

NORTH LINCOLNSHIRE COUNCIL

COUNCIL

DEMENTIA FRIENDLY NORTH LINCOLNSHIRE

1. OBJECT AND KEY POINTS IN THIS REPORT

1.1 To seek Council support for North Lincolnshire to become a Dementia Friendly Community.

1.2 The key points in the report are:

1.2.1 The report outlines what the Council needs to do to become a Dementia Friend and outlines how we can champion North Lincolnshire as a dementia friendly community and promote dementia friendly environments within our own buildings.

1.2.2 To demonstrate the Council's commitment to creating a Dementia Friendly Community, a pledge to sign up as a Dementia Friendly Organisation is made by submitting an action plan to the Dementia Action Alliance.

2. BACKGROUND INFORMATION

2.1 In March 2012 the Department of Health published 'Prime Minister's challenge on dementia'. The challenge is focussed around three key areas:

- Driving improvements in health and care
- Creating dementia friendly communities that understand how to help
- Better research

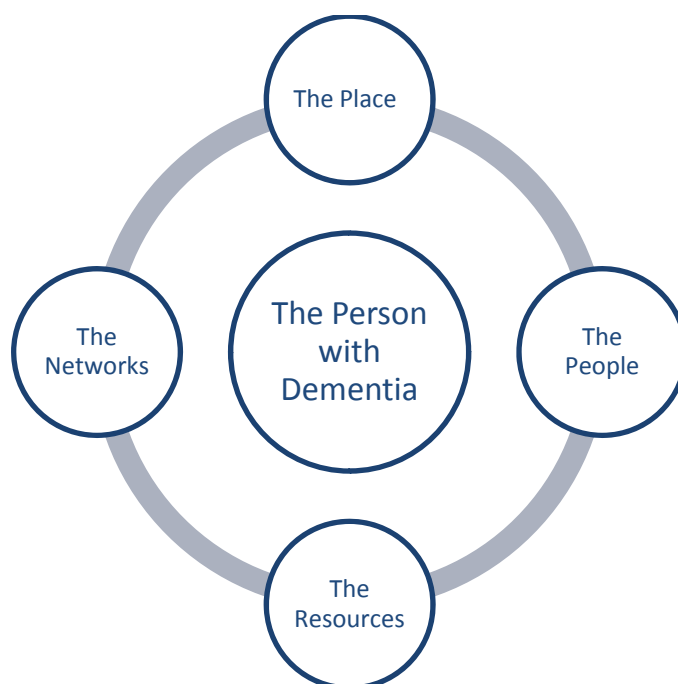
2.2 The focus on the second area 'creating dementia friendly communities' was to promote awareness and accessibility to mainstream services and activities so that people are enabled to live well with dementia for longer. There is particular emphasis for the role of public sector organisations, in particular Local Authorities.

2.3 The challenge report committed to achieving sign up by cities, towns and villages to becoming more dementia friendly. The Alzheimer's Society are the lead organisation in taking 'creating dementia friendly communities' forward, working with the Dementia Action Alliance to create a formal dementia friendly recognition process.

2.4 A dementia-friendly community can be described as: 'A city, town or village where people with dementia are understood, respected and supported, and confident they can

contribute to community life. In a dementia-friendly community people will be aware of and understand dementia, and people with dementia will feel included and involved, and have choice and control over their day-to-day lives.'

2.5 The Dementia Friendly Community framework covers the following five domains:



2.6 The Dementia Friends programme is an important part of the Alzheimer's Society's work on dementia friendly communities. Pledging to sign up as a Dementia Friendly Organisation demonstrates a commitment to creating a Dementia Friendly Community. Dementia friends is about giving more people an understanding of dementia and the small things that could make a difference to people with dementia living in their community.

2.7 There are many people across the council and its partners who have become dementia friends by undertaking the awareness training session, and also staff who have become dementia champions. Council buildings, such as the Community Wellbeing Hubs have already adopted the requirements for dementia friendly environments (Appendix 2).

3. **OPTIONS FOR CONSIDERATIONS**

3.1 That members support the Council's Pledge to become a Dementia Friendly Organisation and submission of the Action Plan to the Dementia Alliance (Appendix 1) and commit to North Lincolnshire becoming a dementia friendly community.

4 **ANALYSIS OF OPTIONS**

4.1 The action plan sets out what the council will implement to improve staff and member awareness of dementia; enhance our public buildings to be dementia friendly environments; to review our Human Resources policies to support carers and staff who may have dementia related conditions and to promote dementia friends awareness across the community, town and parish councils and other organisations and businesses.

- 4.2 The action plan commits that all staff, particularly those who are customer facing will receive dementia friends awareness and that a dementia champions group will lead the implementation of North Lincolnshire becoming a dementia friendly community.
- 4.3 By raising awareness across the whole organisation we will enable people with dementia to access a wide range of universal services and activities and minimise, prevent and delay the need for support from intensive health and social care services. Thus enabling people with dementia to live well.
- 4.4 The council as a strategic leader has a key role to play in influencing and encouraging partners and businesses to consider the needs of people with dementia and their carers in the services that they provide. In addition, we have a corporate responsibility through our staff for the services that all citizens need to access at some point.
- 4.5 Implementation of the action plan will provide the basis for working towards meeting the criteria for being dementia friendly.

5 RESOURCE IMPLICATIONS

- 5.1 Using existing resources to implement the action plan.

6. OUTCOMES OF INTEGRATED IMPACT ASSESSMENT

- 6.1 The Equality Act 2010 places a legal duty on organisations to make reasonable adjustments in their working practices, services and buildings so as not to discriminate and applies equally to dementia. By being a dementia friend and having a commitment to dementia friendly environments will enhance our ability to meet this duty.

7. OUTCOMES OF CONSULTATION AND CONFLICTS OF INTERESTS DECLARED

- 7.1 The commitment to Dementia Friendly communities is supported by partners and stakeholders through the Adults Partnership and is an action within the Vulnerable Adults Strategy.
- 7.2 No conflicts of interest declared at this stage.

8. RECOMMENDATIONS

- 8.1 That members support Council's Pledge to become a Dementia Friendly Organisation and submission of the Action Plan to the Dementia Alliance and commit to North Lincolnshire becoming a dementia friendly community.
- 8.2 That the Leader of the Council writes to the Town and Parish Councils to seek their pledge towards creating dementia friendly communities.

DIRECTOR OF PEOPLE

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Date: 19 October 2015

Background Papers used in the preparation of this report:

LGA 'Developing dementia friendly communities – learning and guidance for local authorities'

DH 'Prime Minister's challenge on dementia'

Appendix 1 – Dementia Alliance Action Plan

Action Title	Action Description
<p>To increase the knowledge of dementia and its impact on people across the Council’s workforce and elected members</p>	<p>In partnership with the Alzheimer’s Society, Dementia Friends Sessions will be delivered for staff in all Directorates of the Council. The ambition is to create and support a network of Dementia Friends Champions within each directorate. Each Assistant Director will identify their service area’s unique contribution to ensuring the Council is dementia friendly and commit to improving the experience of people who live with dementia.</p> <p>The champions will be facilitated to deliver dementia friends training sessions to staff. This process will incrementally raise awareness enabling staff to promote dementia friendly work places communities and environments.</p> <p>The training will be delivered to staff including councillors, senior managers and those in frontline customer facing roles and incorporated to the induction programme for these roles.</p>
<p>To make North Lincolnshire a dementia friendly place, we will ensure that our Public Access areas are Dementia Friendly.</p>	<p>All of our public access buildings will be assessed against the dementia friendly environment checklist. This includes;</p> <ul style="list-style-type: none"> • Signage- eye level, clear, well-lit and bold assisting navigation • Lighting- particularly entrances, avoiding vast contrasts of light and shade • Flooring- Avoiding highly reflective and slippery floor surfaces • Seating- provision of clear unambiguous seating, located in waiting areas • Navigation- Research shows that people with dementia use “landmarks” to navigate their way around, both inside and outside. The more attractive and interesting the landmark (which could be a painting, or a plant) the easier it is to use as a landmark <p>In keeping with our Engagement Strategy and citizen inspectors’ approach we will involve people with dementia in an environmental audit ‘walking the patch’ to better understand how they see the environment would be good practice.</p> <p>We will take a locality by locality approach to make any changes identified through the assessment including Civic Centre, Church Square House, Community Well Being Hubs, Council Community resources including libraries.</p> <p>We will incorporate dementia friendly environments into new buildings and refurbishment projects.</p>
<p>Ensure that North Lincolnshire Council’s HR Policies and Procedures support staff who may be in early stage dementia or who may be caring for someone with dementia.</p>	<p>The Council will review HR policies and procedures to be dementia friendly by supplying guidance to managers so that they can support employees who begin to experience memory loss or other early symptoms of dementia and staff who are carers of someone with dementia</p> <p>Areas for review would include;</p> <ul style="list-style-type: none"> • Dementia awareness and an option for dementia friends training in the induction programme for new staff • Advice for managers on making reasonable adjustments to enable employees with early stage dementia to continue working wherever possible. • Advice on managers on flexible retirement options for those colleagues no longer able to continue in their job role • Including dementia awareness training as part of continuing professional development to increase awareness of dementia amongst all staff. This will enable the workforce to recognise and support their colleagues who may display signs of dementia or carer stress

	<ul style="list-style-type: none"> • HR policies will support employees who care for people with dementia by considering flexible working arrangements to enable carers to continue with their caring role and remain healthy
<p>Communication and Promotion of Dementia Friendly organisations to wider business and communities</p>	<p>The Council will write to all town and parish councils to seek their pledge towards creating dementia friendly communities.</p> <p>The Council will promote dementia friendly status to wider business sector and community contacts across North Lincolnshire to raise general awareness and knowledge of dementia through all public communication channels. Businesses with customer facing roles including banks, shops and transport providers will be encouraged and supported to become Dementia Friendly through Council networks.</p> <p>NLC will when accredited as Dementia Friendly display the national Dementia Friends logo communicating their commitment to being dementia friendly.</p> <p>Existing businesses and those being planned for the future will be encouraged to consider the development of dementia friendly buildings, train their staff to have an empathy with people who have dementia and their carers. This will enable them to sign post opportunities for both individuals and their carers. The Council will encourage support and promote flexible employment opportunities for carers of people with dementia. This mirrors the role modelling already undertaken by the Council for promoting employment opportunities for the long term unemployed and apprentices.</p> <p>The Council will inform the wider business community about the Dementia Action Alliance by using existing communication networks including North Lincolnshire Business Network e-newsletter, and Public Health e-newsletters to businesses signed up to the Workplace Award Scheme. The Council will continue to raise public awareness through council publications including Direct Magazine and Community Wellbeing Hub newsletters. Incorporate a Dementia Friend Award as part of our Community Champion celebrations.</p> <p>The Council is also fostering an intergenerational approach and is supporting the work of the youth Council raising awareness of dementia with local young people to be our dementia Champions of tomorrow</p>

Appendix 2 – Dementia Friendly Environments

Listed below are a number of things that Innovations in Dementia suggest can be achieved at a small scale and cost but can have a major impact on improving accessibility for people with dementia.

Signage

- Signs should be clear, in bold face with good contrast between text and background.
- There should be a contrast between the sign and the surface it is mounted on.
- Signs should be fixed to the doors they refer to – not on adjacent surfaces.
- Signs should be at eye level and well-lit.
- The use of highly stylized or abstract images or icons as representations on signage should be avoided.
- Think about placing signs at key decision points for someone who is trying to navigate your premises for the first time.
- Signs for toilets and Exits are particularly important.
- Ensure that glass doors are clearly marked.

Lighting

- Entrances should be well-lit and make as much use of natural light as possible.
- Pools of bright light and deep shadows should be avoided.

Flooring

- Avoid highly reflective and slippery floor surfaces.
- Changes in floor finish should be flush.

Seating

- In larger premises – a seating area especially in areas where people are waiting can be a big help.
- People with dementia prefer seating that looks like seating – so for example a wooden bench rather than an abstract metal Z-shaped bench.

Navigation

- Research shows that people with dementia use “landmarks” to navigate their way around, both inside and outside. The more attractive and interesting the landmark (which could be a painting, or a plant) the easier it is to use as a landmark.