

Dementia Action Alliance North West

Issue 3 – August 2016

Wigan Celebration Day

Wigan DAA held a Celebration event in May, Liz Fisher the DAA Chair said it was fantastic to see so many people together in one room all working to make Wigan more dementia friendly. Each member received a plaque from the DAA to proudly display.



Wigan DAA members

A few members of Atherton's Dementia Café and Good Deeds Trust took part in the filming of a documentary about what it is like to live with dementia, if you have time please watch it, it's great.

<https://m.youtube.com/watch?v=1HkxjljR4Q>

New Hyndburn Chair

Rachel and the group in Hyndburn are proud to welcome a new chair, Mike, who is husband and carer of a lady living with Dementia who is resident in a care home. Mike has great experience in getting things done—being involved in a hospital project for people living with dementia accessing A&E and in devising a balcony sensory garden at his wife's care home. We are really pleased to have Mike leading the mission in Hyndburn.

Written by Rachel Watkin, Hyndburn DAA

Traa dy Liooar Checkout

A gentleman living with dementia and his carer opened the 'Traa dy Liooar' checkout in Tesco on the Isle of Man in June.

'Traa dy Liooar' is a popular Manx phrase meaning 'there's time enough' and fits in perfectly with the aim of the checkout. The store's community champion approached the Alzheimer's Society office with the idea to do make the adaptations temporarily but are now keen to keep it permanently.

The initiative has received over 18,000 likes on Facebook—not bad for an island population of approx. 87,000!



Pendle Dementia Directory

Pendle DAA have recently produced a Dementia Directory to capture all the main local support services/ activities for those living with dementia in one place. This includes where to go to for advice and information, health and social care services and opportunities for carers to take a break. It was developed in response to people feeling overwhelmed by the plethora of information available and the need to have one point of contact for signposting. The directory launched during Dementia Awareness Week and has already proved very popular with both individuals and organisations.

Written by Gill Dickson Pendle DAA

Sefton DAA Launch



Kevin Thorne (CCG), Kim Crowe (DAA Chair),

Sefton DAA officially launched on 18th May 2016 with a public event for existing and prospective members, opened by the Mayor of Sefton on his first day of office.

The event included talks from people living with and caring for someone with dementia, a market place of information from DAA members and a Dementia Friends session. There was a great atmosphere on the day with lots of interest and new members joining. We also had a surprise visitor as Professor Alistair Burns dropped in to see what we were doing and added his support to our efforts.

To date we have over 30 members with new organisations joining each week. The next challenge is to ensure that we involve people living with dementia and their families in everything that we do and to continue to grow the alliance.

We are now registered on the Dementia Friendly Communities recognition process and hope that this will encourage more members to join us.

Kim Crowe, Chair Sefton DAA

Improving Hospital Care

Central Manchester University Trust has introduced a new four year strategy for dementia care focusing on 6 key areas; education and training, patient experience, environments, carer support, raising standards of care and improving communication. The Trust has also introduced “John’s Campaign” promoting flexible visiting for carers of people with dementia and the training resource “Barbara’s Story” to promote person-centred care. Activities are also now available to help staff and visitors reassure and distract patients and the introduction of a “Pets as Therapy dog” has been a great success on key wards.

As part of Dementia awareness week CMUHT held a number of events across both the Trafford and Central sites. The new strategy for dementia care was launched and the proceedings opened by Chief Nurse Mrs Cheryl Lenney. Both events were extremely well attended and provided opportunity for both staff and patients/carers to see the wide range of resources available within the trust for dementia care.

Blackpool DAA

Blackpool DAA has been focusing on raising awareness of dementia with local children and young people. In partnership with the Blackpool Boys and Girls club Marcus Beasley from the DAA delivered a Dementia Friends session for 30 Young People and Staff recently, it was a lively session with lots of actions suggested by the children.



The alliance is also working closely with more local partners to make sure dementia friendly communities is at the forefront of other initiatives in the town —such as Public Health and the ‘Healthy Town’ model, Blackpool CCG and Blackpool Victoria Hospital.

East Lancs Railway Journeys

Written by Brian Topping, Chair of Dementia Friendly Rossendale, dementia.rossendale@gmail.com

Each year, Dementia Awareness Week seems to bring an increased intensity but there's a straightforward philosophy to be maintained – keep it simple and use your community assets.

When thinking up something unique for Rossendale, an East Lancashire Railway steam train passed me and at that moment the idea was born. It took me to boyhood memories and a desire to recreate the same for others. Through discussions with Laura Roberts at DAA Bury and East Lancs Railway, one of our great collaborative activities was organised and delivered.



We secured 3 trips across 3 days and accommodated 192 people affected by dementia and their carers. With a team of volunteers from our communities each trip set off on a return journey from Bury to Rawtenstall (approx. 80 mins each way) and what a wonderful day! The generosity of our communities was exemplified through a local catering group (Delicious) providing free on-board lunches and local businesses and groups donating sponsorship to cover most of the cost. The Mayors of both towns joined with us on the last day and said they thoroughly enjoyed the experience.

But we steadfastly kept this whole idea simple – a reminiscence journey through local countryside on a steam train. No organised entertainment (not enough room!), no promoting ideas, campaigns, education nor information interference – just sit back and enjoy. And it worked, it was a phenomenal success.



I want to record my thanks to ELR for the way they supported all that we did but I also want to single out Laura Roberts (DAA Bury) and Fiona Davison (Alzheimer's Society) for the way they equally shared carrying the idea with me. **One final view from a husband (carer) who had brought his wife who is living with dementia; he thanked us for organising the event but said that he would never have thought to take his wife on something like this. It opened his eyes to the art of the possible.**

Cheshire East DAA

In Cheshire East, we have been looking at the transport work done in York to help us with a similar project. As we already have a number of key organisations in the Alliance including Virgin Trains West Coast at Crewe Station and D&G Buses we have put together a group to raise dementia awareness across the whole transport sector in Cheshire East. We really need to support some of our more rural areas and harder to reach groups but need help with this, so we have asked other alliances for guidance. It's early days but lots of enthusiasm from our existing and prospective Alliance members. We like a challenge!!

Written by Sara Rathbone DAA Coordinator Cheshire East

DAA Dementia
Action Alliance
North West

Mancunian Arts



The Martin Harris Centre was proud to support Dementia Awareness Week as part of our pledge to become a dementia-friendly arts venue. A further 11 Dementia Friends were created in a session led by the centre's Arts Administration Officer Alex Shaw, bringing our current Dementia Friends total to 31 (all made between March and May 2016). Over the summer we will continue to investigate how we can make our environment and events programme more inclusive of people with dementia; and we look forward to making more Dementia Friends in the new academic year. #DAW2016

Written by Alex Shaw, The Martin Harris Centre

St Helens DAA

Since re-forming in 2015 St Helens DAA have really promoted dementia awareness in the town and are proud to share that by June 2016 the target of 8000 dementia friends had been smashed, with 8200 recorded!

St Helens Council are actively leading the campaign through targeting sectors people with dementia often come into contact with—emergency services, local transport providers and local businesses.



Dignity in
Dementia

Dignity in Dementia

Are an organisation supporting dementia friendly communities across Cumbria. They provide support to people with dementia and carers, with information and training available for family carers to help them cope in their role as a carer.

Dignity in Dementia look at a person in relation to their family and friends, using a concept called 'dementia teams'. To set up a network of support and keep people connected. Their Dementia Embracing Singing Groups in Sedbergh, Ambleside and Silverdale are open groups—for the wider community to also enjoy. With the Sedbergh group singing their way through the Sedbergh DAA launch in May. For more information see their website @ www.dignityindementia.org

Liverpool DAA

held a Design for Dementia Event in dementia awareness week, focusing on key design contacts and decision makers in the city. Following success of the event the DAA are now planning a bigger and bolder event, looking nationally and internationally.

For more information, see a write up of the D4D event on the Liverpool DAA page [here](#).

Dementia friendly stay at the seaside



Wendy Lucas & Cllr Patricia Keith

The Royal Clifton Hotel, which commands a premier site in Southport has joined the growing numbers of businesses to join the Sefton DAA.

“I’m delighted to be part of this initiative,” said Wendy Lucas, sales manager at the Royal Clifton Hotel and Spa. “I have a family member with the condition and have seen first-hand how isolating it can be. I was very keen for the staff to become Dementia Friends and for us to join the Alliance. We have already looked at how to change our practice and discovered that even small changes can make a big difference. Holidaying in a hotel is an opportunity for people to get away and our aim is to ensure this experience is extended to all our visitors and consider ourselves an inclusive hotel.”

Councillor Pat Keith from Southport MP John Pugh’s office who supported the hotel to join said: “I’m delighted that the Royal Clifton is leading the way and hope other hotels follow. Southport is a tourist destination and a seaside resort. Research clearly shows the boost to peoples’ health and well-being when they spend time on the coast.

We want to break down barriers and reduce stigma, extending a welcome to everyone.”

Written by Cllr Patricia Keith, Sefton DAA

Lancashire Fire and Rescue

As part of the Prime Minister's dementia challenge, fire and rescue services across England are being invited to sign up to a pledge to improve the safety of those with dementia.



Gareth Dowling Lancs DAA Coordinator, County Councillor Mark Perks combined Fire Authority member/Aged Person Champion, Jen Burgess North West DAA project Manager, Chief Fire Officer Chris Kenny and Francesco De Molfetta Chairman of the Fire Authority.

The pledge centres around helping people affected by dementia to live safely and happily in their own homes, improving quality of life for individuals and their carers and families. Lancashire Fire and Rescue Service have shown real dedication to helping people with dementia, linking up with DAA's across Lancashire and having a number of officers become Dementia Friends Champions. LFRS have also redesigned their services to be both more accessible and useful to people affected by dementia. For example their Home Safety guides, Safe and Well Checks and a selection of stickers which are available for people to place round their homes as safety reminders. The stickers focus on key things such as switching off cookers, keeping keys near the door, plugging electric kettles into wall sockets instead of putting on the hob and stubbing out cigarettes fully.

Cheshire West DAA

West Cheshire DAA has 3 core aims:

- to bring together people and organisations with the common goal of improving the lives of people affected by dementia
- to provide opportunities to work together
- share ideas/ good practice and raise awareness to help reduce stigma and social isolation

The alliance hosted a 'Listen, Learn and Do' event at Chester Town Hall during Dementia Awareness Week, jointly hosted and presented by people affected by dementia. The focus was listening to, and learning from people with dementia and their carers, committing to do something to make a difference. Feedback from the event was extremely positive especially from listening to carers personal experiences. A video of Paul Hitchmough a musician living with dementia, singing with the Countess of Chester Choir at the event can be seen [here](#).

By signing up to the pledge fire services are committing to:

- Raising awareness of dementia among staff
- Helping ensure that families and carers are aware of the fire risks associated with the care and protection of people with dementia in their homes
- Raising awareness of home safety visits and other preventative measures
- Promoting education and information resources available
- Promoting the use of simple design measures at the construction stage of building developments
- Promoting the use of assistive technology
- Taking an active role in creating dementia

Sedbergh DAA Launch



In Dementia Awareness Week Sedbergh DAA in Cumbria launched right in the heart of the community, on Market Day, in the market!

A local singing group including people with dementia was the focal point of the event, with local organisations including Dignity in Dementia, Sedbergh Library, Sedbergh School, Alzheimer's Society, the CCG and the Police all supporting the launch. A dementia friends session was then held in the library and members of the community attended to find out how they could get involved in helping the town become more dementia friendly.

North West DAA Team News

Steve Holdsworth retired from the team so Gareth Dowling our Lancs Coordinator has taken on support of Merseyside DAA's, and Marion Coleman our Greater Manchester Coordinator is supporting Cheshire alliances. Sara Rathbone is welcomed to the team as Cheshire East DAA Coordinator.

Please send any comments, suggestions and future stories to: DAANorthWestTeam@alzheimers.org.uk

Dementia Action Alliances updates

Local DAA Members in UK : 4537

DAA's in the UK : 257

North West DAA's : 37

Upcoming Events

8th September

Wigan DAA meeting
West Cheshire DAA meeting
Dementia Friendly Rossendale

15th September

Exchange Visit Donegal and Malpas/West Cheshire

20th September

Wirral DAA meeting

22nd September

Halton DAA meeting

30th September

Keswick DAA Launch

6th October

Liverpool DAA and Danish exchange visit

North West communities recently registered on the Dementia Friendly Communities Recognition Process:

- Blackpool
- Hyndburn
- Sedbergh
- Sefton
- Bolton
- Burnley

See [here](#) for more information