

Making a Dementia Friendly Croydon

by Rachel Carse, Dementia Action Alliance & Social Inclusion Coordinator

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Why take action on dementia?

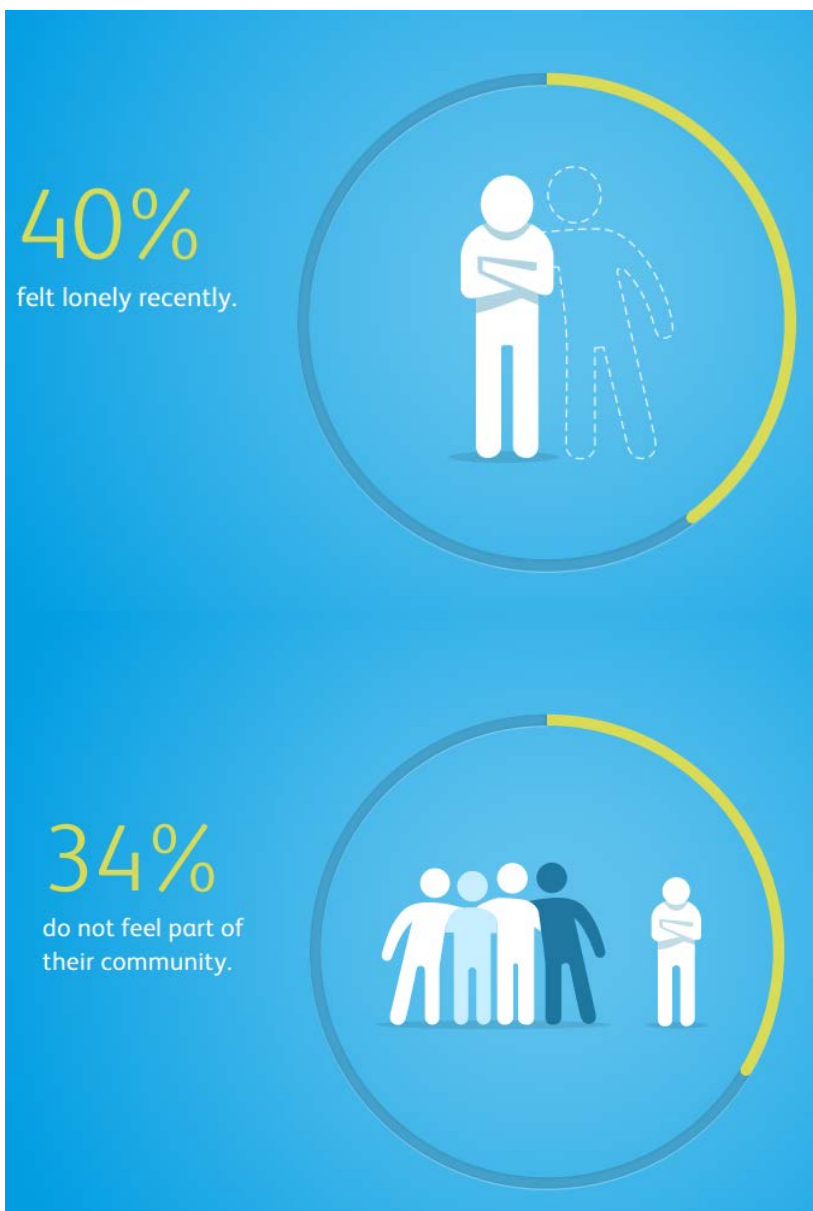
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- £26.3 billion per year (£11.6 billion unpaid care)
- Two thirds of people with dementia live in the community

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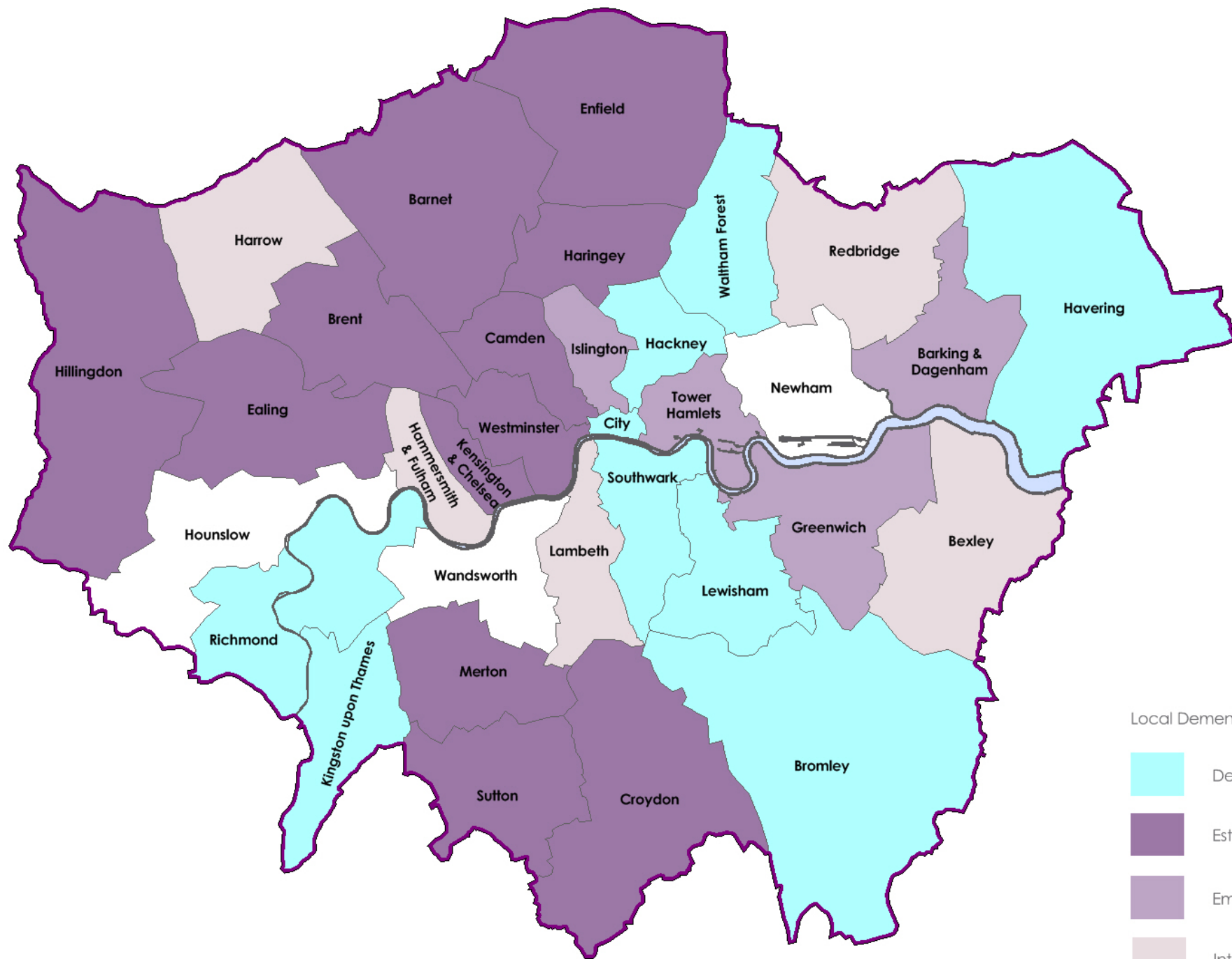


- An estimated **22 million** people in the UK have a family member or friend who has dementia (YouGov, 2011)

- The number of people living with dementia in the over 65 population is approx. 3,290
- Of those, only 2,197 have been formally diagnosed, approx. 67% of the total with dementia.
- There is a national priority to increase diagnoses rates. In the same period, diagnosis rates across England were 67.9% and 71.1% for London.



Creating a Dementia Friendly London



Local Dementia Action Alliance in London

- Dementia Friendly Communities
- Established Boroughs
- Emerging Boroughs
- Interested Boroughs

What other LDAAs have done

- **Hackney DAA**

 - Dementia-friendly GP project

- **Waltham Forest DAA**

 - Dementia-friendly housing conference

 - New project targetting faith groups for membership

- **Southwark DAA**

 - Raising awareness in local shopping places

 - Arts activities for people with dementia workshop to educate care homes and local arts venues

- **Lincoln, Hackney, Haringey & Southwark DAAs**

 - Dementia-friendly cinema screenings providing regular activity for people living with dementia and carers

So how does Croydon become a dementia-friendly borough?

Answer

By embedding dementia-friendliness into the fabric of the borough using all avenues available including businesses, the voluntary sector, Croydon University Hospital, Croydon Clinical Commissioning Group and the Council

How to take action on dementia?

A purple arrow-shaped graphic pointing to the right, containing the text 'OUR FOCUS' in white. The bottom-left corner of the arrow is decorated with a colorful geometric pattern of overlapping triangles in shades of blue, green, and pink.

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Think

- People – raise awareness of dementia
 - Host dementia friends awareness sessions – there are an increasing number of Dementia Friends Champions who can deliver an awareness session in Croydon, just ask
 - Increase people from BME community accessing services (working with BME Community Forum on social isolation)
 - Refer people living with dementia to Croydon Memory Service at Heavers Resource Centre
 - Croydon Fire Brigade sharing learning from colleagues in Bromley (already dementia friendly) and become CDAA member
 - Police and Ambulance – link with both services to encourage them to join CDAA

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Think

- Place – make Croydon accessible
 - Dementia friendly shops and high street - share dementia friendly environment checklist with businesses and shops in Croydon.
 - Work with Purley BID to identify how they went about changing their high street
 - Link with Croydon BID [meeting set up for December]
 - Use ground up intelligence from councillors about the business and community networks in their wards
 - People living with dementia / carers – workshops, “what do you want from your high street”
 - Work closely with ‘One Croydon’ Alliance (Croydon Council, Age UK, SLaM, Croydon CCG [Outcomes based commissioning over 65])

How to take action on dementia?

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- Process – how do services interact with people living with dementia?
 - Rubbish, recycling
 - Parking
 - Adult education
 - Planning
 - Paying bills/missing payments/arrears
 - Trading Standards
 - Social Care
 - Environmental health
 - Benefits and council tax exemption
 - Social care
 - Parks and gardens

Action plan

The logo consists of a purple arrow pointing to the right, with the words "OUR FOCUS" written in white inside. Below the arrow is a colorful graphic of overlapping diagonal stripes in shades of blue, green, and pink.

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Phase 1 – Oct 17 – Mar 18

Stakeholder engagement – businesses, council, councillors, people with dementia, carers

Workshops to establish local priorities and actions for each area of community

Key themes identified for phase 2 (e.g. dementia friendly high street and medical services) phase 3 (e.g. transport, parks and arts)

Phase 2 – April 18 – Sept 18

May – Launch of Dementia Friendly Croydon and re-launch of Croydon Dementia Action Alliance

Phase 3 – Sept 18 – Sept 19

Submission to be formally registered as part of the national Dementia Friendly Community programme

Any questions or suggestions?