



# Creating a Dementia Friendly Croydon

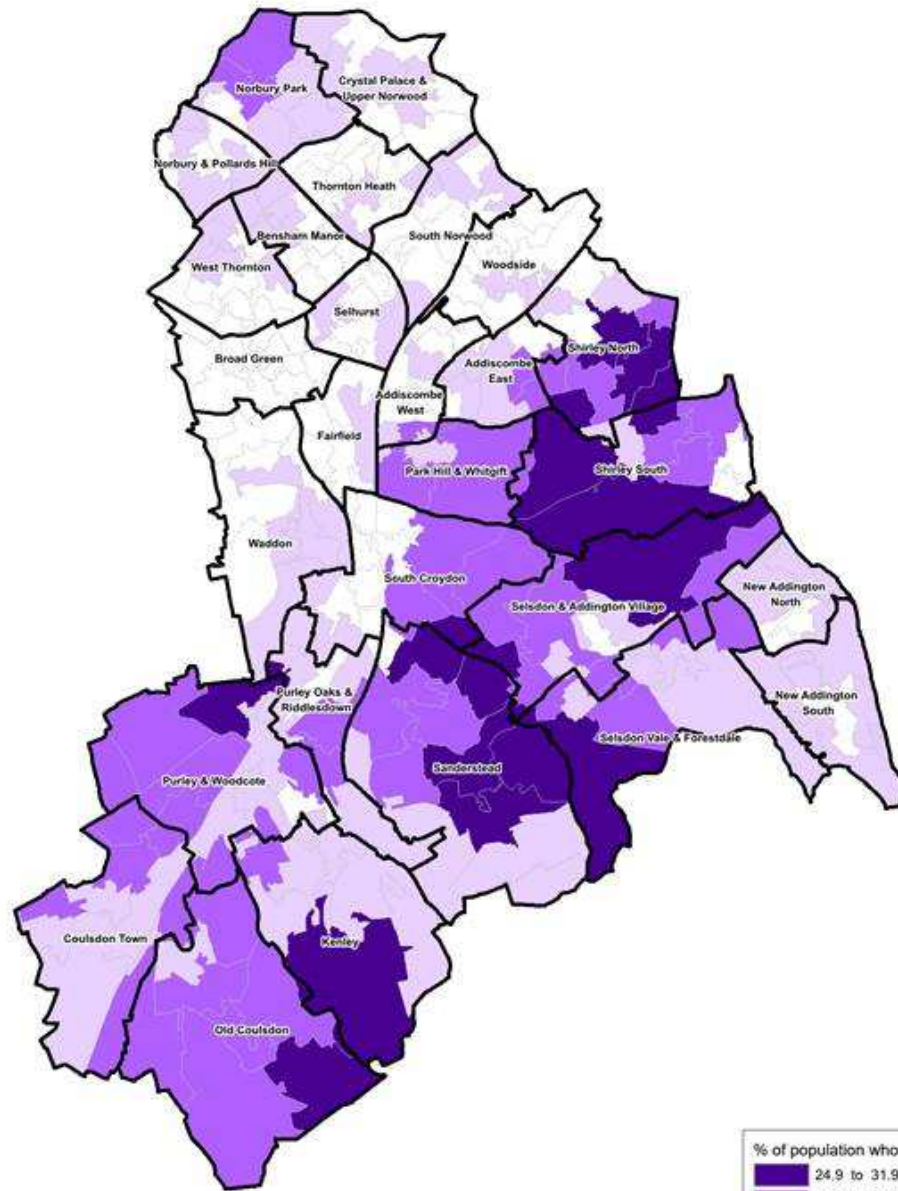
Rachel Carse, Dementia Action Alliance & Social Inclusion Lead  
June 2019



% of population who are 65+  
2016 Mid Year Estimates

# DAA

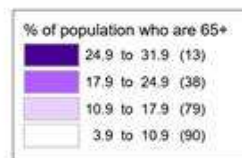
## Croydon Dementia Action Alliance



% of the population 65+  
Mid year 2016 figure

In 2016, there were 50,206 65+  
year olds in Croydon. The 3rd  
highest number in London.

That equates to 13.1% of the total  
population. This the 11th highest  
rate in London.



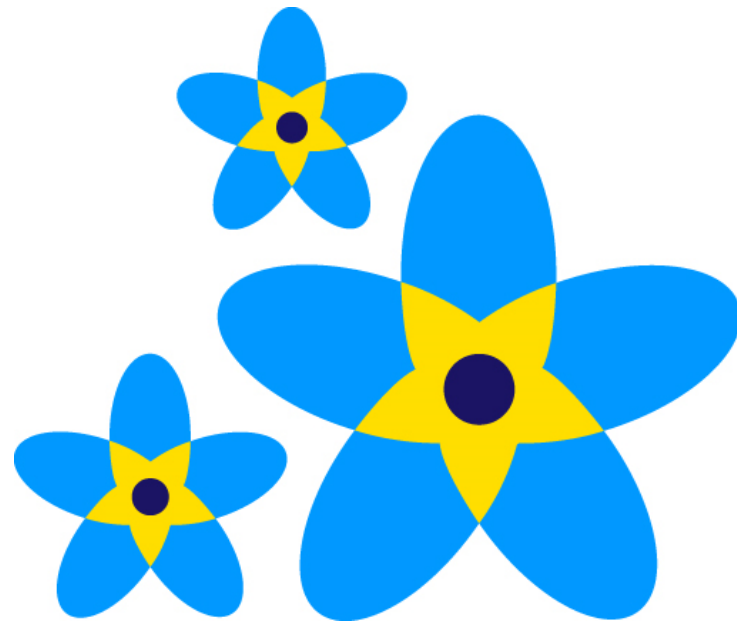
### Dementia figures for Croydon

- In 2017 there were an estimated 3,611 people aged 65+ living with dementia. <sup>1</sup>
- However in 2016/17, only 2,322 were formally diagnosed with dementia.<sup>2</sup>
- We need to increase the numbers of individuals diagnosed with dementia and help identify some of the outstanding 1,300.
- They, their family and carers are customers of many businesses, shops and services across the borough.

1. Source: Projecting Older People Population Information System (POPPI)

2. Source: Quality Outcomes Framework (QOF)

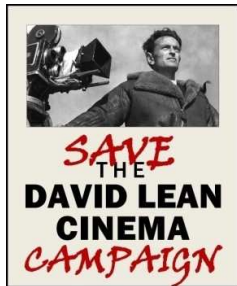
Croydon has recently been awarded



Working to become  
**Dementia  
Friendly**  
2018-2019

# What is the Croydon Dementia Action Alliance?

# DAA Croydon Dementia Action Alliance



DAA

*Dementia friendly community - people* Croydon Dementia  
Action Alliance

Raise awareness of dementia by getting everyone to



The more understanding and awareness of dementia, the more understanding the community.



*Dementia friendly community - place*

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Shops – designated worker to support vulnerable shoppers and help maintain their independence

Banks – support people by being alert to requests for unusually large withdrawals (in Croydon, people have been prevented from being victims of fraud)



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## Why transport?

- For people with dementia who cannot, or choose not to drive, public transport is a lifeline.
- It keeps them in touch with friends and family and provides access to healthcare.

## Why transport?

- Consider how stressful it can be travelling to a medical appointment, when it's in a big, unfamiliar hospital in a part of town you otherwise rarely visit.
- It's so difficult, in fact, that too often they don't make to the appointment at all. And for those who do get there, they could arrive in a state of distress.
- That's a problem too — feeling calm is important if the doctor is to make a proper assessment, or to recommend the right treatment.

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## Transport - people

- East Anglia trains has worked with the Alzheimer's society to deliver a dementia awareness pilot for staff at 4 stations — Norwich, Ipswich, Chelmsford and Cambridge.
- Croydon Dementia Action Alliance can deliver dementia friends awareness sessions to your drivers, revenue and station staff – it's free of charge, we can come to you and it takes approx 45 mins -1 hour
- All forms of transport – not just trains

## Transport - process

- Bus/tram announcements that are both audible and visual about the route and the next stop is reassuring.
- Being reminded where the bus is heading and the next stop could make all the difference to someone with dementia.



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**Any questions?**

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