



KNOWSLEY'S  
DEMENTIA  
FRIENDLY  
STRATEGY

2018-2020



## FOREWORD

As a volunteer health advocate I have spent many years supporting local people living with dementia and other worrying health conditions. It came as a real shock therefore when recently I was told that I myself have the early stages of dementia.

For now, my condition is hardly noticeable and barely affects me. I'm still able to learn the new sequence dancing routines which are an important part of the lives of my husband and I. What scares me most, though about my diagnosis, is in the future no longer being able to jump the bus on my own to get out and about independently, or to efficiently run our household.

I welcome the Knowsley Dementia-Friendly Strategy whole heartedly. My volunteer training has provided me with an understanding of this condition, and the ways in which people living with dementia can be supported and encouraged to remain engaged with the communities and daily routines they are familiar with. If more businesses, communities, and individuals have a greater awareness of these issues as a result of the Strategy, that will be a great achievement.



**Evelyn Sharples**  
Kirkby resident

I am delighted to present Knowsley's Dementia Friendly Strategy for 2018-2020, which sets out what we will focus on over the next two years in order to achieve our collective vision to work towards being a dementia friendly borough by 2020.

As people live longer there are likely to be more people living with dementia in our communities. Through making small changes we can make big differences so that people living with dementia and their carers and families are able to live well.

People living with dementia, their carers and their families are at the heart of this strategy and the priorities have been based on what matters most to them. We know that ultimately, people with dementia would like to remain at home for as long as possible and still do the things they enjoyed before receiving a diagnosis of dementia. This strategy gives everyone, from residents, the council and health providers, to local shops and the third sector, an opportunity to help make this a reality for people with dementia and work towards making Knowsley a dementia-friendly borough.

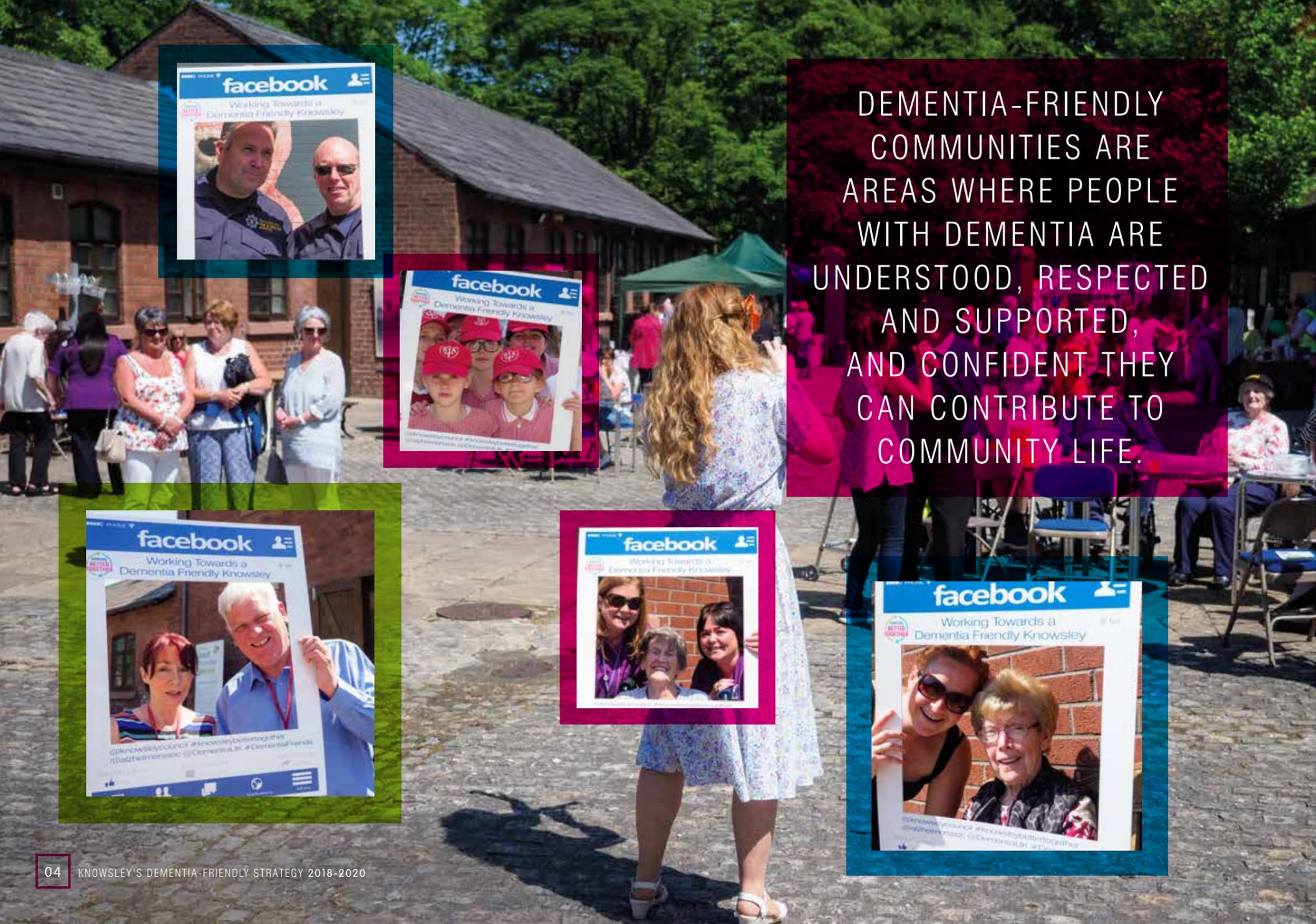


**Councillor Sean Donnelly**  
Cabinet Member for Health and Social Care and  
Deputy Leader of Knowsley Council



## DID YOU KNOW?

THE NUMBER OF PEOPLE LIVING WITH DEMENTIA WORLDWIDE IS CURRENTLY ESTIMATED AT 47 MILLION AND IS PROJECTED TO INCREASE TO 75 MILLION BY 2030. THE NUMBER OF CASES OF DEMENTIA ARE ESTIMATED TO ALMOST TRIPLE BY 2050.



DEMENTIA-FRIENDLY COMMUNITIES ARE AREAS WHERE PEOPLE WITH DEMENTIA ARE UNDERSTOOD, RESPECTED AND SUPPORTED, AND CONFIDENT THEY CAN CONTRIBUTE TO COMMUNITY LIFE.



## INTRODUCTION

The prevalence and impact of dementia continues to grow both locally and nationally. We need to make sure that our local communities in Knowsley are set up in a way that supports our residents who are living with dementia and their families and carers, ensuring that they feel understood and included, and that they are able to contribute to community life and live fulfilled and happy lives. In Knowsley we are committed to work towards becoming a dementia-friendly Borough by 2020.

This strategy sets out how we will achieve this by working in partnership with our key stakeholders, including those who are living with dementia, their families and their carers. It sets out Knowsley's collective vision and ambitions to work towards becoming a dementia-friendly Borough by 2020 in line with the Prime Minister's challenge on dementia 2020.

At the heart of this strategy are the voices and experiences of residents in Knowsley who have dementia, as well as their families and carers and they will play an important role in its successful delivery and implementation. It is important that as a partnership we work over the next two years to implement the key aspirations of the PM's challenge on dementia as well as our own local vision and priorities in order to work towards making Knowsley a truly dementia-friendly Borough by 2020.

A Strategy Development group has been established to drive the development and delivery of this strategy. The Partnership is made up of Merseyside Police; Knowsley's Clinical Commissioning Group (CCG); Knowsley Chamber of Commerce; Merseytravel; First Ark, Healthwatch, Merseyside Fire and Rescue, Knowsley Community and Voluntary Services (KCVS), Knowsley Council and Sight and Mind.

### What is dementia?

The term 'dementia' describes a set of symptoms which include loss of memory, mood changes, and problems with communication and reasoning. These symptoms tend to become more severe over time and impact on a person's functional ability and their activities of daily living. Whilst the causes of dementia remain unclear and there are a number of risk factors that can increase the risk of an individual developing the condition, such as genetics, medical conditions and lifestyle choices, age is the strongest known risk factor. Therefore with an ageing population, both nationally and locally, the number of people living with dementia is set to increase significantly globally, nationally and locally. The Alzheimer's Society project that by 2025 there will be over one million people in the UK with the condition and that around one in three people born today will develop dementia in the future.<sup>1</sup>

There are many diseases that result in dementia. The causes of some of the most common types of dementia include Alzheimer's disease; Vascular dementia; mixed dementia (alzheimer's and vascular); dementia with Lewy bodies and Parkinsons dementia.

There is no certain way to prevent all types of dementia however maintaining a healthy lifestyle can help lower the risk of developing it as people become older. Ensuring a good diet, regular physical exercise and avoiding smoking and excessive alcohol consumption are known to be helpful in reducing the risk of developing dementia.

<sup>1</sup> Office of Health Economics (research commissioned by the Alzheimer's Society)

## Dementia in Knowsley

In Knowsley it is estimated that in total around 1,700 residents across the Borough have dementia, with the majority aged 65 and over. However the rate of dementia in Knowsley is set to jump significantly and in line with the predicted increase in adults aged 65 and over living in the Borough. Projections estimate that the number of people aged 65 and over with dementia across the Borough will rise by 33% between now and 2030. Whilst age is recognised as one of the leading risk factors for dementia, it is also important to consider the wider health determinants that are known to have an impact on dementia and the possibility that these too may contribute to local dementia prevalence. Local health data reflects that in Knowsley there is a higher rate of all conditions and lifestyle risk factors that can have an impact on developing dementia; for example on average there are more people in Knowsley who are smokers and more people with heart disease than the rest of the country. This is somewhat typical and reflective of the higher than average deprivation within the Borough; Knowsley has the second highest proportions of neighbourhoods among the most deprived in England.

<sup>2</sup> English Indices of Deprivation 2015.

### DID YOU KNOW?

ONE IN THREE PEOPLE  
BORN TODAY WILL  
DEVELOP DEMENTIA  
IN THE FUTURE

### DID YOU KNOW?

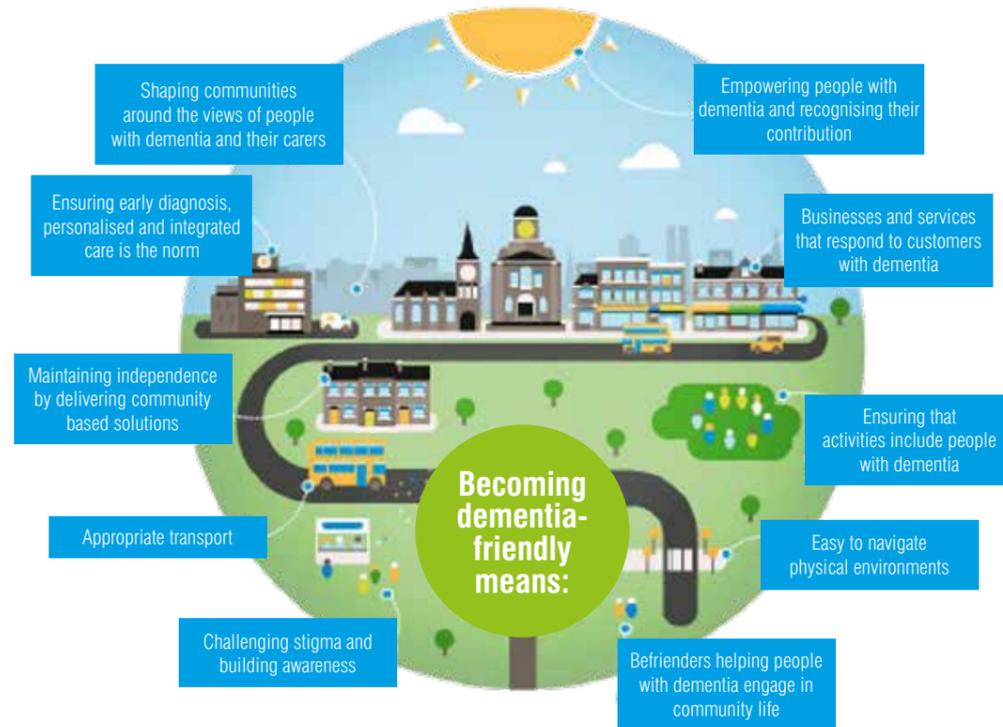
NUMBER OF PEOPLE  
65+ IN KNOWSLEY WITH  
DEMENTIA WILL INCREASE  
BY ONE THIRD BY 2030

### DID YOU KNOW?

THIRD OF DEMENTIA  
CASES MAY BE  
PREVENTABLE

# DEMENTIA - FRIENDLY COMMUNITIES

**Empowering people with dementia to have high aspirations, confidence and know they can contribute**



Source: Alzheimer's Society

## What it means to be dementia friendly?

Dementia-friendly communities are areas where people living with dementia are understood, respected and supported, and confident they can contribute to community life. The aim of dementia-friendly communities is to improve the quality of life for people with dementia wherever they live. In a dementia-friendly community people are aware of and understand dementia, and people with dementia feel included and involved, and have choice and control over their day-to-day lives. As the number and needs of those with dementia increases, we need to make sure that we create conditions for our local communities across the Borough that better support people with dementia.

A dementia-friendly community is made up of individuals, businesses, organisations, services, and communities that support the needs of people with dementia. Everyone, from the council and health providers, to local shops and the third sector have a responsibility to help make Knowsley a dementia-friendly Borough, ensuring that our local residents with dementia and their families feel engaged and valued.

# NATIONAL POLICY

## The Prime Minister's challenge on dementia 2020

This strategy forms part of Knowsley's response to the Prime Minister's Challenge on Dementia 2020 which was published in recognition of the expected increase in the number of people with dementia. The vision of the Prime Minister's challenge is to be the best country in world for dementia care and research into dementia and other diseases that affect the brain.

It sets out a number of key aspirations to achieve this vision, which seek to create a society where every person with dementia, and their carers and families, receive relevant advice and support and high quality, compassionate care from diagnosis through to end of life care by 2020. These key aspirations are focused on increasing awareness of dementia; timely diagnosis and ensuring meaningful care and support in line with NICE quality standards. Whilst Knowsley has already started to implement some of these aspirations we know we need to continue to build on this further in order to become a dementia-friendly Borough by 2020.

## The New Deal on Dementia - Alzheimer's Society Strategy 2017-2022

In line with the Prime Minister's Challenge, the Alzheimer's Society has published their strategy for dementia which sets out their approach to create a society where those with dementia are supported and able to live in their community. The strategy outlines how this will be achieved through three new deals for dementia which will help to shape and inform Knowsley's Dementia-Friendly Strategy: the new deal on support; the new deal on society; and the new deal on research.

## Alzheimer's Society – A code of practice for dementia-friendly communities

The Alzheimer's Society has been supporting communities across the country to become dementia-friendly. To help direct this work, they have published a code of practice for dementia-friendly communities which sets out detailed guidance and structure for communities around what 'dementia-friendly' looks like and what the key areas for action are. This code of practice will help to inform and shape the actions that the partnership will implement in order to ensure Knowsley is a dementia-friendly Borough by 2020.

## Dementia Training Standards Framework

There has recently been a review of the original 'Dementia Core Skills Education and Training Framework', led by the original project partners; Skills for Health, Health Education England and Skills for Care. The framework is designed to help organisations and individuals in health, social care or housing to ensure quality and consistency in dementia education and training and will continue to contribute towards the provision of high quality services and ensure personalised care and support for people living with dementia. The updated framework will influence and support the delivery of the priorities and key actions within this strategy and can be accessed via the following link [www.hee.nhs.uk/our-work/dementia-awareness/core-skills](http://www.hee.nhs.uk/our-work/dementia-awareness/core-skills)



### Local and regional policy

Locally this strategy will support and complement Knowsley's Adult Social Care Transformation Strategy 2017-2020. In particular, it will be aligned to those priorities in the strategy which relate to prevention and early intervention and pathways to independence, as well as the strategy's overall aim to ensure that people feel safe and are able to live independently for longer. Knowsley's Dementia Friendly Strategy will also support the delivery of the Borough's key strategic transformation plan for health 'Knowsley Health and Social Care Transformation Programme' and its overall vision which is focused on the importance of person centred care provided at an appropriate time and place, and the role of the community in staying healthy.

This strategy will also help to support the delivery of Knowsley's Joint Health and Wellbeing Strategy 2016 – 2020 and in particular its priority around promoting emotional wellbeing and mental health. Given the impact of dementia on Knowsley's carers, this strategy will also help to support and deliver the priorities within Knowsley's Carer's Strategy 2017 – 2019. The Extra Care Sufficiency Strategy 2016 - 2040 also sets out clearly the need for more extra care housing schemes to support people living with dementia. This strategy will also be aligned to and help to support Knowsley's older people's strategy 2018 - 2021.

### Knowsley Better Together

Knowsley Better Together is a way of working that has helped to develop this strategy and will also be instrumental to its delivery. Knowsley Better Together has been developed to better deliver local services and achieve shared outcomes. It focuses on enabling more joined up working with partners and residents and using resources more wisely.

In line with Better Together, this strategy has been co-produced with people who have dementia in Knowsley, as well as their carers and family members, in order to help shape the priorities and actions within this strategy. We will continue to work in partnership with our residents with dementia and their families and carers in order to ensure the key priorities and actions are successfully delivered and meet their needs.





**DID YOU KNOW?**

IT'S POSSIBLE TO LIVE AN  
INDEPENDENT AND ACTIVE LIFE  
WITH DEMENTIA - THERE ARE  
MANY PEOPLE IN THE UK AND  
ACROSS THE WORLD WHO ARE  
FACING DEMENTIA HEAD ON

## Liverpool City Region Dementia-Friendly City Region Pledge

During a Combined Authority's Health Summit that took place in February 2018, all six local authorities that make up the Liverpool City Region (LCR) alongside Metro Mayor Steve Rotheram, agreed a pledge to work towards being the first dementia-friendly City Region. This means working with the public, private and voluntary sector to shape our society around the needs of people with dementia. The demographic profile across the Liverpool City Region is changing and we need to ensure that local services and communities change with it. The ten commitments that make up the pledge support the priorities and actions that will be delivered as part of this strategy.



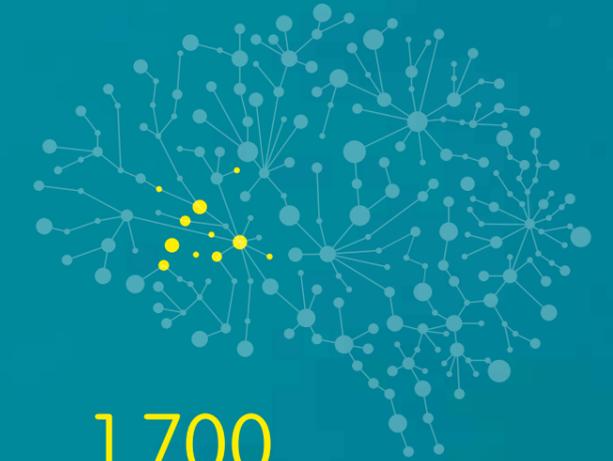
1. Commit to having lead **Dementia Champions** identified within their organisations.
2. Form and be enthusiastic members of **Local Dementia Action Alliances** (LDAA) to help transform the lives of people with dementia and those that care for them; and bring about a society-wide response to dementia through member action.
3. **Work collaboratively with service user forums and advocacy groups** to take action on issues identified as a priority by service user reference forums for dementia and engaging with service user advocacy groups as part of this process.
4. **Engage with voluntary, community and faith organisations and the business community** to mobilise the social capital within the local economy, to connect communities and ensure communities are working together towards the same aims.
5. **Promote dementia awareness and understanding** to address the stigma of dementia through LCR wide awareness campaigns and local community events and information sessions.
6. **Provide Timely information and advice** to ensure that people across LCR living with dementia and their carers are provided with appropriate information, at the right time, and have access to ongoing support to navigate the 'dementia journey'.
7. Embed a collective commitment to train and develop a **Skilled Workforce** across LCR councils and partner organisations to support people living with dementia and their carers.
8. Share best practice, knowledge and understanding of current themes affecting dementia services across LCR to **Drive continuous improvement in local services and facilities**.
9. Work with partners to ensure people living with dementia and their carers have **Access to early assessment and diagnosis** so that treatment and support can be initiated as soon as possible, to enable people living with dementia to maintain a good quality of life.
10. Listen; where individuals and their carers have told us that our systems don't work, we will work with our partners to provide **Local Integrated Services** that offer seamless, wrap around support, built around people not organisations.



## LOCAL STRENGTHS

Across the Borough there are currently around 1,700 people living with dementia. Of these around 110 people with the most complex care needs are living in a nursing or residential care home. This means that in Knowsley the majority of people with dementia are continuing to live in the community. That is why it is important that the right provisions are in place to support these people to remain in the community, and ensure that our community based settings are set up in a way that will continue be inclusive and support residents who have dementia and their needs in the future.

There are already a range of services and good practice across the Borough that currently support people with dementia, and their carers, to remain in their communities; some of these are discussed overleaf:



**1,700**  
people living with dementia

**110**  
people with the most complex care needs are living in a nursing or residential care home



Knowsley's Live Well online Directory is now live and provides a range of information and advice on dementia support across the Borough.



There are currently more than 11,000 Dementia Friends in Knowsley already, who are making small changes to help those with dementia and their carers.



Respite provision in the community to support people with dementia and their carers



There are several peer support groups facilitated by Alzheimer's Society and Knowsley Carers Centre as well as user led groups (such as Prescot and Kirkby Caring Companions) to provide support and help connect people in similar situations.



There are now six Extra Care Housing Schemes in Knowsley which offer people in their own home (rented or shared ownership) a care provider onsite 24 hours a day to help meet their care needs with plans to build several more. Whilst all schemes are designed to be dementia-friendly environments, Crawford Gardens has a number of specialist apartments that have been adapted to meet the needs of people with more advanced dementia. These include simple but effective alterations to promote people's independence and help them stay at home for longer.



Knowsley CCG commission a range of community health services with North West Boroughs Healthcare NHS Trust that support people with dementia. These include:

- The Later Life And Memory Service (LLAMS) Memory Clinic which provides help with memory problems and dementia, including looking at methods of providing memory support and arranging access to services such as home care or activity visits.
- Community Mental Health Teams (CMHT) – providing support for mental health illnesses including dementia in an individual's own home.
- Knowsley's Admiral Nurses have a positive impact on those living with dementia. These are specialist dementia nurses who provide expert practical, clinical and emotional support to families and look at environmental interventions that can be implemented to improve outcomes. The service informs those with dementia and their carers of what to expect so that they are better prepared and their aim is to help improve the health and wellbeing of both carers and people with dementia.
- Accident and Emergency Department (A&E) Liaison Team - can assess mental wellbeing if an individual attends their local A&E department and has a mental health problem.



A dementia-friendly toolkit for Cheshire and Merseyside has been developed to assist dental practices in improving the experience of attending for dental appointments, which may cause anxiety for people with dementia. The toolkit gives advice to dental practices on understanding dementia and the simple adjustments that can be made to reduce anxiety around dental care.



In Knowsley there are currently 9 specialist dementia care homes - to support these care homes to provide effective care Knowsley CCG commission a Care Home Liaison Team. This team consists of two specialist nurses with expertise in dementia that provide advice, support and training to care homes to support older people, including people with dementia.

# THE POLLINATORS!

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## What is pollination?

This is the process by which pollen is transferred from one flower to another, allowing flowers to become fertilised and able to produce seeds and fruits. The majority of plants require insects and sometimes other animals to carry the pollen.

Flowers attract insects by providing them with two rich sources of food – nectar and pollen. Nectar contains sugars and provides insects with an energy source, whilst pollen grains contain proteins and oils.

Hoverflies are great pollinators and many have aphid predator larvae

One out of every three mouthfuls of food depend on pollination



## Why does it matter?

It has been estimated that the value of insect-pollinated fruits and vegetables grown in the UK is about £220 million a year. Insect pollination is a vital component of our biodiversity.

## Who are the pollinators?

Pollen and nectar provide the complete diet for both adult bees and their larvae. Other insects, such as various flies, beetles, wasps, butterflies and moths visit flowers to feed on pollen and nectar. Some predatory insects visit flowers to feed on other insects attracted to the blooms. All are capable of picking up pollen on their bodies and bringing about pollination when they move to other flowers of the same plant.

One out of every three mouthfuls of food depend on pollination



## Plant wildflowers!

Viper's Bugloss  
Greater Stitchwort  
Field Scabious  
Our website  
advice; or  
seeds here

## Create a shelter

Shelter is vital for bees and butterflies. A wall container over by the...

## Year round

Pollinators need shelter all year round so think about shrubs and plants for winter.

## Provide water

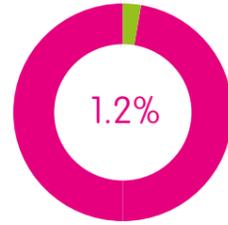
Water is vital for bees and butterflies and something not to forget about in their gardens. You'll need a container with shallow edges so they can easily sit at the sides and...

## Mix it up!

Pollinators need lots of different types of nectar to boost their immune systems - so think about growing a wide range of plants across a longer season, which will attract different types of insects.

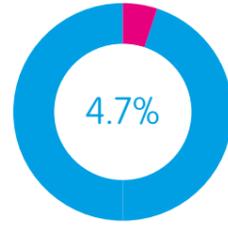
1.2%

of the total population in Knowsley have a recorded diagnosis of dementia, the same prevalence rate as the national average (2017).



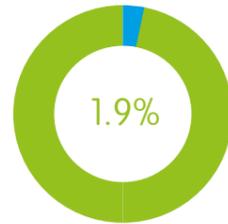
4.7%

of adults 65+ have dementia in Knowsley, higher than the national average of 4.3% (2017).



1.9%

of adults aged 30-64 have early onset dementia, the same as the national prevalence. (2017)



75.1%

Estimated diagnosis rate of dementia compared to England average of 66.% (2017).



110

people with support with Memory and Cognition are in a nursing or residential care home



The number of people aged 65+ in Knowsley living with dementia will increase by

33%

by 2030; lower than projections for the national average at 47%.



11,000

Dementia Friends and

43

Dementia Friend Champions in Knowsley



5,173



people aged 65+ with a mention of dementia per 100,000 population emergency admission to hospital compared to 3,482 nationally.

## RISK FACTORS FOR DEMENTIA



20.5% smoking prevalence in Knowsley compared to 15.5% across England (2016)

Recorded Hypertension 15.1% in Knowsley compared to 13.8% across England (2015/16)

Diabetes 7.3% of 17+ pop in Knowsley compared to 6.5% across England. (2015/16)

69.1% adults classed as being overweight / obese compared to 61.3% In England (2015/16)

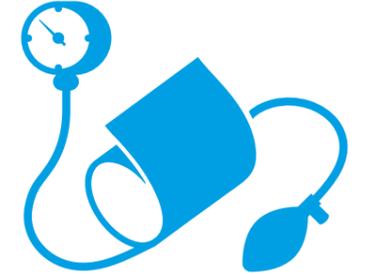
There are currently 681 people with a learning disability in service

4.3% Coronary Heart Disease (CHD) prevalence in Knowsley compared to 3.2% in England (2015/16)

Health life expectancy (number of years of full health) male - 59.1 years compared to 63.4 England, female - 59 compared to 64.1 England

Life expectancy male - 76.8 years compared to 79.5 England

Life expectancy female - 80.4 years compared to 83.1 England



## VISION

### “Working towards being Dementia-Friendly by 2020”

This strategy sets out the vision and outcomes we want for those living with dementia in Knowsley and their families and carers and the priorities that will help us achieve these. We have based our local priorities on what matters to people living with dementia and their carers in Knowsley, as well as the Alzheimer’s Society’s interpretation of what being a dementia-friendly community means and what provisions should be in place. The five priorities that have been identified locally are all of equal importance and will each play an important part in Knowsley becoming a dementia-friendly Borough. We recognise that our priorities cannot be delivered by individual organisations alone and we are committed to working together as a partnership to deliver on these priorities and achieve our vision and outcomes for people with dementia in Knowsley.

In supporting this vision, we have set out a number of long term outcomes that we want to achieve as part of our commitment to people with dementia in Knowsley:

1. People with dementia and their carers and families will feel understood.
2. People with dementia will be able to remain living within their own home and in their own community.
3. People with dementia and their carers will feel included and listened to and will be fully involved in decision-making.
4. People with dementia and their carers will know how and where to access support in their community.
5. People with dementia will receive a timely diagnosis and personalised and holistic support following diagnosis.

## PRIORITIES

CHALLENGE  
STIGMA AND BUILD  
AWARENESS

ENSURE THAT OUR COMMUNITIES  
ARE COMMITTED TO SUPPORTING  
PEOPLE WITH DEMENTIA TO  
ENGAGE AND LIVE WELL IN THEIR  
COMMUNITY

EMPOWER PEOPLE  
WITH DEMENTIA  
TO HAVE A VOICE  
IN SHAPING THEIR  
COMMUNITY

PROVIDE COMMUNITY  
BASED SOLUTIONS  
THAT HELP  
TO MAINTAIN  
INDEPENDENCE

ENSURE EARLY  
DIAGNOSIS,  
PERSONALISED AND  
INTEGRATED CARE

## Knowsley Better Together Principles

Fundamental to the delivery of this Strategy will be Knowsley’s Better Together principles which underpin the work that we will carry out to support people with dementia, their families and their carers. These principles are:

- **Be a strong community leader and always champion Knowsley:** Connecting the council and local communities is important in terms of encouraging residents to play their part. The benefits of promoting and lobbying for Knowsley on a regional and national level are clear.
- **Build better partnerships and work with others co-operatively to improve Knowsley:** The council and its partner agencies have an opportunity to focus on where each can maximise its impact and empower residents to play active parts in their communities.
- **Listen to the community when making decisions:** Listening to the community when making decisions is essential in developing genuinely co-produced solutions. The council has a clear responsibility to do so.
- **Spend locally, invest locally and recruit locally to build social value:** The council aims to prioritise spending, investment or recruitment locally to build social value.

- **Help people to be independent, doing more for themselves and each other:** The council always aims to help people to remain independent of public services, thereby living their lives on their own terms and as an active part of the community.
- **Prevent problems occurring or stop them getting worse:** By intervening early or preventing problems occurring, the council can best enable independence, improve lives, and be more efficient with resources. This approach is best achieved in collaboration with the efforts of partner agencies and the capacity of the Borough’s communities.
- **Use the best way of delivering services that leads to improved outcomes or Knowsley:** The council will continue to look for new ways of working and alternative models of delivery which can enable outcomes for Knowsley to be improved.





# KNOWSLEY PRIORITIES

## PRIORITY ONE: Challenge stigma and build awareness

### Why is it important?

With the number of people living with dementia set to increase dramatically over the next few years, it is now more important than ever that our local communities are able to support people with dementia and their carers so that they can live as normal a life and remain independent for as long as possible. Raising the awareness of dementia and encouraging our local communities, businesses, organisations and residents to understand dementia will play an important role in achieving this and helping Knowsley to become a dementia-friendly Borough.

Key to achieving this will be making sure that the right systems are in place to equip communities with the right skills and knowledge to be able to do this. This will involve ensuring sufficient training provision and making sure that information and advice is accessible for all and promoted widely in a variety of formats.

In Knowsley we have already made significant progress in promoting dementia awareness. For example, there are currently more than 11,000 Dementia Friends in the Borough. Dementia Friends are people who understand dementia and the impact it can have, and with this understanding in mind, are encouraged to do small everyday things that help. We are also in the process of developing dementia-friendly training for all staff across the council. Whilst this is a step in the right direction, we know that we need to go further and build on this going forward so that more people who live and work in Knowsley are better able to understand dementia and support those living with the condition.

### As partners we will:

- Encourage and promote champions for dementia within the community and across the wider workforce.
- Roll out dementia awareness sessions to all staff across the partnership.
- Encourage and support all local businesses and organisations and public sector front facing organisations to take more of a role in their communities to spot the signs of dementia.
- Ensure that providers of dementia services in Knowsley become more outward focused and consider awareness raising within their local communities.
- Empower residents to recognise the signs of dementia and ensure they are supported and informed.
- Work with our children and young people in schools to make them dementia friends more aware of dementia.
- Identify and share best practice for raising awareness and understanding of dementia in the community.



“ It means understanding how someone with dementia may be feeling - it's showing kindness, empathy, and being able to guide someone so they don't feel frightened ”  
(Dementia support manager 2018)

### How we'll know if we have been successful?

- Increase in the number of Dementia Friends across the Borough.
- Increase in the number of Dementia Champions across the Borough.
- Increase in the number of people working in Knowsley trained in dementia awareness.
- The public and professionals will be more aware of dementia and will understand dementia better.

## PRIORITY TWO: Ensure that our communities are committed to supporting people with dementia to engage and live well in their community

### Why is it important?

We want to make sure that people living with dementia are able to stay in their own home and continue to live well within their community for as long as possible. Not only this, we want to make sure that they feel included and engaged in their community and are supported to live happy and fulfilled lives.

Despite a growing focus on improving dementia care and support, locally there are still major challenges facing people living with the condition and their carers. From talking to people living with dementia and their carers we know that some of these challenges relate to everyday encounters and places in the community, such as supermarkets and local shops, using public transport and other local amenities. As such, we need to make sure that our communities are committed to supporting our local residents with dementia and their carers and that they adapt in order to accommodate and meet their needs. Making sure that the physical environments in our communities are easy to navigate, that appropriate transport and travel provision is in place and that local businesses and services are committed to responding to the needs of people living with dementia and their carers will be essential.

Ensuring that people living with dementia and their carers have access to the right information and advice will play an important part in allowing them to engage and participate in community life and activities. We therefore need to make sure that information and advice is clear and easily accessible for people with dementia and their carers so that they can access community services independently.

### As partners we will:

- Encourage providers of dementia services in Knowsley to review their practical arrangements to ensure that they are dementia-friendly.
- Facilitate the development of a Dementia Action Alliance (DAA)
- Improve access to information and advice for people living with dementia and their carers.
- Ensure more use is made of community groups to share information and strengthen the messages.
- Encourage all public transport providers and services to take up training in hidden disabilities.
- Review signage across the Borough to ensure that it is dementia-friendly.
- Work alongside local shops and supermarkets to ensure that they are dementia-friendly.

“ People are included and able to take part in activities outside, within the home. Public areas, services are adapted ”  
(Knowsley resident 2018)

### How we'll know if we have been successful?

- More people living with dementia will be able to access and use public transport.
- Increase in the number of shops that are dementia-friendly retailers.
- People with dementia and their families and carers will know what services are available and how to access them.
- Increase in the number of public transport staff trained in hidden disabilities.

## PRIORITY THREE: Empower people with dementia to have a voice in shaping their community

### Why is it important?

The voices of people living with dementia and their carers should be at the heart of the services and support that they receive. Finding out what people want and need is vital to ensure that their needs are met and that they feel fully supported. Not only that, but their individual insights and views provide first-hand experience of the everyday challenges that they face. This insight will be essential in informing the creation of a dementia friendly borough that addresses the challenges that they face.

That is why it is important that we enable and empower residents living with dementia to have a voice and say in shaping their community and the support that they receive. We must ensure that we work in co-production with them as well as their carers to help shape and design services and support so that they have choice and control over the decisions and services that affect them. The perspectives of people with dementia and their carers may differ so ensuring that both people living with dementia and carers are listened to ensures both viewpoints are heard and included.

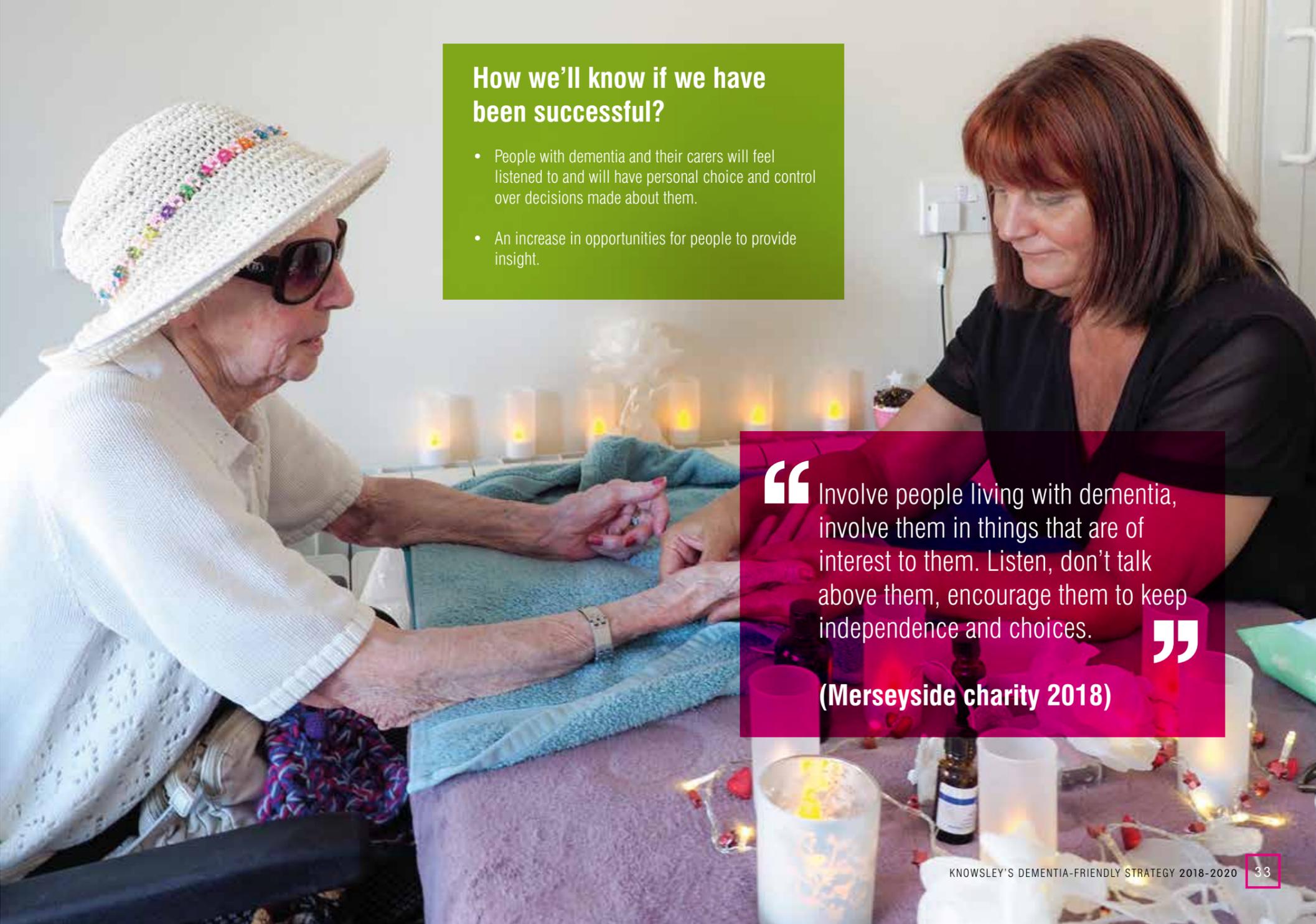
As a partnership, we need to work together to identify the best ways in which service users feel supported and enabled to make their feelings known, making sure that engagement processes are as accessible as possible.

### As partners we will:

- Work in co-production with people living with dementia and their carers to explore and identify best practice on engagement techniques.
- Ensure opportunities to provide insight / feedback etc. are properly promoted and communicated within the community.
- Ensure people living with dementia and their carers and families are included in decision making in regards to care packages and reviews.

### How we'll know if we have been successful?

- People with dementia and their carers will feel listened to and will have personal choice and control over decisions made about them.
- An increase in opportunities for people to provide insight.



“Involve people living with dementia, involve them in things that are of interest to them. Listen, don't talk above them, encourage them to keep independence and choices.”  
(Merseyside charity 2018)

## PRIORITY FOUR: Provide community based solutions that help to maintain independence

### Why is it important?

It has been recognised that most people now being diagnosed with dementia will not need or want specialist acute services at the time they are diagnosed; they want to remain part of their communities. However, we know that in Knowsley more people living with dementia experience emergency hospital admissions and are more likely to use inpatient hospital services compared to the national average. That's why, where possible, we want to keep people out of acute care and support them to live at home for as long as possible so that they are able to retain links with familiar surroundings and networks and maintain their independence. In maintaining independence, people can continue to engage in their communities and everyday activities, which in turn contributes to maintaining their health and wellbeing.

As part of this, we need to ensure that a range of different community based options for people living with dementia are available, maintained and promoted so that people with dementia, their carers and their families have more choice over the support that they access. This will help to prevent or delay the need for more traditional statutory care services, which will ultimately help people to remain as independent as possible and living within their own home.

Through the Community Assets work that has been ongoing in Knowsley since the introduction of Knowsley's Transforming Adult Social Care plan for 2017-2020, a number of local initiatives have been developed that focus on building community capacity to ensure that a broad range of community services are available offering alternative options for care and support. It is important that as a partnership we continue to build on this work and use the strengths of our local residents and communities to provide better support options for people with dementia.

### As partners we will:

- Enhance the role of preventative services such as Day Services and other venues and ensure that these are considered as part of a pathway approach for people living with dementia and their carers.
- Linking in with Live Well Knowsley to ensure that dementia services and opportunities in the community are well promoted to people with dementia and their carers.
- Work with community providers to maximise community provision as identified in the Community Assets Programme as a tool to support people living with dementia and their carers.



“ The ageing population and more people living with dementia means there is an urgent need for us to provide better care in the community. ”

**(Relative of resident with dementia 2018)**

### How we'll know if we have been successful?

- Reduction in the number of avoidable hospital admissions for dementia across the Borough.
- Increase in the number of opportunities and services for people with dementia and their carers to access in the community.
- Reduction in the number of admissions into long term residential or nursing care across the Borough.
- People with dementia and their carers will know what services are available and how to access them

## PRIORITY FIVE: Ensure early diagnosis, personalised and integrated care

### Why is it important?

Encouraging people to visit their GP as soon as symptoms arise is vital in order to make sure that they receive timely, appropriate and robust assessment and diagnosis. However many cases of dementia can go un-noticed because people can sometimes see the signs and symptoms as merely 'old age' or because of the stigma associated with dementia, and can be reluctant to seek help at an early stage. In Knowsley around three quarters of people aged 65 and over estimated to be living with dementia have received a formal diagnosis; whilst this is more than the national (which is around two thirds) which is a positive, there remains a significant proportion of people predicted to be living with the condition whose needs have not been identified let alone met. Whilst improving the awareness of dementia in Knowsley will potentially encourage people to access support, as a partnership we need to encourage more people to actively seek support earlier and promote the benefits to increase up-take.

Following diagnosis we need to ensure that people living with dementia and their carers receive seamless and holistic support offer and that the right information and support is provided by the right people and at the right time. However, locally we know that some people can struggle to navigate the system and are unsure of what support services are available to them following diagnosis. We must therefore focus on providing better post-diagnostic support, ensuring that this is personalised and tailored to the individual so that their needs are properly met.

Whilst it is most common to develop dementia in old age, early onset dementia can effect people of working age, usually between 30 and 65 years old. People with learning disabilities or Down's Syndrome are particularly vulnerable to developing early onset of dementia. We therefore need to ensure that people of all ages not just those aged 65 and over are made aware of the risks of developing dementia and that particularly vulnerable groups are made aware of the links and receive regular health checks so that any early signs can be identified sooner.

### As partners we will:

- Ensure that all service providers and partners are aware of and sign post people to dementia support available in the Borough and strong links are developed between provision to encourage and enable effective pathways of support.
- Ensure that advocacy and access to advocacy services will be included as part of the post diagnosis support.
- Ensure people with dementia and their carers and families are included in decision making in regards to care packages and reviews.
- Linking in with Live Well Knowsley, make sure that dementia services and opportunities in the community are well promoted to people with dementia and their carers.
- Commit to the delivery of integrated care to ensure individuals and their carers receive holistic care focused around their health and social care needs.

### How we'll know if we have been successful?

- An increased number of people seeking early diagnosis.
- All people with dementia will have access to care that gives them:
  - o An early, high quality specialise assessment
  - o An accurate diagnosis which is explained in a sensitive way to the person with dementia and their carers
  - o Treatment, care and support as needed after the diagnosis
- Increase in the number of people vulnerable to early onset dementia receiving regular health checks



“Currently you are given a diagnosis and left to your own devices”  
(Knowsley carer 2018)

## HOW WE WILL DELIVER THIS STRATEGY

Knowsley's Dementia-Friendly Strategy 2018-2020 will be owned and delivered by Knowsley's Dementia-Friendly Strategy Development Group.

This will link into other governance and delivery structures for the strategy such as Knowsley's Better Together Board. This will ensure that the delivery of this strategy is co-ordinated and complements the wider agenda of supporting positive outcomes for people with dementia and their families and / or carers.

To deliver this strategy, each of the organisations represented on Knowsley's Dementia-Friendly Strategy Development Group will develop their own action plans based on the priorities and key actions within this strategy. Progress on these action plans will be monitored and reported to Knowsley's Better Together Board. This will ensure that Knowsley continues to meet the obligations under the Prime Minister's dementia challenge as well as improving outcomes and quality of life for residents with dementia, their carers and families.