

The Highland Council

08 September 2016

Agenda Item	15
Report No	HC/37/16

Dementia Friendly Highland Working Group: Action Plan

Report by Acting Head of Policy

Summary

The Council agreed in December 2015 to recognise and support a dementia friendly Highland. This report, and the accompanying plan, gives recommendations as to how we can work towards becoming a dementia friendly organisation and help to promote dementia friendly communities in Highland.

1. Introduction

- 1.1 On 17 December 2015, Highland Council Members agreed the following motion, that:

'The Highland Council recognises and supports a dementia friendly Highlands. However, it is often small changes by ourselves and other partners that can make a huge positive difference to the lives of those affected by dementia.'

'Therefore we ask that a small group of Members work with Officers and relevant bodies to produce an action plan to bring to a future Council meeting which makes recommendations on ways that we can achieve our goal of a dementia friendly Highlands'

- 1.2 A Member's working group was established in March 2016 supported by officers in order to produce an action plan to be brought to a future Council with recommendations on how we can work towards being a dementia friendly organisation and help to promote dementia friendly communities.
- 13 The action plan which accompanies this paper identifies five key themes where it is considered that the Council can support the above aims.

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

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

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.

The Scottish Government is reviewing the progress of the strategy and a third National Dementia Strategy for Scotland will be finalised later in 2016. Proposals³ for the new strategy include the aim that there is support for local strategic approaches to promote and complement bottom-up, community-led Dementia Friendly Community initiatives where these assets are used as part of service and support re-design.

2.3 Following the integration of Health and Social Care Services, NHS Highland delivers Adult Social Work and Social Care Services on behalf of the Highland Council. This includes services for people with Dementia and their carers. NHS Highland works closely in partnership with organisations such as Alzheimer Scotland. However, many people with dementia live at home and the majority of care and support for people with dementia is provided informally, from family and friends.

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 such as York, Bradford, Edinburgh and Stirling. [Motherwell](#) became Scotland's first dementia-friendly town centre in a partnership between Alzheimer Scotland, North Lanarkshire Council and NHS Lanarkshire. Aberdeenshire and Moray have also made commitments to becoming dementia friendly and locally Helmsdale is a Dementia Friendly Community.

3.3 A guide for local authorities⁴ 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

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

³ Scottish Government (March 2016) [Proposal for Scotland's National Dementia Strategy 2016-19](#)

⁴ [Developing Dementia – Friendly Communities](#) (LGA 2012)

- 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

3.4 Local authorities are considered to be well placed to influence and work with to promote the ethos that being dementia friendly is in the best interests of local communities and businesses.

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 dementia friendly.

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, and Kate Stephen.

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 three occasions. Alzheimer Scotland and number of Council officers also attended the meetings.

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

- Local Business – encouraging local businesses to work towards being dementia friendly.
- Working with partners – engaging with partners where most effective and efficient, for example joint awareness raising events.
- Council – opportunities to promote Dementia Friends awareness raising and training to staff and Members; use of social and other media to promote Dementia Friends awareness; promoting inclusive design and planning incorporating dementia awareness, opportunities to raise awareness in schools and through promoting intergenerational activities.
- Transport – encouraging local transport providers to work towards becoming dementia friendly; consider how to build on the inclusive work of local Community Transport.
- Community – identify and promote existing good practice; consider the promotion of the Dementia Friends campaign locally through new partnership arrangements.

4.5 Members of the working group have already established a number of contacts internally and with other agencies, taken forward actions and made proposals for their themes. For example:

- Discussion with BID Inverness has considered opportunities to

encourage local businesses to become dementia friendly.

- Highlife Highland welcomes the opportunity to work together to promote Dementia Friends awareness and values the potential benefits of interaction between staff from different agencies.
- Positive discussions have taken place with Stagecoach Highland to encourage raising awareness with their staff locally.
- Planning and Building Control staff will include refresher sessions on PAN 78 (Inclusive Environments) in their next annual training days to cover accessibility in general and include a focus on dementia.
- During Dementia Awareness Week Scotland 2016 (30 May – 5 June) a Dementia Friends Awareness event was held in the Council Chamber at HQ.
- Information on Dementia Awareness Week activities in Highland were been circulated to all Community Councils in Highland and to a wide range of community groups.

Many of the themes are inter-related with awareness raising and training being overarching topics. The action plan is for an initial development period for a year and will be 'living document' updated on a regular basis.

4.6 **Key issues:**

- Members of the working group 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 is a key principle.
- We will aim to engage with a range of other partners where this is the most efficient and effective way forward.

4.7 Support and guidance from Alzheimer Scotland locally has been central to the working group's progress and will continue to be essential to the Council's commitment. A part-time development officer is due to start with Alzheimer Scotland in September 2016 to support Dementia Friends work across a range of organisations. The post has been funded by Lifescan and will initially focus on work in Inverness, Dingwall and Nairn.

4.8 It is recommended that Members leading on specific themes continue to develop and take forward actions; that the group meets together twice a year; and that progress is reported annually to the Communities and Partnership Committee.

4.9 In summary, developing a Dementia Friendly Highland will require commitments from all Council services and engagement with partner agencies. There are already examples of good practice across Highland 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 is dependent upon mainstream service budgets. There are no additional resources available. This means that the action plan has to be realistic and any 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 Gaelic: There are no specific Gaelic implications arising from the action plan.
- 5.5 Legal: There are no legal implications arising from the action plan.

Recommendation

It is recommended that Members:

- Note the progress made by the Dementia Friendly Working group and the actions taken to date.
- Note the commitment to engage with all council services and with partner agencies and organisations.
- Agree the attached Action Plan for 2016-17.
- Agree the proposal for the working group to continue and for this group to report annually to the Communities and Partnership committee.

Designation: Acting Head of Policy

Date: 24 August 2016

Author: Rosemary Mackinnon, Principal Policy Officer - Equality

Background Papers:

<https://www.alzheimers.org.uk/dementiafriendlycommunities>
http://www.alzscot.org/dementia_friendly_communities

Appendix 1: Dementia Friendly Highland; Draft Action Plan

**Dementia Friendly Highland: Highland Council Working group
Action plan: Year 1 2016 - 2017**

Proposed themes		Theme Lead (s)	Areas of activity	Planned action	Progress as at 30 August 2016
1	Local Business:	Cllr Bet McAllister (BM)	Encourage involvement of local businesses, Inverness BID etc	<ul style="list-style-type: none"> • BM to discuss with BID manager and BID Community Safety manager. • Work with BID to follow-up opportunity to promote with Victorian Market in Inverness. • Work with BID to raise awareness with Inverness pubs. • Adapt Alzheimer Scotland leaflet aimed at local business. • Investigate opportunities to raise awareness with taxi trade through Licensing Board and Committee. • Consider how to roll out to other towns and villages, for examples links to Federation of Small Business and Chamber of Commerce to encourage small businesses to become dementia friendly. 	<p>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).</p> <p>Discussion taken place with BID Inverness about promoting DF approach in Victorian market and with local pubs.</p>

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Proposed themes		Theme Lead (s)	Areas of activity	Planned action	Progress as at 30 August 2016
2	Working with partners	Cllr Carolyn Caddick (CC) / Cllr Stephen Fuller (SF)	Identify opportunities to work with Community Planning Partners (CPP) and other potential partnerships.	<ul style="list-style-type: none"> • Alzheimer Scotland to discuss joint approach with NHS, and develop a local partnership Dementia Friends logo. • Potential partnership actions could be around sharing awareness raising sessions and signposting information. • Recommend new local partnerships as the route to promote the DF campaign at local level. 	<p>The Dementia Friends campaign will be discussed at the CPP Chief Officer's Group in November 2016 for consideration as a Breakthrough initiative.</p> <p>(This action has been brought forward by NHS).</p>
3	Council	Cllr Jaci Douglas (JC) / Cllr Gregor Rimell (GR)	<p>a) Staff and Member awareness</p> <p>b) Consider access to services and support for people living with dementia. This could include issues such as:</p> <ul style="list-style-type: none"> • Built environment – buildings, pathways, signage and lighting • Welfare Support Services • Housing and housing developments • Schools, including intergenerational work 	<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. Discussions to take place about opportunities to promote a DF approach related to physical environment (Planning/building control; Housing, roads and pathways, wayfinding/signage)</p> <p>c) Web page to be developed for Council website to</p>	<p>a)</p> <ul style="list-style-type: none"> • Dementia Friends awareness training session held in Council HQ on 30 May 2016 • Alzheimer Scotland and HC's Learning and Development team to develop joint training proposal to be agreed by HC services. <p>b)</p> <ul style="list-style-type: none"> • Planning and Building control staff have agreed to undertake refresher training of PAN78

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Action plan: Year 1 2016 - 2017**

Proposed themes		Theme Lead (s)	Areas of activity	Planned action	Progress as at 30 August 2016
			<p>c) Communication and promotion</p> <p>d) Decision making, procurement and policy development</p>	<p>promote a Dementia Friendly Highland.</p> <p>Use Council website and social media to promote a DFH.</p> <p>d) To discuss with procurement to look at how to best reaffirm the role of equality impact assessments in contract work to help procure services are accessible and non-discriminatory.</p>	<p>(inclusive design) with a focus on dementia awareness in 2016.</p> <ul style="list-style-type: none"> • Links to Wayfinding example in theme 1. <p>c)</p> <ul style="list-style-type: none"> • Dementia Awareness Week (DAW) is promoted on the Council website. • Activities to celebrate DAW in Highland are circulated to all CCs and a range of community groups.
4	Transport	Cllr Angela MacLean (AM)	Encouraging awareness raising of public transport providers locally. This could include work with HITRANS, taxis, rail and bus providers, community transport etc	<ul style="list-style-type: none"> • To approach transport providers to promote the Dementia Friends programme, and consider making a commitment to, for example, staff training and displaying a DF logo. • Follow-up opportunity to work with Stagecoach initially. 	<ul style="list-style-type: none"> • AM and HC Transport officer have had discussions with HITRANS and Stagecoach. • Stagecoach are receptive to being a DF organisation in Highland.

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Proposed themes		Theme Lead (s)	Areas of activity	Planned action	Progress as at 30 August 2016
5	Community	Cllr Deirdre Mackay (DM)	Identifying existing best practice, work in communities and with 3rd sector, and potential pilot areas.	Consider how to: <ul style="list-style-type: none"> Promote and monitor the Dementia Friends campaign and local activities through District Partnerships or new local 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 to address stigma associated with dementia (work with Creativity in Care, intergenerational work, awareness training with small businesses)