of-Life Strategy.

Year 2

- 1.43 Development of an online toolkit for End-of-Life Care and Dementia is planned. It is intended to be hosted on the Palliative and End of Life Care website of the CASTLE Expert Advisory Group of Coventry and Warwickshire (care and support towards life's end). A multi-agency approach to the development of the toolkit will be adopted by involving carers of those with dementia, hospices, palliative care teams, speech and language therapy, physical health psychology, the Alzheimer's Society, and Admiral Nursing (dementia specialist nursing). Targets for users of the toolkit need to be developed along with a multi-agency review of the initial draft of the toolkit. Ongoing monitoring including refreshes of the toolkit will be planned.
- 1.44 Clear pathways for dementia will be developed for those in Acute Dementia Services and those in Community Dementia Services.
- 1.45 A focus on upskilling staff will be seen in year 2 with the development and delivery of training for staff working with people with dementia on end-of-life care. The training will be delivered to staff working in Palliative Care Teams and Hospices amongst others.
- 1.46 The use of Advance Care Plans for people with dementia will be increased by identifying pathway points at which these can be carried out with people living with dementia across organisations. Staff skills will need to be identified and addressed to complete this action.
- 1.47 A process will be developed to ensure safe decision making for people with dementia including end of life decisions. This will include considering the appropriateness of mechanisms such as a lasting power of attorney.
- 1.48 Identification of health inequalities will be mapped for people with dementia and end of life.

- 1.49 Overarching work to support a whole system approach will be adopted with a particular focus on engaging with Coventry and Warwickshire ICB such as with their End of Life Strategy.

Priority 6 - Offer training and awareness opportunities to support communities to increase their awareness of dementia. Lead organisation: Warwickshire County Council.

Year 1

- 1.50 The Social Care Information and Learning Service (SCILS) has been developed increasing both the number of people accessing resources and the number of available resources. This work will be furthered in year 2 by increasing the resources, webinars, and E-learning available.
- 1.51 The Dementia Friends training has been expanded to local businesses to increase awareness and support building dementia friendly communities. 2023/24 had 287 Dementia Friends sessions delivered with plans to increase this in year 2.
- 1.52 Warwickshire County Council established a new E-learning platform which included Dementia Awareness training which all staff are encouraged to undertake. Providers working with Warwickshire County Council receive communications promoting awareness training through the monthly Adult Social Care Bulletin, Social Care Information and Learning Services (SCILS), and general developments when new information becomes available.
- 1.53 All staff who began working for providers undertook relevant units of the Care Certificate and this was monitored through the contract monitoring and quality assurance process. The requirement to complete the Care Certificate will change in year 2 as a new, externally marked certificate is introduced with a dementia specific module. The service will continue to support those undertaking the Care Certificate whilst transitioning to the new qualification.

Year 2

- 1.54 Work to collate and promote a range of courses aimed at carers, delivered by local and national groups will be undertaken. This will involve the identification and dissemination of a list of relevant training opportunities for carers and working with organisations in contact with carers to promote the range of training on offer.
- 1.55 Work to expand the training offer in year 2 will involve working with organisations to support the delivery of sessions such as the Alzheimer's Society. There will be a focus on delivering dementia friends sessions to family and carers at the point of diagnosis to help with understanding and support at the earliest opportunity.

- 1.56 Webinars for both internal staff and providers focusing on sessions that are tailored to meet local need will be developed and delivered. The webinar format will be adopted to increase blended learning and flexibility within the offer.

5. Timescales associated with the decision and next steps

- 1.57 Year 2 of the delivery plan commenced on 1st April 2024. Quarterly updates will be provided to the Coventry and Warwickshire Dementia Steering Group.

6. Appendices

None.

7. Background Papers

None

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The report was circulated to the following members prior to publication:

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