

Briefing Note	
Title:	Becoming a Dementia Friendly Council
Date:	8 September 2015
To:	Families & Wellbeing Policy & Performance Committee
From:	Graham Hodgkinson, Director of Adult Social Services

Background

In December 2014, Wirral Council resolved to support the Dementia Friends initiative. This included encouraging staff and elected members to become dementia friends and to consider whether they may wish to become dementia champions. In response to subsequent debate in Council about the progress of this resolution, there was a request for the Chief Exec to ensure the following actions were implemented;

- a) Encourage Council staff to become Dementia Friends (and to undertake relevant training as soon as practicably possible).
- b) Write to the Alzheimer's Society requesting advice on how best to assist them in rolling out training across Wirral.
- c) Allow for Council property, where suitable, feasible and within reason, to be used free of charge by those delivering Dementia Friends Training.
- d) Encourage all Elected Members to become a 'Dementia Friend'.
- e) Invite key Council staff members to become 'Dementia Friend Champions' thereby enabling the roll out of Dementia Friends Training referred to.

Update in relation to actions

- A briefing note to be developed and sent to Members in August 2015 outlining the aim of the Dementia Friends project and how to access training via the internet link.
- In addition the Alzheimer's Society is currently running local Dementia Friends training sessions with venues already set up. These dates will be circulated to Elected Members in August 2015 via agreement of the Members Development Steering Group.
- The Research in Practice briefing for Councillors on 'Maximising Independence for People with Dementia' to be circulated to Members in August. Some of the questions raised by this briefing include whether there is any work occurring in constituencies around dementia friendly communities, whether councillors have signed up to become a Dementia Friend, and whether there is a local Dementia Action Alliance that members could make contact with and become a member of?
- Additional regional training is available for people interested in becoming Dementia Champions and details of this and available training will be sent to Members in September 2015.

- An action plan has been developed to roll out the Dementia Friend briefing across the Council departments with details of how to access the internet and face to face training. The plan for this is: -
 - August 2105 - Message in Exec View of our intention to become a Dementia Friendly Council (Completed 21/8/15)
 - August 2015 - Development of an intranet page to promote the dementia friends initiative with link to the Alzheimer's dementia friends training page. Survey Monkey link established to capture take up of training (Completed 21/8/15)
 - September 2015 - Follow up article about Dementia Friends initiative in One Brief and Council wide promotion of the initiative via screen saver
 - September 2015 - Constituency Managers briefing
 - October 2015 - Comms to provide a mini brief to Heads of Department for front facing services on how the initiative relates to their area of service.
 - October/November 2015 departments to target people who have undertaken Dementia Friends training to encourage take up of training as Dementia Champions
- Via the DASS contacting team a briefing note about the Dementia Friends scheme has been sent to all domiciliary and residential support providers. Completed August 2015
- Via the DASS commissioning team the briefing has been disseminated to the Voluntary and Faith sector. Completed August 2015
- It is planned that the Dementia Friends programme will be flagged to partners via the Safeguarding Adults Partnership Board. Completed September 2015

Additional Actions undertaken by the Clinical Commissioning Group

- Each of the CCG's three main commissioned health providers (WUTH, CT, CWP) have an action plan in place regarding trust-wide dementia training – this is at a higher level than the dementia friends training.
- GPs have to attend annual dementia training
- Dementia friendly training has been rolled out to GP reception staff and administrators
- Staff within the CCG received dementia friendly training last year
- Work has been taking place in Heswall as Councillors supported the initiative to make Heswall a Dementia friendly community in 2015. The CCG have been working with community groups to gather support and seek how we can make this a community-driven project. A letter has been sent to all of the Heswall businesses to offer training and to ask them to make a pledge to make their business more dementia friendly (letter attached but only two replies so far).
- There is a tender out for Wirral South which will include a requirement to drive forward the dementia friendly agenda and therefore will pick up what has been started in Heswall.



letter to heswall
businesses re dfc June

Recommendations

In addition, the following actions are also suggested

- That the Dementia Friends initiative should become a standing item on local Constituency Committees to help support and drive the initiative with local communities and businesses.
- That Heads of all Council Departments accept responsibility for the roll out of the Dementia Friends initiative within their own workforce and identify Dementia Champions to take this action forward.
- That the initiative is linked with the Vanguard work on early help and targeted services.