

# Sevenoaks: Supporting people with Dementia





#### Sevenoaks...

- District Council in Kent
- 93% Green Belt
- 60% AONB
- Population of 115,000
- 42,000 households
- 7,000 businesses
- Affluence and deprivation

#### **SDC Health Priorities**



- Tackling the rise of obesity
- Supporting people's mental wellbeing and dementia
- Supporting older people to lead fulfilled and independent lives

### District's Action to Health



- Ensure our actions have a positive effect on public health
- To strengthen our enabling role in the health of our communities
- Lead innovation in services and their delivery
- King's Fund Report: The district council contribution to public health (2015)
- Public Health England: 'Healthy People, Healthy Places'
- Policy updates to design in health:
  - Planning Policy and Practices;
  - Housing Standards and Policy;
  - Community Infrastructure Levy;



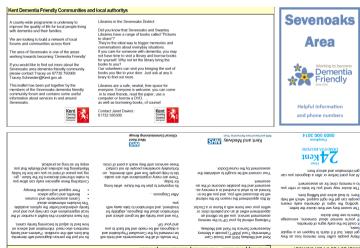
#### How it all started...

- Consultations were held by KCC across Kent to tackle the National Dementia Strategy. Interested parties volunteered to establish town Dementia Friendly Community Forums.
- Sevenoaks District Council became members of both the Sevenoaks and Swanley Forum (CCG split) from initiation.
- The Forum is made up of a range of organisations all committed to the National Dementia Declaration and sharing local information and best practice.
- Forum members include Sevenoaks District Council, Kent County Council, Home Instead Senior Care, The Good Care Group, All About Home Care, Age UK, The Alzheimer's Society.
- Our aim is to develop awareness of Dementia and promote Dementia Friendly
  activities and services to create a Dementia Friendly Community; allowing those
  living with dementia and their carers to live well and safely in the Sevenoaks Area.





- 2014 Saw the SADFC and Swanley DFC Forums established, each developed local action plans
- First multiagency dementia services and support leaflet produced: The Megafold
- Over 1,000 distributed over following 2 years including in GP surgeries, libraries, opticians, events
- Dementia Friends and other Awareness workshops held throughout the area open to the public, in businesses and voluntary groups





#### Public Insight gathering for Dementia

- In 2015 Insight activity to gather feedback from local residents
- Asked individuals living with dementia and their families.
- How information resources and support could be improved locally
- Of those who completed the survey:
  - 66% of people reported that their was a lack of information about dementia services
  - 85% of people reported they get most of the information they needed about dementia from their GP.
  - 70% of people reported where currently affected by dementia



#### Are we dementia friendly? Customer and partner workshop

# Council Reception:

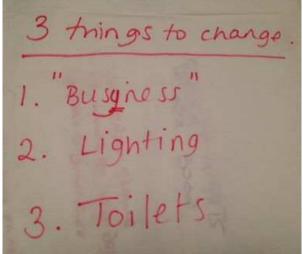
- colour
- layout
- physical objects
- staff interaction

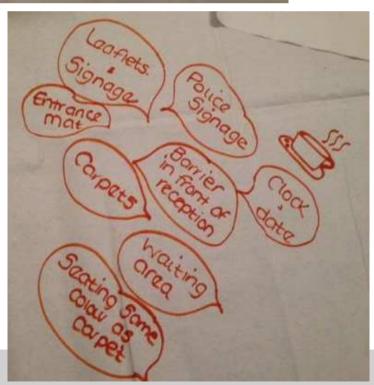




#### **Observations:**

- Clearer signage
- Better lighting
- Clear name badges or uniform
- Change door mat
- Remove queuing barriers





### Feedback from workshop











#### Culture of the Organisation and 'Tone of Voice'





#### Community dementia event



- Full capacity with over 80 people in attendance.
- Targeting family members who need support and guidance from key organisations.
- Success down to the collaboration with local organisations - Other members of the forum, Cripps, Admiral Nurses, Atrium



#### **Educating front line staff**



- Identifying professionals who may come into contact with those affected by dementia.
- Running dementia friends training sessions.
- Council's Licencing Team 41 taxi drivers trained to date. More to be trained
- Part of core training taxi drivers and Council staff and Members
- Council staff trained 165 (66% of the Council workforce)

#### Sevenoaks cabbies trained to understand dementia

By Sevenoaks Chronicle | Posted: May 07, 2016

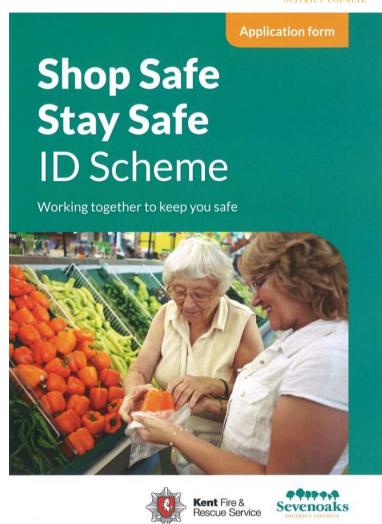


DRIVING FORCE: Cabbie Robert Challis with Councillor Michelle Lowe

#### Looking after the community



- Scheme launched last year
- Local shops and businesses to help older and vulnerable people.
- Working with the Council's Contact centre and CCTV
- To date 15 shops signed up, over 30 individuals.



#### Looking after the community continued



- Our 2017 Community & Voluntary Awards recognised Dementia Friendly shops with our Family Friendly Business Award
- Local businesses were nominated, of which a number were received where businesses are dementia friendly
- Waitrose Sevenoaks Branch & Sevenoaks Bookshop won on the night for their work in promoting Dementia Friendly Service and Shop Safe Stay Scheme

#### Who is your unsung hero?

Nominate a volunteer, community group or voluntary organisation that deserves recognition in our Community & Voluntary Awards.

Nominate at www.sevenoaks.gov.uk/communityawards or call for an application form on 01732 227000 before the Friday 14 April deadline.



Working in partnership with community & voluntary organisations in the Sevenoaks District

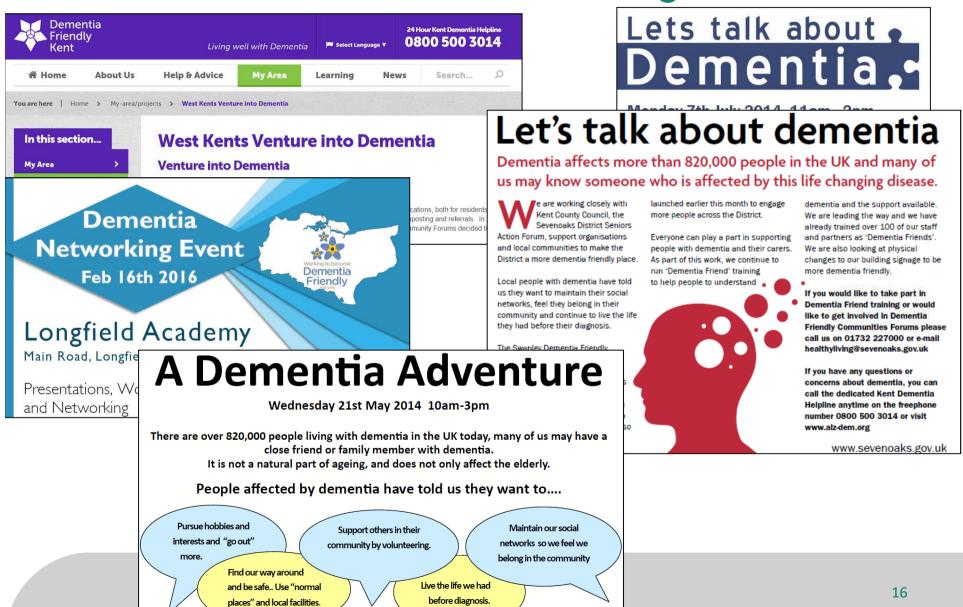




## **Events & Campaigns**







#### Forget-Me-Not Cafés



- Established in 2015 as an Innovation Project by Home Instead, partnered with Westerham TC and BRIDGES in Edenbridge
- Original cafés in Edenbridge and Westerham now in 4th year
- New cafés established in Knole (partnered with National Trust), Chipstead (Rivermere Care Home)
- Average 60 people a month, approx. 600 attendances a year

  Forget-me-not Cafés
  - Companionship over a cuppa 👶

#### Other projects developed since 2014



- Wellbeing Days
  - Started in 2017 2 per annum in Knole
  - Average 25 attendances each event
- Dementia information packs
- Supporting the 24 hour helpline (ADSS)
- Housing project Ageing suit
  - Insight into what support people need in their homes
  - Disabled facilities grants



#### **Achievements**



SDC – Dementia Friendly Organisation 2016



Forget-Me-Not Cafes – DF Community Project 2016



SADFC – Most Inspiring DFC 2017

#### Run, Walk or Push against Dementia



- Innovation and creativity
- Sustainability
- Fundraising opportunity
- Develop on new and existing services
- Raise awareness
- Educate Sevenoaks population
- Running event at a national park
- Target audience Older people, Families, individuals and youth
- Route: 3k, 5k and 10k
- Recruited 450 runnners 2019 reached maximum 500 runners
- Raised over £4000 in Year 2017, £7,000 in 2018, £????? In 2019













#### **New Projects**



- Forget-Me-Notes Singing Group, established 2018
  - Average 25 attendances each event
- Dementia Friendly Cinemas, established 2018
- Now 4 across the district
- Average 150 attendances a year



Dementia Play?