

The Highland Council
Communities and Partnerships Committee
9 June 2016

Agenda Item	8
Report No	CP 14/16

Dementia Friendly Highland Working Group

Report by Acting Head of Policy

Summary

This report summarises the Council's commitment to work towards becoming a Dementia Friendly Highland and presents an update on progress to develop an associated action plan.

1. Introduction

- 1.1 On 17 December 2015, Highland Council Members agreed a [motion](#) to recognise and support a Dementia Friendly Highlands. It was proposed that a group of Members work with officers and relevant bodies to produce an action plan to bring to a future Council meeting which will make recommendations on ways that we can achieve our goal of a Dementia Friendly Highland.
- 1.2 At the Communities and Partnerships committee on 23 March 2016 it was requested that a report on progress along with a draft action plan be presented to the next meeting of the committee.

2. Background

- 2.1 Dementia affects people from all walks of life. It is most common in older people but can affect people in their 40's, 50's or even younger. Alzheimer Scotland estimates that dementia now affects 90,000 people in Scotland; around 3,200 of these people are under the age of 65. This includes over 4400 people with dementia in Highland, 64% of these are women and 36% men¹.
- 2.2 Scotland's first Dementia Strategy was published in June 2010 setting out the work that the Scottish Government and its partners in NHS Scotland, local government and the voluntary and private sectors are doing to improve support, care and treatment for people with dementia, their families and carers. Key outcomes for the current strategy² (2013-16) include:
- more people with dementia living a good quality life at home for longer
 - dementia-enabled and dementia-friendly local communities, that contribute to greater awareness of dementia and reduce stigma.

¹ Alzheimer Scotland, [Number of people with dementia in Scotland 2016](#)

² Scottish Government, [Scotland's National Dementia Strategy 2013-2016](#)

The Scottish Government is reviewing the progress of the strategy and a third National Dementia Strategy for Scotland will be produced in 2016.

3 What is a Dementia Friendly Community?

- 3.1 Alzheimer Scotland's Dementia Friends programme encourages communities across Scotland to build better support, awareness and understanding for people with dementia. A dementia friendly community is made up of the whole community - public service workers, shop assistants, faith groups, businesses, police, fire and ambulance staff, bus drivers, school pupils, clubs and societies, and community leaders - where people with dementia and their families and carers feel included and involved, and have choice and control over their lives.
- 3.2 Being a Dementia Friendly Community involves learning about dementia and doing very simple and practical things that can make a positive difference to the lives of those affected by dementia. There are a number of examples of dementia-friendly cities and areas that we can learn from
- 3.3 A guide for local authorities³ identifies five key domains to address as part of developing a dementia friendly community:
- place - including environment, housing and transport
 - people - including attitudes and stigma
 - resources - not just health and social care services but shops, leisure, faith resources
 - networks - how people work together to support older people both nationally and locally
 - putting the person with dementia and their carers at the heart of the process

4. Dementia Friendly Working Group – update on progress

- 4.1 It was agreed at Council on 17 December 2015 that a Member-led working group would be established to take forward the Council commitment to work towards becoming a Dementia Friendly area.
- 4.2 The group is chaired by Cllr Jaci Douglas, and members include Cllrs: Deirdre Mackay, Bet McAllister, Angela McLean, Stephen Fuller, Caroline Caddick, Gregor Rimell, Kate Stephen and Jamie Stone.
- 4.3 At an initial meeting of the group on 1 March 2016, Alzheimer Scotland outlined the Dementia Friendly Community programme. The group has since met on 26 April and on 30 May. Alzheimer Scotland and number of Council officers also attended the meetings.

³ [Developing Dementia – Friendly Communities](#) (LGA 2012)

4.4 In order to progress the Council Commitment a draft action plan has been developed and attached to this report as an Appendix. A number of themes of activity have been identified with Members taking a lead role for each of the following:

- Local Business
- Working with partners
- Council
- Transport
- Community

4.5 **Key issues:**

- Members will undertake to identify and learn from practices, both locally and in other authority areas already involved in dementia friendly work, and propose actions to progress each area of work.
- It is important that the views of those living with dementia and the role of carers are taken into account in the development of actions.
- Increasing wider understanding of dementia and challenging the stigma associated with the condition

The support of, and guidance from, Alzheimer Scotland will be essential to these activities.

4.6 Dementia Awareness Week in Scotland 2016 took place between 30 May – 5 June. In order to mark the occasion:

- a Dementia Friends Awareness event was held in the Council Chamber at HQ.
- Information on DAW activities in Highland has been circulated to all Community Councils in Highland and to a wide range of community groups.

4.7 In summary, developing a Dementia Friendly Highland will require commitments from all Council services and work with partner agencies. There are examples of good practice across Scotland and beyond which can inform this work, however, the scope of the action plan will reflect the need for activities to be met within existing resources.

5. **Implications**

5.1 Resources: The action plan will be dependent upon on mainstream service budgets. There are no additional resources available. This means that the action plan has to be realistic and the timescales set feasible.

5.2 Equality: The commitment to working towards a dementia friendly Highland will help contribute to the Council's requirement to give due regard to the Public Sector Equality Duty. The Dementia Friendly Community programme is underpinned by a human rights approach which is about making people aware of their rights, whilst increasing the accountability of individuals and agencies

who are responsible for respecting, protecting and fulfilling rights.

- 5.3 Rural: If actions are targeted or piloted by geography, rural areas will be included.
- 5.4 Legal: none identified.
- 5.5 Climate Change/Carbon Clever: none identified.
- 5.6 Risk: none identified.
- 5.7 Gaelic: none identified.

Recommendation

It is recommended that Members:

- Agree the scope of the draft action plan contained in the Appendix;
- Note that actions will cut across Council services as well as working together with Alzheimer Scotland and Community Planning Partners;
- Agree to recommend to the Council the launch of the action plan at Council on 8 September 2016.

Designation: Acting Head of Policy

Date: 30 May 2016

Author: Rosemary Mackinnon, Principal Policy Officer - Equality

Background Papers:

<https://www.alzheimers.org.uk/dementiafriendlycommunities>

http://www.alzscot.org/dementia_friendly_communities

Appendix: Dementia Friendly Highland; Draft Action Plan (31 March 2016)

Proposed themes		Proposed Lead(s) - tbc	Areas of activity	Planned action	Progress
1	Local Business:	Cllr Bet McAllister (BM)	Encourage involvement of local businesses, Inverness BID etc	BM to discuss with BID manager and BID Community Safety manager. Follow-up opportunity to promote with Victorian Market in Inverness.	Dementia Friendly approach to be incorporated into new wayfinding protocol for Inverness City Centre conveying information about location and directions to visitors and residents. (D&I)
2	Working with partners	TBC	Identify opportunities to work with CPP, eg NHS, Highlife Highland, Police and Fire, 3 rd sector	Alzheimer Scotland to discuss joint approach with NHS, and develop HC/NHS/AS Dementia Friends logo.	
3	Council	Cllr Jaci Douglas / Cllr Gregor Rimell	<p>a) Staff and Member awareness</p> <p>b) Consider access to services and support for people living with dementia. Could include issues such as:</p> <ul style="list-style-type: none"> • Built environment – buildings, pathways, signage and lighting • Welfare Support Services 	<p>a) Identify training needs, in particular for front-line staff, and who will deliver and how</p> <p>b) Identify key areas for action and who to work with.</p> <p>Web page to be drafted for Council website to promote Dementia Friendly Highland (Sharon Bailey, Finance)</p>	<p>a) Dementia Friends awareness training session held in Council HQ on 30 May 2016</p> <p>b) Dementia Awareness Week (DAW) is promoted on the Council website.</p> <p>Activities to celebrate DAW in Highland are circulated to all CCs and a range of community groups.</p>

Appendix: Dementia Friendly Highland; Draft Action Plan (31 March 2016)

Proposed themes		Proposed Lead(s) - tbc	Areas of activity	Planned action	Progress
			<ul style="list-style-type: none"> Housing and housing developments Schools, including intergenerational work Communication and promotion 		Also links to Wayfinding example in theme 1.
4	Transport	Cllr Angela MacLean (AM)	Encouraging awareness raising of public transport providers. This could include work with HITRANS, taxis etc	To approach transport providers to promote the Dementia Friends programme, and consider, for example, staff training	<p>AM has met with HC Transport officer, Alan Kerry (AK).</p> <p>AM has met with Neil Macrae, HITRANS.</p> <p>AK has had informal discussion with Stagecoach.</p>
5	Community	Cllr Deirdre Mackay (DM)	Identifying existing best practice, work in communities and with 3rd sector, and potential pilot areas.	<p>Consider how to:</p> <ul style="list-style-type: none"> Promote and monitor the Dementia Friends campaign and local activities through District Partnerships, Promote and encourage activities at grassroots level through local sports clubs and hobbies clubs 	DM has identified examples of good practice to learn from and address stigma (work with Creativity in Care, intergenerational work, awareness training with small businesses)