

Wirral Dementia Strategy

2019-2022

Foreword

Dementia is a growing challenge nationally and locally, with over 7000 people estimated to be diagnosed with dementia on Wirral by 2035. This increase will place significant pressure on health and social care services and therefore it is imperative that we develop a health and social care system that has the necessary skills, capacity, and high quality services required to support people to live well with dementia, including carers, from diagnosis onwards. It is to this end that we have renewed the dementia strategy for Wirral.

The Wirral Dementia Strategy for 2019-2022 outlines the key areas and actions needed over the next four years to meet our vision for dementia care, and improve the lives of those living with dementia on Wirral.

Since the introduction of the national dementia diagnosis ambition in 2015, Wirral has consistently exceeded this target however, we know that living well with dementia is more than having just a diagnosis. We understand this more through after our engagement with people with dementia, carers and families on Wirral, who highlighted that post-diagnostic support needs to be more joined up, better communicated by health and care professionals, and made more accessible. Therefore one of our key areas of focus in the strategy is to review the post-diagnostic support “offer” on Wirral, to ensure that people with dementia and carers know where they can access the right care at the right time and that this care and support is high quality and person-centred.

The strategy also focuses on how we can prevent people from developing dementia through healthy lifestyle promotion, how we can make the diagnostic process more streamlined and how we can improve the quality of end of life care for people with dementia.

Ultimately, we want people living with dementia on Wirral to feel empowered, valued and confident in the knowledge that there is the support in place to enable them to live safe, meaningful and fulfilling lives in their communities.



Dr Peter Arthur
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Introduction and Background

Dementia is a collective term used to describe various symptoms of cognitive decline, which are usually progressive in nature. Symptoms may include a decline in memory, reasoning, communication skills, the ability to carry out daily activities and mood. Alzheimer's disease is the most common cause of dementia, although not the only one.

Dementia mainly affects people over the age of 65 and the likelihood of developing dementia increases significantly with age. As a result people living with dementia often have other long-term health conditions and co-morbidities such as hypertension, diabetes and depression. Dementia can also affect younger people. People under the age of 65 with dementia are often described as 'younger people with dementia' or 'early-onset dementia'.

Dementia can be a devastating condition which impacts on the entire family and wider community; however it is possible for people with dementia to lead positive and fulfilling lives with the right support.

This strategy sets out the strategic vision for Wirral to; reduce the risk of dementia (or delay it's onset) via preventative measures; support people to live well with dementia (including carers) within their local communities and to ensure appropriate planning is in place so people are well cared for when the condition escalates and more support is required.

The strategy is structured around the [NHS England's 'Well Pathway for Dementia'](#) which is based on NICE guidance and includes the following themes:

- Preventing well
- Diagnosing well
- Living well
- Supporting well
- Planning well

Our Vision

Wirral Dementia Strategy Board's vision for this strategy is:

'To engage with people living with dementia, including carers, and healthcare professionals in order to improve support and services to enable people to live healthy, safe and fulfilling lives. We want Wirral to be a borough which supports and is inclusive of people with dementia and their carers so they can enjoy the

best possible quality of life and remain independent longer. When people do need care, this will be high quality, person centred and delivered seamlessly across the health and social care system.’

Our Objectives

The strategy will help us to make better decisions about how we:

- Value, understand and act upon feedback from those living with dementia, their families and carers
- Enable people to remain independent for longer
- Raise awareness and understanding of the condition to create a more ‘dementia friendly’ borough
- Design our services to ensure that they are delivering to our population needs
- Making the best use of our existing resources and assets
- Encourage partnership working between services, people with dementia, families, carers and communities.
- Encourage service providers across statutory and non-statutory services to work together for the benefit of all

This strategy and its associated action plans do not stand alone. Dementia is a key priority nationally as identified in a number of documents including; the NHS Long Term Plan, Mental Health Five Year Forward View and Prime Ministers Challenge on Dementia 2020. Dementia has also been identified as a local priority as outlined in Wirral’s Ageing Well Strategy and is one of four key work streams for the Healthy Wirral Mental Health Programme.

Where are we now?

Wirral has a population of over 330,000 and is an area with significant inequalities, especially in relation to deprivation which is most prevalent in East Wirral, this leads to poorer health outcomes. In addition, Wirral has an older age profile when compared to the national average, especially those aged 65+. One in three people over 65 in Wirral live alone, which equates to around 24,000 people.

Currently there are over 3000 people aged 65+ who have a diagnosis of dementia in Wirral, although we know there are people living with dementia without a diagnosis. Projections estimate that the total numbers of people living with dementia in Wirral will more than double to over 7000 by 2035.

More information on local and national facts and figures regarding dementia can be found in the local JSNA. Click [here](#) to access the latest Wirral Dementia JSNA.

How has this strategy been developed?

This strategy has been developed in partnership with people living with dementia, including carers and families and members of the Wirral Dementia Strategy Board.

An engagement exercise with local people living with dementia (including carers and family members) was conducted in early 2019; the views and feedback from this engagement exercise have helped shape this strategy. Click [here](#) to access the full engagement report.

Wirral's Dementia Strategy Board was re-established in January 2018 and is chaired by a local GP who is the Clinical Lead for Mental Health for NHS Wirral Clinical Commissioning Group. A range of statutory and non-statutory organisations are represented at the board including; Wirral Health & Care Commissioning, Cheshire and Wirral Partnership NHS Foundation Trust, Wirral Health and Care Community NHS Foundation Trust, Wirral University Teaching Hospital NHS Foundation Trust, Wirral Borough Council, Age UK Wirral, Community Action Wirral, Alzheimer's Society, Healthwatch Wirral, Dementia Together Wirral, Wirral Dementia Action Alliance (DAA), WIRED, Life Story Network, Wirral Multi-cultural Organisation and Wirral Mencap. Members from our non-statutory services, specifically Dementia Together Wirral and Wirral DAA, represent the views of people living with dementia and their family and carers.

The Wirral Dementia Strategy will be reviewed and updated (at least every two years) in light of feedback from service users, their families and carers, the evolving needs of our community and national mandates. This will involve ongoing engagement with people with dementia, families, carers and health and care professionals throughout the implementation of this strategy to inform the reviews and updates.

How will the actions identified in this strategy be delivered?

Working groups will be established with appropriate professionals from across the care system and people accessing services in order to deliver on the specific actions outlined in this strategy. Performance indicators and outcome frameworks will be developed in order to monitor and identify progress with the actions. The local Dementia Strategy Board will receive updates from the working groups in the board meetings and review the action plans and outcome measures accordingly. Progress and updates will also be provided to the Healthy Wirral Mental Health Programme Board.

Preventing Well

Why is this theme a priority?

Reducing the risk of dementia, or delaying the onset, is influenced by a wide range of lifestyle factors. Establishing and maintaining a healthy lifestyle is important to help lower the risk of dementia and help people to live longer, healthier lives. Vascular dementia is the second most common form of dementia and has the same risk factors as heart disease and stroke. There are a number of lifestyle factors that can increase the risk of dementia including:

- A sedentary lifestyle (exercise in older people is associated with a slower rate of decline in memory and some cognitive skills that occur with ageing)
 - Wirral has less physically active adults (62.1%) compared to the national England average (66.3%)
- Eating a poor diet high in saturated fat, sugar and salt and obesity in midlife
 - The number of obese adults in Wirral is around 70,000, with 2 in every 3 adults being at an unhealthy weight in Wirral
- Smoking
 - Although Wirral's smoking rates have dropped since 2009, the latest reported prevalence rate for the borough is 15.9% (which is higher than the national average of 14.9%)
- Excessive alcohol consumption (10% of dementia conditions are related to alcohol)
 - Wirral has a lower percentage of abstainers (10.6%) and a higher percentage of binge drinkers (23.8%) compared to national averages. 1.9% of Wirral's adult population are estimated to be dependent drinkers

We want Wirral residents to lead healthy lives and be better able to manage their own wellbeing. To achieve this, people need to be supported and encouraged to engage in healthy lifestyle behaviours and be open to early prevention and interventions.

Outcomes

- People living in Wirral to lead a healthier lifestyle, particularly those aged 40 and over
- Raise awareness of dementia and associated risk factors across all ages

Area	Action	Outcome
<p>Better understand the number of residents that have had an NHS Health Check.</p> <p>The NHS Health Check is aimed at adults in England aged 40-74 and people are eligible for health checks every 5 years. It's designed to spot early signs of stroke, kidney disease, heart disease, type 2 diabetes and dementia.</p>	<p>Monitor and aim to increase the number of people aged over 40 in the borough who have had an NHS Health Check through the North West Coast Strategic Clinical Network (NWCSCN) Dementia Dashboard.</p> <p>Monitor and aim to increase the number of people in the borough aged over 40 who are identified as a 'carer' on their GP record and the number who have had an NHS Health Check through the Dementia Dashboard.</p> <p>Information on the NHS Health Check website advises that people will have a few simple tests to check the risk of:</p> <ul style="list-style-type: none"> • heart disease • diabetes • kidney disease • stroke <p>Only those aged over 65 will also be given advice on the signs and symptoms of dementia.</p> <p>In Wirral we want to raise awareness of symptoms of dementia earlier and encourage people to make positive changes. Hence we will encourage and work with GPs to provide information on dementia to people aged 50+ during their NHS Health Check.</p>	<p>To detect harmful behaviours early and inform people about their lifestyle choices in order to improve people's physical and mental health at an early stage, when changes in behaviour can have a real impact on long term health and wellbeing.</p>
<p>Better understand the number of Wirral residents that present with 'unhealthy behaviours' associated with increased likelihood of developing dementia.</p>	<p>Monitor the prevalence of obesity, smoking, depression, excess alcohol use, cardiovascular disease (CVD), mild cognitive impairment and other risk factors linked to developing dementia on Wirral through the Dementia Dashboard.</p>	<p>The prevalence of dementia risk factors will be monitored and data used to inform future awareness campaigns with professionals and the public.</p>
<p>Raise awareness of the risk factors associated with dementia and actions that may reduce the likelihood of an</p>	<p>Encourage professionals within services related to dementia risk factors, such as Diabetes, CVD and Weight Management services, to embed dementia prevention messages within their appointments with people aged 50+. This will be achieved via distribution of communications to healthcare staff within relevant services</p>	<p>People with pre-existing conditions associated with increasing risk of dementia will have an increased awareness of how making positive</p>

<p>individual developing dementia among healthcare professionals.</p>	<p>regarding the importance of providing dementia prevention information to people who are assessed as being “at risk”.</p> <p>In addition, communications will be distributed to all healthcare professionals regarding the importance of using the Making Every Contact Count (MECC) approach to increase opportunities to encourage people to think about making healthy lifestyle changes.</p>	<p>changes to their lifestyle can reduce the risk of developing dementia in the future as well as their pre-existing conditions</p>
<p>All age healthy lifestyle promotion</p>	<p>Support the promotion of digital tools, such as Public Health’s “One You” campaign, to raise awareness of healthy lifestyles and to support people to make changes to the way they manage their health and wellbeing. Internal communications will be distributed to staff and the Dementia Strategy Board to raise awareness of digital tools.</p> <p>Feed into local online and telephone directories, such as ‘Live Well’ and ‘Healthwatch’, with regards to healthy lifestyle services on the Wirral for the public and health and social care professionals to support with signposting those identified as ‘at-risk’ to preventative activities. An appraisal of local directories will take place with members of the Dementia Strategy Board will be undertaken to review the services listed, any gaps and to establish gatekeeping processes.</p> <p>Link in with the development of the wider Children’s and Families Strategy for shared working opportunities in order to strengthen dementia education, prevention and early intervention messages with children and young people to encourage healthy lifestyle choices at a young age.</p>	<p>Encourage residents to take more responsibility for their health and wellbeing and have increased awareness of ways of improving their health and reducing risk factors associated with dementia and other long term conditions.</p> <p>Increased uptake of local healthy lifestyle services and improved, consistent signposting in the borough so people know where to go to access support and what type of support is available to people.</p> <p>As the number of people living with dementia increases, more children and young people are likely to be affected by dementia growing up. Educating young people about dementia will promote healthy lifestyle choices and support understanding and change attitudes towards dementia, creating a dementia friendly generation.</p>

Diagnosing Well

Why is this theme a priority?

Diagnosis is the first step in someone's dementia journey; if people are concerned about dementia then they should visit their GP for an assessment at the earliest opportunity. If a GP is concerned about the individual's memory or behaviour and they believe it is a result of possible dementia, then they may make a referral to Wirral's Memory Assessment Service for further assessment.

GPs have a key part to play in the dementia diagnosis process, often they are the first health professional body that someone with dementia and carers visit for advice and support. GPs should also be supported to diagnose dementia and offer guidance and signposting advice into appropriate support services.

It is vital that there is access to accurate, clear information and advice about the signs and symptoms of dementia in GP Practices and other others, including information on local support services available in the community. A core aim of this strategy is therefore to ensure that effective information and support is available for people before and after a diagnosis.

Nationally there is a target for dementia diagnosis rates which is 66.7% of estimated dementia prevalence. Although it is important to meet this target to ensure we accurately diagnose dementia, the drive to meet the diagnostic rate must not be seen as an end in itself; improving the support available to people once they have been given the diagnosis is equally, if not more important.

In Wirral we want to see more people being diagnosed early and less people diagnosed at a time of crisis; a crisis that might have been avoided if the diagnosis had been made earlier.

We recognise that services may need to be redesigned so that people with dementia are diagnosed in a timely manner and that they and their carers receive the right care and support at the right time, enabling them to live as well as possible with dementia.

Outcomes

- Support GPs to diagnose dementia
- Increase training opportunities so health and care professionals can recognise the signs and symptoms of dementia and refer people into appropriate services

- Good quality support and information is available to people from the pre diagnosis stage and throughout the diagnosis journey and people know where to access this information
- Strive to exceed the national dementia diagnosis target

Area	Action	Outcome
<p>Strive to exceed the national diagnosis target of 66.7% of the suspected population with dementia</p>	<p>Monitor diagnosis data for Wirral per GP practice and work with practices who may not be reaching the national target to understand reasons behind this and the extra support required to improve diagnosis rates. This data will be monitored by WH&CC through the Dementia Dashboard.</p>	<p>Diagnosing the condition early will mean people, including carers, will be informed about support available to help them manage the condition and plan for the future.</p>
	<p>People with dementia who are under the care of their GP will be invited to review appointments every 6 months to discuss any changes in symptoms, mood or behaviour, prescribed medication and signposting to relevant support services as appropriate.</p> <p>Baseline the number of people with a dementia diagnosis who are entitled to 6 monthly reviews and the percentage of people who are invited and attend 6 monthly reviews with their GP. Once this baseline has been established WH&CC will work alongside Primary Care and Secondary Care colleagues to understand how we can improve the number of reviews attended.</p>	<p>Regular reviews are important so any changes in behaviour or symptoms can be supported before situations escalate and become unmanageable.</p> <p>People with dementia under the care of their GP will have regular 6 monthly reviews and will feel supported with managing their condition throughout the dementia diagnosis journey.</p>
	<p>Secondary Care to continue to provide appropriate dementia training to Primary Care staff including GPs, Practice Nurses and other healthcare professionals, as outlined in the Locally Enhanced Service contract.</p>	<p>Upskill Primary Care health and care professionals so they become more confident in identifying the signs of dementia and appropriate care pathway. This will result in quicker identification of suspected dementia and earlier diagnosis for individuals.</p>

<p>Waiting times between referral from a GP to initial assessment by NHS specialist secondary care services for dementia to be in line with NICE guidance which is 6 weeks</p>	<p>A review of the NHS dementia secondary care services will be undertaken during Autumn/Winter 2019 to consider the opportunities to improve the current health and care offer for people living with dementia. NHS Wirral CCG will lead on this project alongside representatives from the Dementia Strategy Board (DSB), Primary Care, Secondary Care and Third Sector organisations. Updates from the project group will be provided to the wider DSB.</p> <p>This review will involve mapping the current secondary care (non-inpatient) dementia resource such as Wirral’s Memory Assessment Service and identifying areas of potential redesign.</p> <p>Resource and care pathways will be considered as part of this review. Any areas of redesign must consider the development of an outcomes based framework.</p> <p>Supporting GPs to diagnose dementia will also be explored as part of the review.</p> <p>Input into this review and any redesign will be sought from statutory and non-statutory organisations involved in dementia care. The redesign will also be informed by the feedback received from people with dementia and their families and carers.</p>	<p>We understand that waiting for a diagnosis is a worrisome and unsettling time for the person who potentially has dementia as well as carers, family members and friends. Hence diagnosing in line with national guidance timeframes will reduce the longevity of these emotions experienced by those going through this process. It will also ensure that people with dementia and carers are provided with and signposted to the support they need to manage the condition earlier.</p>
<p>Ensure there is appropriate support information available from presentation through to diagnosis, for the person diagnosed as well as carers, family and friends</p>	<p>Review, update and better communicate information with regards to what people can do if they are concerned about dementia and the national and local support available across statutory and non-statutory organisations. This will involve reviewing the current support pack provided by the Wirral Memory Assessment Service to people referred to the service and carers and the wider local directory of services such as ‘Livewell’ and Healthwatch.</p>	<p>Members of the public and health professionals will have access to information which is relevant and up to date, to enable better understanding of what support is available from the NHS, local authority, emergency services and wider community, including third, voluntary and charity sector.</p>
<p>Improve diagnostic rates for BAME and LD communities</p>	<p>Better engage with BAME and LD communities by working alongside local services, such as Wirral Multicultural Organisation, Wirral Change and Mencap, to increase awareness and reduce the stigma of dementia. This will include</p>	<p>Staff will feel empowered to discuss dementia with their service users to break down the barriers and stigma</p>

	<p>promoting the Dementia Champion scheme and supporting staff to access dementia awareness training and within these services.</p>	<p>associated with dementia. People from the BAME community will be supported by staff to access health services for suspected dementia.</p>
	<p>Establish a baseline and monitor the number of people diagnosed with dementia from BAME and LD communities. Once this baseline has been gathered, work with BAME and LD services to determine how to increase dementia diagnosis rates in this cohort and review with clinicians whether the current assessments are appropriate and what steps can be taken to better support people from BAME and LD communities during the assessment process.</p>	<p>Identify more people from BAME and LD community at an earlier stage so they can access appropriate support.</p>
	<p>Any dementia support information produced at a local level should be accessible e.g. available in different languages, 'easy read' format, British Sign Language etc.</p> <p>A one page dementia information sheet will be developed and translated into the top 3 most commonly spoken languages on Wirral (other than English). An easy read version will also be developed by Wirral CCG communications team. These documents will be distributed to health and care professionals on Wirral.</p>	<p>To ensure Wirral's healthcare services are inclusive of all communities.</p>
<p>Carers to be identified early</p>	<p>Primary and Secondary Care professionals to identify carers of people with dementia and record them as being a carer, with their consent, on the Carers Register on the relevant health care record software. All GP practices will have a secure EMIS Carers Register on which all carers of people with dementia will be recorded as early as possible.</p>	<p>Carers of people with dementia will be identified and recorded as such. This will enable health and care professionals to recognise carers and offer support, advice and signposting and invite to NHS Health Checks.</p>
<p>All people who are referred and assessed by NHS secondary care specialist service for assessment will be signposted to Join Dementia Research</p>	<p>All people referred to the Wirral Memory Assessment Service, regardless of whether they are diagnosed with dementia, mild cognitive impairment or no diagnosis, will be signposted to Join Dementia Research to consider taking part in vital dementia related research initiatives.</p>	<p>To increase the number of people participating in dementia research to support the development of our understanding of dementia and hopefully lead to the discovery of more effective treatments.</p>

Supporting Well

Why is this theme a priority?

NHS Wirral CCG led an engagement exercise in late 2018/early 2019 to talk to people who were either:

- Living with dementia (e.g. diagnosed with dementia, care for someone with dementia or had a family/friend living with dementia)
- Health and care professionals who work with people living with dementia (including carers) across statutory and non-statutory organisations

Overall the engagement exercise identified that there are some great support services in Wirral, however there are limitations of the current care offer which include:

- The waiting times for a diagnosis once referred from primary to secondary care
- Need for more adequate specialist support available within the community
- Enhancing the post diagnostic support offer in terms of quality
- Provide further training required across a range of health, care and advocacy roles (particularly hospitals and care homes)
- Lack of 'crisis' support

A copy of the full engagement report can be accessed [here](#).

Mental and physical health is important whether we are living with a health condition or caring for someone with a health condition. We recognise that most people with dementia live at home and are supported by friends, neighbours and families. However there are many people in Wirral living with dementia who feel alone, including carers. Evidence tells us that isolation and depression are common amongst those living with dementia and those caring for someone with dementia. It is therefore vital that people have access to the right care and support when needed to avoid people reaching a crisis point.

Our approach will be to better support people within the community and their own homes and this care should be person-centred. We want to encourage discussions about life issues in the broadest sense, at the earliest opportunity. For example, people will be encouraged to plan ahead when they receive their diagnosis and will be provided with information about legal and financial issues (including making a will, Power of Attorney and benefit entitlement), housing options and assistive technology in order to maintain independent living.

Outcomes

- Those living with and affected by dementia are able to lead fulfilling lives and live independently for longer
- People with dementia, carers and families consider Wirral's dementia care offer as high quality, person centred and proactive as opposed to reactive
- People with dementia are enabled, with the involvement of their carers, to access services that help maintain their physical and mental health and wellbeing
- People with dementia receive high quality care and support from staff appropriately trained in dementia care
- People with dementia and their carers receive support with regards to health and care assessments and entitlements
- People are supported in a community primary care setting for as long as possible before being referred to secondary care services

Area	Action	Outcome
<p>Provide more enhanced post diagnostic support for people with dementia living in the community as outlined in the NHS Long Term Plan</p>	<p>The NHS Long Term Plan outlines that there will be an increased focus on supporting people with dementia in the community through community multidisciplinary teams aligned with primary care networks (PCN) and increased working with the voluntary sector in order to provide better care in the community for people living with dementia.</p> <p>As mentioned under 'diagnosing well' a review of NHS dementia secondary care services will be undertaken. This review will consider any potential areas of redesign in terms of services and resources so we can look to provide more specialist post-diagnostic support in the community aligned with PCN's. The review will also consider how secondary care can better link in with local voluntary sector organisations to better support people in the community living with dementia.</p> <p>Care pathways will be reviewed and developed as appropriate between primary, secondary and community organisations (including non statutory).</p> <p>The review should also consider pathways between dementia care and frailty, including the falls prevention service.</p>	<p>People will be provided with enhanced post diagnostic and specialist community support to better enable people to manage their dementia in their own home and retain independence through a person centred delivery model.</p> <p>Seamless transitions between different health and care services which support dementia care will result in an improved experience for people living with dementia and their carers.</p> <p>People with dementia and their carers will feel confident in being able to navigate dementia care services.</p>

<p>Develop options for crisis care support</p>	<p>The Wirral health and care system (across statutory and non-statutory organisations) need to develop options to deliver access to crisis support for people with dementia. The secondary care redesign of dementia services will scope crisis options available for people with dementia on Wirral, including how to better support people to prevent them from reaching crisis point.</p> <p>The review of secondary care dementia services will consider how we can better support people in the community and in care homes to provide more appropriate support which will enable people to stay out of hospital for issues that can be managed in the community. People with dementia should only be admitted to hospital when necessary and will be treated in the community wherever possible.</p>	<p>Reduce the number of inappropriate and avoidable hospital admissions for people with dementia.</p>
	<p>Promote and encourage the use of the Herbert Protocol initiative adopted by Merseyside Police and other forces for missing or vulnerable people. The Herbert Protocol form includes vital information about an individual should there be a need for the police to be involved in the search for someone living with dementia who is missing from home. The form is completed and owned by families and/or carers and provided to the police in the event of a loved one going missing.</p> <p>We will look to include information about the Herbert Protocol within the post-diagnostic support pack provided by the Memory Assessment Service. Communications about the Herbert Protocol will be sent to health and care professionals and third sector organisations to ensure that staff are aware of the initiative and can support families and carers to access the form for use when needed.</p>	<p>The Herbert Protocol provides the police with access to important information, helping to speed up and simplify a response, so that the search can be targeted appropriately and effectively and people can be found sooner.</p>
<p>Hospital discharges should be dignified and timely with quality, person centred care support packages in place</p>	<p>Any redesign of services will need to consider the discharge pathways for people with dementia from a hospital setting to peoples own homes, care homes, transfer to assess beds and reablement or rehabilitation services including third sector options as part of the discharge pathway.</p> <p>Membership input into any redesign regarding services/care pathways will be sought from statutory and non-statutory organisations involved in dementia</p>	<p>People with dementia will experience timely and appropriate discharges from hospital.</p>

	<p>care. This work will be informed by the feedback received from people with dementia and their families and carers.</p>	
<p>Support carers to care for their loved ones and to manage their emotional wellbeing.</p>	<p>The local engagement exercise told us that people want and are happy to care for their loved ones however when extra support is required they want that support to be easily accessible and of high quality.</p> <p>Health and social care professionals will involve people with dementia and carers in planning their care and review care plans at regular intervals or when an individual's dementia related behaviour has deteriorated. People with dementia and carers will be provided with information on accessing social care support as appropriate which may include:</p> <ul style="list-style-type: none"> • Home care • Peer support groups • Social groups • Admiral Nurses • Day centres • Short term respite care <p>Carers will be signposted to local Improving Access to Psychological Therapies (IAPT) services for counselling if they disclose that they are facing difficulties with their mental health. Carers can self-refer themselves to IAPT or their GP can refer on their behalf. The number of carers who are accessing IAPT services will be monitored.</p> <p>Additionally, carers will be provided with information regarding support available to them in the community such as peer support groups on Wirral, dementia awareness training, guidance on Carers Assessments and applying for carer's allowance.</p> <p>Information should be accessible with regards to personalised health budgets, direct payments, NHS Continuing Healthcare, Section 117 Aftercare and council funded social care.</p>	<p>People with dementia and their carers will feel empowered and have increased understanding, choice and control over their care.</p> <p>Carers will feel supported, well informed and confident in their ability to care for their loved one and support them to care for longer.</p> <p>Carers will feel supported in terms of their own health and mental wellbeing.</p>

<p>Increase training and education provided to professionals who engage with people living with dementia on a day to day basis</p>	<p>Map the training offer for dementia that is provided on a local and national level for our services including; General Practice, Wirral University Teaching Hospital NHS Foundation Trust, Wirral Community Health & Care NHS Foundation Trust, Cheshire and Wirral Partnership NHS Foundation Trust, North West Ambulance Service, Care Homes and third sector partners.</p> <p>Discuss with key services how this training can be rolled out to include a wider audience of health and social care professionals. The design and development of future staff training plans will look to include contributions from people with dementia and carers as experts by experience.</p> <p>Include the requirement to deliver dementia training in relevant contracts when commissioning services.</p> <p>Promote the ‘forget me not’ scheme with health and social care professionals in order to raise awareness across health and social care professionals to support staff to more easily identify people with dementia who may need extra support when making home visits. Communications will be sent to primary care and secondary care to support awareness of this initiative.</p>	<p>Caring for people with dementia can be challenging. Therefore health and care professionals will be better trained to improve their knowledge, confidence and attitudes in order to change behaviours and practice that can lead to better care and outcomes for people with dementia.</p>
<p>Promote and enhance the use of assistive technology, including new technologies that will help keep people safe and independent for longer</p>	<p>Establish a baseline of existing users and continue to develop and monitor the assistive technology provision, increase awareness of the availability and benefits of assistive technology for people with dementia as a support option. Ensure outcomes for people with dementia are measured appropriately.</p>	<p>Assistive technology can support people with dementia to remain independent, safe in their own home and socially involved, whilst having a positive impact on the wellbeing of carers and families. Assistive technology can also provide reassurance to carers and support with daily caring tasks.</p>

<p>Supporting the development the Cheshire & Merseyside Strategic Clinical Network 'dementia dashboard'</p>	<p>Cheshire and Merseyside Strategic Clinical Network are developing a dementia dashboard to enable local care systems to see how they are performing in relation to dementia care, as well as benchmarking how they are performing against other local areas. Wirral's Dementia Strategy Board to consider the benchmark performance and consider any areas of best practice or improvements</p>	<p>The data will help to establish baselines across a number of key indicators, monitor performance locally and regionally and help to identify areas of priority.</p>
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Living Well

Why is this theme a priority?

In Wirral we want to help and encourage those who live with dementia to remain as independent as possible and continue to experience and enjoy activities and hobbies in environments that are well designed and supportive of their needs.

We also want those that are working at the time of diagnosis (including carers) to maintain their employment for as long as possible and encourage our communities and workplaces to work together to help make adjustments for people with a dementia diagnosis or caring responsibilities.

In 2018, Wirral were awarded '*working to become dementia friendly*' status as part of the national Dementia Friendly Communities initiative ran by the Alzheimer's Society. Wirral's Dementia Action Alliance (DAA) developed an action plan in order to maintain this status. The primary aim of the plan is to develop communities with; a good awareness of dementia; an understanding of what it is like to live with dementia; and communities which promote and adapt a sense of belonging for those living with dementia.

We will focus on building on our achievements to date of '*working to become dementia friendly*'. This includes increasing the number of dementia information and awareness sessions and increasing the number of dementia friends and champions in Wirral. We would also like to link in with and support the work that Liverpool DAA have been undertaking to improve transport services across Merseyside for people with dementia, including Merseytravel, Merseyrail and Arriva. The ageing well initiative lead by Wirral Borough Council which involves local retailers and businesses committing to providing older people with access to a seat, drink and/or a toilet will continue to expand. We will also work to improve the buildings and environments from which services are delivered across the borough, ensuring any modernisation or planned design such as the re-development of Birkenhead and the 'Wirral Waters' project are accessible for people with dementia.

Simple changes to existing services and awareness raising for those who come into day-to-day contact with people with dementia, such as staff working in libraries, pharmacies, leisure centres etc., can help people with dementia feel more confident and welcome.

Outcomes

- Wirral to be a dementia inclusive borough
- Wirral to maintain their '*working to become dementia friendly status*'

Area	Action	Outcome
<p>Wirral to maintain the status of 'working to become a Dementia Friendly' borough</p>	<p>Maintain Wirral's current "<i>working to become dementia friendly</i>" status, with focus on developing:</p> <ul style="list-style-type: none"> • Dementia friendly neighbourhoods • Dementia friendly organisations • Dementia friendly workplaces • Dementia friendly buildings • Dementia friendly transport <p>Recruitment and training of more dementia friends and champions in the community is also a key aspect of maintaining the '<i>working to become dementia friendly</i>' status. Consider hosting dementia friends and champion training on Wirral to support this as part of the Wirral Dementia Action Alliance (DAA) action plan. We also want to consider expanding awareness and support across the faith sector and education.</p> <p>Contact with people living with dementia is not restricted to general practitioners, specialist nurses or consultants; there are a range of other professionals who would benefit from further education and training, for example, opticians, dentists and pharmacists who can recognise dementia related problems and signpost people to the correct service.</p>	<p>People with dementia on Wirral will feel more understood, respected and valued as a member of their community.</p> <p>People with dementia will experience reduced feelings of loneliness and isolation and feel more confident in engaging with community activities, having a positive impact on health and wellbeing.</p> <p>All areas of the health and care system will be guided to adopt dementia friendly principles so people with dementia and carers will be able to access health and social care without barriers.</p>
<p>Promote activities within neighbourhoods/localities</p>	<p>Explore, support and promote activities and initiatives on Wirral aimed at increasing cognitive stimulation and reducing social isolation for people with dementia to develop Wirral's social prescribing offer.</p> <p>Ensure that statutory services and third sector organisations know where and when to signpost people so they can find out more about what services are offered within the neighbourhoods/localities.</p>	<p>People with dementia and their carers have greater opportunity to become involved in social activities feel more involved with the community. This will have a positive impact on health and wellbeing and will provide some assurance to people that they are not on their own.</p>

	Explore the offer of community support groups and activities for those diagnosed with early onset dementia and their carers.	People diagnosed with early onset dementia and their carers will be able to access specific and relevant support for their needs, which can differ from people diagnosed with dementia over age 65.
Support people to maintain their own identity and independence	Work with local businesses on Wirral to encourage the development of dementia friendly policies and practices. This includes making reasonable adjustments for people with dementia to maintain their employment where possible, identifying employees who are carers and supporting carers with flexible working hours to enable them to continue working. Review previous work undertaken by the Alzheimer's Society with the Chamber of Commerce to support people with dementia and carers to remain in employment for longer for learning.	People diagnosed with dementia and carers will be able to stay in employment for longer, supporting them to retain independence which will improve carer wellbeing.
Wirral to have greater availability of community housing options suitable for people with dementia	Wirral Council colleagues to ensure that future housing or community development plans (such as the planned re-generation of Birkenhead town centre) include consideration of dementia friendly housing options including dementia care homes and dementia friendly buildings.	As the numbers of people living with dementia on Wirral increases, there will be adequate dementia friendly housing provision that will meet this need in order to support people to live well with dementia in their community.
	Greater information and clarity to be provided to people with dementia and carers to support them access housing options that meet their care and lifestyle needs.	People with dementia and their carers will receive information about housing and care home options available to them to support them to make decisions about the future in advance.
Ensure that people living with dementia and carers feel safe and are protected from abuse	Review safeguarding procedures for adults with dementia to prevent abuse and work alongside statutory and non-statutory organisations to ensure that these standards are embedded within local safeguarding frameworks and the work of the local safeguarding board.	People will make reasonable steps to identify the possibility of abuse and prevent it before it occurs; and respond appropriately to any allegation of abuse.

Planning Well

Why is this theme a priority?

Following a diagnosis of dementia, putting legal, financial and end-of-life plans in place is one of the most important steps to take. The sooner plans are established, the better prepared the person with dementia and their carers and family will be. Creating a plan for the future in the early stage of the disease can be empowering, allowing the person with dementia to participate in making decisions that help family and friends know their wishes. We want to ensure planning for the future starts early, to ensure the person with dementia is still able to make decisions and is enabled and supported to express their wishes at every step. Involving the family and managing their expectations is part of good quality care.

Outcome

- People with dementia are supported to put legal, financial and end-of-life plans in place
- People with dementia wishes with regards to end of life care are respected and upheld where possible

Area	Action	Outcome
<p>People with dementia and their carers will be aware of the importance of advance care planning and end of life planning, and will feel supported and confident to make these plans in good time</p>	<p>People with dementia and their carers will be offered information by an appropriate health and care professional regarding care planning and end of life planning and be supported/signposted in order to put these plans in place. This includes:</p> <ul style="list-style-type: none"> • Advance Care Planning • Emergency Health and Care Plans • Advance Statements • Lasting Power of Attorney (Property and Financial Affairs LPA and Health and Welfare LPA) <p>This information will be offered in a sensitive and timely manner following diagnosis to allow the individual to put their end of life wishes in place.</p> <p>Establish a baseline and monitor the number of end of line plans recorded in</p>	<p>People with dementia will have end of life plans and wishes in place while they have the capacity to make these decisions. This will provide both people with dementia and their carers with peace of mind.</p> <p>Increase the amount of end of life plans recorded in patient records</p>

	patient records	
People with dementia will have their preferred place of death recorded in their patient record and upheld wherever possible	<p>Ensure that any end of life plans and wishes are recorded in the individuals case notes by the health or social care professional involved with planning and, with consent, are shared with relevant professionals involved in their care e.g. specialist nurses and doctors. The number of end of life plans recorded in patient files will be monitored.</p> <p>In line with Wirral's Palliative Care and End of Life Strategy, support the development of more community based services such as Hospice at Home and enhanced Domiciliary Care to support as many people as possible to die at home wherever identified.</p>	<p>Health and social care professionals will be aware of an individual's end of life plan which will enable them to carry out care in line with the person's wishes.</p> <p>An increased amount of people with dementia who have recorded their home as their preferred place of death will be supported to do so when they are identified as being in their last days of life.</p>
Education and training of health and social care staff in end of life planning and end of life care	As mentioned in the "supporting well" section, as part of the mapping of dementia training available for health and social care professionals, we will also review current and potential training options in regards to end of life care and end of life planning with people with dementia and carers.	GP's and other health and care staff will feel confident in raising and discussing end of life planning with people with dementia.
	Health, social care and care home staff to receive training to support them to identify when a person with dementia is at the end of life stage, and to provide appropriate and compassionate end of life care to individuals in line with NICE guidelines. As above, a review of training available on Wirral will be undertaken to support this.	Health and social care staff will be able to better identify when an individual with dementia is approaching the end of life stage. This will lead to an improvement in end of life care, including assessment and management of symptoms and pain.
Carers to be provided with emotional support when a person with dementia is nearing end of life, and are signposted to bereavement counselling as appropriate	Ensure that carers are signposted to local third sector organisations offering bereavement support and to Improving Access to Psychological Therapies services (IAPT) for bereavement counselling if appropriate. Monitor the numbers of carers of people with dementia accessing IAPT bereavement services	Carers will have access to high quality bereavement support in a timely manner.

Conclusion

This strategy sets out our ambition to establish Wirral as a place where people who are living with or affected by dementia can live well. We know that by adopting a healthy lifestyle we can delay or even prevent the onset of dementia. By including a focus on healthy lifestyles, more people can enjoy more active and fulfilling lives. The strategy and action plans will develop as goals are achieved and circumstances change. We will be responsive to the information we gain through the involvement of organisations, groups and local people, particularly those living with and affected by dementia as well as national mandates.