



Dementia Friendly Communities Gwent Conference 2022





Foreword

“We live our lives on ever shifting sands and change becomes part of the norm regardless of how large or small. Momentous and significant events fill the news on a regular basis – they are part of life and help inform ways to learn, adapt and change. With an ageing demographic we also need to learn, adapt and change the way in which we support older people to continue to live rich and fulfilled lives, and of course that includes people who are living with and affected by dementia.

Until there is a cure, dementia isn’t going anywhere. A person is diagnosed with dementia every 3 minutes and by 2050 over 100,000 people will be living with dementia in Wales. We know that dementia is no respecter of person or status and for those who receive a diagnosis it can be devastating and bring about huge change for them and those closest to them. They need and have a right to information, care and support to help them understand, come to terms with and manage their condition, putting them in control of their lives.

Often when people get a progressive disease, they fear for the future, and they fear dying. But, when people start to experience or are diagnosed with dementia, they often fear living. Addressing this fear means raising awareness, myth busting, reducing stigma, and creating communities that are understanding, compassionate and that empower people with dementia to exert choice and control in the way they live their lives. Wales should be a place where people with dementia feel understood, engaged, included and valued. It will take a united effort, across care, health, housing, and all of our communities to ensure people with dementia can live their best lives.”

- **Sue Phelps, Director Alzheimer’s Society**

“In Wales, we accept that a Dementia Friendly Community is best described as a Village, Town or City where people affected by dementia are understood, respected, and supported. Where people will understand and be aware of dementia so that those affected can live the way they want, respected, and treated with kindness and dignity.

To do this the concept is simple – to work together for the common goal for a better life for people affected by Dementia. These projects presented at the Gwent conference showed there is much more than this. The framework and delivery demonstrated Dementia Friendly has the power to change the way we think about services for people affected by Dementia. It extends to areas such as language, improvements in social support and the physical environment, to mention a few.

It was a delight to attend the Gwent Conference and be part of an uplifting and joyous event.”

- **Nigel Hullah, Chair of the 3 Nations Dementia Working Group.**

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Dementia Friendly Communities

What is a dementia friendly community?

A dementia-friendly community is a city, town, or village where people with dementia are understood, respected, and supported. In a dementia-friendly community people will be aware of and understand dementia, so that people with dementia can continue to live in the way they want to and in the community they choose.

(Alzheimer's Society, 2019)

Why are Dementia Friendly Communities Important?

Dementia-friendly communities are vital in helping people live well with dementia and remain a part of their community. This has never been more important, with people feeling isolated and alone during the Covid19 pandemic, so creating environments that are inclusive and supportive is key to our recovery agenda. Dementia-Friendly Communities encourage everyone to share responsibility for ensuring that people with dementia feel understood, valued, and able to contribute to their community

Too many people affected by dementia feel society fails to understand the condition they live with, its impact or how to interact with them. That's why people with dementia sometimes feel they need to withdraw from their community as the condition progresses

(Alzheimer's Society, 2019)

Dementia Friendly Gwent

Dementia Friendly Gwent previously consisted of five steering groups across each local authority, Torfaen, Newport, Caerphilly, Blaenau Gwent, and Monmouthshire. In 2022, a Gwent wide Dementia Friendly Communities' group was formed, merging the individual local authority steering groups into one overarching group. This enables us to streamline this work Programme and allow partnership working across boroughs. Taking a regional approach has allowed each borough to showcase projects, network and provides opportunities to share learning and raise any current challenges. The first Regional Dementia Friendly Communities meeting took place on 18th July 2022, ahead of this year's conference. There were a wide range of partners in attendance sharing their passion to improve our communities for people living with dementia their families and career's.

"A DEMENTIA FRIENDLY SOCIETY WOULD BE A BENEFIT ALL"



All Wales Dementia Care Pathway of Standards

As part of the Dementia Care Programme of work, directed by the requirements of the Dementia Action Plan for Wales; Improvement Cymru have been scoping the standards for dementia care with people living with dementia, carers, and partners from across Wales. From this engagement 20 standards have been narrowed down from over 100, detailing what people believe will make a positive difference to dementia care.

Dementia Friendly Communities plays a huge part in this work as the standards are person centered, take a proactive approach to address needs, and help people from all communities to engage and get the support they need. We also have some great community support initiatives across Gwent, that support people pre diagnosis and post diagnosis alongside carer and family support and are working hard to raise awareness and understanding across the region.

The All-Wales Dementia Care Pathway of Standards supports the Dementia Action Plan and focus on a set of interventions determined to improve dementia care and shape the future of our action plan for the next 5 years and beyond.

This work is being taken forward by the Gwent Dementia Board, with Dementia Friendly Communities playing an active part in our regional community engagement and subgroups allocated in readiness, to implement the standards in April 2023.

More information can be found at:

<https://phw.nhs.wales/services-and-teams/improvement-cymru/news-and-blog/publications/dementia-standards/>

Dementia Friendly Communities Conference

In September 2022 the Gwent Regional Partnership Team facilitated the second annual Dementia Friendly Gwent conference. This brought together partners from across the region, to share innovation, good practice and look at ways of moving forward to support our communities and enhance the lives of those living with dementia. It was an opportunity to celebrate all the innovative work taking place across Gwent and gain valuable feedback to help us improve care and support across the region. The conference highlighted the importance of creating a dementia friendly society for all, with inclusion being a strong theme throughout the day.

Highlights

There were over **130 partners** who attended the Gwent Dementia Friendly Communities conference at The Christchurch Centre, in September 2022. The partners included people living with dementia, carer's, Local Government staff, ABUHB and Independent/ Third sector partners. The event showcased and celebrated some of the inspirational work across Gwent and how it is benefiting those living with dementia and tackling stigma.

The opening address was provided by Wales Operational Director of The Alzheimer's Society, Sue Phelps, who highlighted the impact Dementia Friendly Communities can make.

The agenda included a list of speakers showcasing their projects, interactive Menti-meter sessions, and a marketplace of partners providing resources and information.

The afternoon was dedicated to a stand-alone piece of theatre from The Purple List. This was used as a training tool to raise awareness around the potential issues for those caring for someone with dementia and the barriers to support that member of the gay community may perceive and experience.

Finally, the closing address was provided by Nigel Hullah, Chair of the 3 Nations Dementia Working Group.

Guest speakers included:

- **Feather Boy Project/Silver Readers** Zoe Kibblewhite, Eveswell Primary School
- **Dementia Friendly Bargoed** Councillor Carol Andrews, Dementia Champion Caerphilly



- **Person Centered Care and Transitioning**
Amanda Whent, Lead Dementia Nurse ABUHB
- **Digital Inclusion**
Jessica Moss, Head Occupational Therapist for Older Adult Mental Health ABUHB & Michelle Williams, Digital Inclusion Project Co-Ordinator
- **Objects of Comfort**
Sharon Ford, Programme Manager: Health & Wellbeing and Gareth Rees, Dementia Voice Lead Amgueddfa Cymru/National Museum Wales



Market Stall holders included:

- **Alzheimer’s Society**
- **TEC Programme**
- **MECS**
- **Get There Together**
- **DEWIS**
- **Person Centered Care Team**
- **Dementia Standards**
- **Hospice of the Valleys**
- **LPS / MCA**
- **Age Cymru / Zest for Life**
- **PSB**
- **Gwent Police**
- **Micro Care Monmouthshire**
- **Newport Community Connectors**



“I’M GOING TO GO BACK TO MY ROLE AND ENCOURAGE STAFF TO BECOME DEMENTIA CHAMPIONS IN ORDER TO CREATE MORE AWARENESS”

Interactive Feedback and Evaluation

We collected feedback at the conference from attendees via Mentimeter and questionnaires. Mentimeter enabled contribution to questions, giving real time feedback via the app which was accessible on smartphones, tablets, and computers.

An important part of the conference was to gain insight into what members of the community, those living with dementia and carer's felt was going well around dementia care and Dementia Friendly Communities, what could be improved and how we could better engage with these groups to make improvements. The following questions were developed to help us gain understanding in these areas and to also aid in the readiness stage of the All-Wales Dementia Care Standards work ready for implementation in April 2023. We asked the following questions:

1. How do we build more inclusive dementia friendly communities in the future? What do you feel is going well and what needs more support?

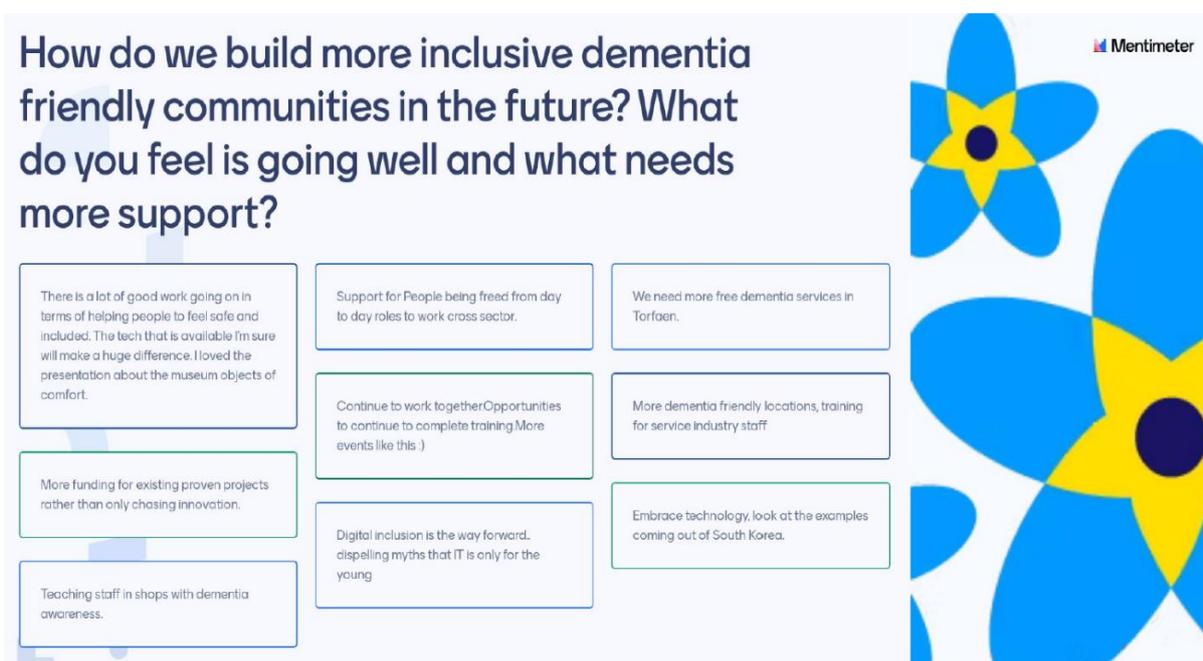
2. How do we better engage people living with dementia and their carers to develop dementia care? How would you like to be involved?

In total, **27 attendees responded to our Mentimeter questions with 59 responses overall.** Some examples can be found below:



Dementia Friendly
Gwent Conference 20

A full copy of the results from the conference can be found here:



How do we better engage people living with dementia and their carers to develop dementia care? How would you like to be involved?

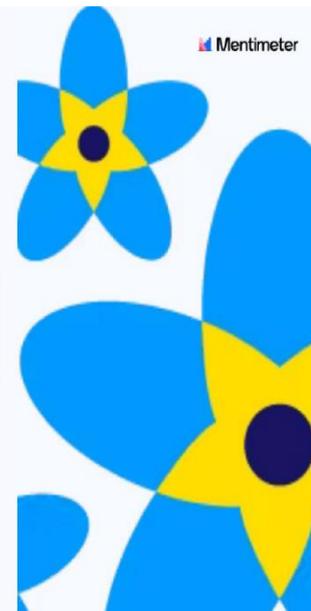
Use existing trusted networks. Identify, map and engage with existing groups across all areas, being weary to not just use established routes to engagement, but to engage those less well connected

Take away the stigma and encourage services to "offer unconditionally" support and advice in various formats - make it a service user led care and support - (co-production) - make it "the peoples service" and not clinically driven.

Safeguarding is everyone's business - make dementia friendly everyone's business

I believe that there should be groups for people with dementia and their carers to meet together and share concerns and problems and also ask for medical advice from professionals.

Take the conference to them, rather than expecting them to come to us



We also collected feedback at the conference via a paper evaluation, asking the following questions:

1. Are you a Dementia Friend/Champion? Yes/No
2. If you would like to become a Dementia Friend/Champion or get more involved in this agenda, please leave your contact details below.
3. What messages did you take from today's conference?
4. What do you feel went well? And where could improvements be made?
5. Can you highlight where something works well in Gwent, to support people living with dementia, their families, and carers?
6. Do you have any other comments on how we can develop our Gwent Dementia Friendly Communities?

The evaluation form allowed us to reach out to attendees to see if they would like to:

- Become dementia friends or dementia champions
- Offer to support information sessions in the community
- Identify ways to further develop Dementia Friendly Communities across Gwent
- Highlight what is working well within current dementia services.
- How we can improve future events.

Out of 41 respondents **87% wanted to become more involved in the dementia agenda across Gwent**



Webinar

We set up an evening online version of the conference, to provide an opportunity to engage with people unable to attend the face-to-face event due to work, travel, or care commitments.

There were **34 attendees in total and we utilised the Mentimeter platform to gain feedback from attendees**, replicating the questions from the face-to-face conference. For those unable to attend either event, the webinar was recorded and was made available upon request with the option for people to provide feedback via email.

A full copy of the results from the webinar can be found here:

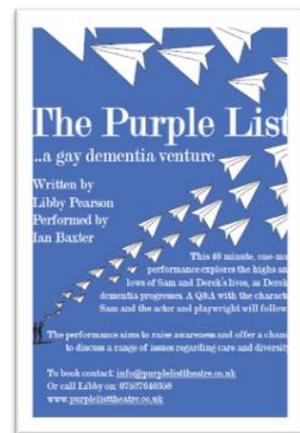


Dementia Friendly
Gwent Webinar 2022

Training: The Purple List ...A Gay Dementia Venture

The afternoon consisted of training hosted by Libby Pearson and Ian Baxter, *The Purple List ...A Gay Dementia Venture*. This is a one man play exploring the highs and lows of Sam and Derek's lives, as Derek's dementia progresses. The performance was a big success with a range of issues and questions raised during the Q&A session from the audience.

“VERY EMOTIVE”



“THE ACTING AND PLAY WERE BRILLIANT, VERY REALISTIC AND TO THE POINT”



Key Messages from The Day

What are we doing well?

- Passionate about improving services and dementia care
- Working in partnership
- There are lots of resources and support available
- Carers groups
- Digital inclusion
- Intergenerational links
- Person centred care
- Dementia friends' initiative
- Dementia friendly schools and organisations
- Day services
- Dementia cafés
- John's campaign
- Herbert protocol

How can we further develop services and Dementia Friendly Communities in Gwent?

- More events/conferences
- Awareness raising and information sessions
- More dementia friendly signage in businesses/towns
- Knowledge of the available services in the community
- More activity places
- More befrienders
- Close the gaps in services
- Equity of services across Gwent
- Greater awareness of lifestyle choices, to reduce the chance of dementia
- Signposting and information available in different formats
- Dementia to be considered at the planning stage of all developments/services within the community
- More funding
- Embrace technology
- Support for people being freed from day-to-day roles to work cross sector
- Collaboration and co-production
- Earlier diagnosis and support through diagnosis
- Understanding the needs of demographics as well as the overall community

"DEMENTIA IS EVERYONE'S RESPONSIBILITY – WE'RE BETTER TOGETHER"

Recommendations and Next Steps

The recommendations drawn from feedback at the conference, will be highlighted at the Regional Dementia Friendly Community Steering group and also at Dementia Board and adjoining workstream subgroups linked to the All-Wales Dementia Care Standards work. This will shape the work we do moving forward and will also help us plan for future activities and events in Gwent.

Your help and expertise are gratefully received to take this work forward and we would like to say a big thank you on behalf of the Regional Partnership Team for your input into this work.

Recommendation 1

To continue to support schools and organisations to become Dementia Friendly.

Recommendation 2

To continue to provide Dementia Friends awareness sessions across Gwent, and link in with planning and development teams to highlight good practice and the importance of accessibility.

Recommendation 3

To provide more opportunities for people living with dementia and their carers to shape services and support.

Recommendation 4

To continue to share good practice and to monitor the impact of Dementia Friendly Communities across Gwent.

Recommendation 5

To continue to share knowledge, support community services to develop support options and signpost to the available dementia services/support across Gwent.

