Helping a city become Dementia Friendly
one community at a time
Bradford District

Cathy Henwood– Alzheimer’s Society
Small changes video
A Dementia Friendly Bradford

People with dementia across Bradford tell us they want to continue to live their lives how they want, where they want. Many of them lived full and active lives and want to continue to do so.
A trip to a bank

“I had a difficult incident at my bank which made me very angry because I was placed in a position where I was surprised about the way they treated me”

“I’ve not been in that position before, I have been a very capable person; I was shocked to be talked down to”

“As a customer I expected to be treated with respect, even if I don’t remember my pin number”
What is a dementia friendly community

• One where people living with dementia are supported to live as independently as they can
• Where the community understand about dementia and are willing to lend a hand
• Where businesses, community and statutory organisations have thought about how they make themselves accessible to people with dementia
Dementia-friendly communities

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

- Shaping communities around the views of people with dementia and their carers
- Empowering people with dementia and recognising their contribution
- Ensuring early diagnosis, personalised and integrated care is the norm
- Businesses and services that respond to customers with dementia
- Maintaining independence by delivering community-based solutions
- Ensuring that activities include people with dementia
- Appropriate transport
- Easy to navigate physical environments
- Challenging stigma and building awareness
- Befriending people with dementia engage in community life

Becoming dementia friendly means:
Bradford district – population over $\frac{1}{2}$ a million
Who needed to be involved?

- People who live in Bradford
- People living with dementia in Bradford
- People who work in or for Bradford
Involving the **experts** – people living with dementia is key too – that’s those with a diagnosis and those who care for them.
How do you get a large and diverse city like Bradford to become Dementia Friendly or even more so Manchester, Birmingham or London?
A huge task – How do you eat an Elephant?
# One bite at a time

## Involving PLWD?
- Call a few informal chats
- Write an invitation
- Ask service providers
- Buy biscuits

## Community engagement
- Identify key partners
- Media and invites
- Public meeting
- Form local action group

## Publicity
- Identify journalist
- Build relations
- Social media

## Getting shops involved?
- Shopping centre manager
- Shop tenants meeting
- Dementia awareness session
- Recognition sticker?
Key partners

• Our Dementia Friendly Focus Group
• Our Face It Together group
• Our project advisory group – of stakeholders
• The district council
• Our Dementia Action Alliance
• Community Action Groups
Asking the **experts** – people living with dementia

- What disables and enables them?
- What solutions do they think would work?
What are some of the barriers people face?

The Project Focus Group looked at things that made access to everyday businesses and activities difficult for them. These include:

- The physical environment
- People’s attitudes
- Problems with employers
The Focus Group identified what changes can help?

Difficulties in the physical environment
We have developed a check list for organisations to help them review their premises.

- **Simple signs** – the exit and toilet are particularly important
- **Make sure areas are well lit**
A helpful friendly and understanding attitude

The most important thing cited by people with dementia and carers is the attitude of other people they encounter.

This makes the most difference in enabling people to continue to participate in everyday activities.
Community approach

Non geographic communities

LGBT
Learning disabilities
Council employees
Sikhs
Community approach

**Idle** – on a snowy January day • 26 members of the public, local police, co-op and churches all came out.

• Awareness raising and ideas generated
• Local action group established.

• Local support group established with parallel sessions for people with dementia and carers.
• Lots of other actions regular walks and coffee mornings, awareness sessions, where’s good to go leaflet
Girlington – a multi lingual event with good community engagement, representatives from local mosque, church’s, GP’s and pharmacy involved.

- Work in progress - intergenerational work at local schools
- Work with local mosques and churches
LGBT – not all communities are geographical

Awareness raising and lively discussion sessions with older lesbian, older gay men’s and transgender groups

EQUITYPARTNERSHIP

Actions LGBT training and Equity Partnership staff had dementia awareness. A leaflet has been co-produced to raise awareness about people living with dementia who are LGBT
• Dementia occurs earlier and more often in people with learning disabilities.
• People with LD need to know about dementia, it might be affecting people who live with them, and their parents and carers could be affected.
• People working with LD need to also gear up to increased numbers of people with LD and dementia.
Learning disabilities

We have worked with the LD community to

• Ensure families have access to the same support and advice as people who go through the main stream system

• Adapt resources with our two local ‘People First’ and our national ‘Dementia Friends’ to support people with LD to do their own awareness raising about dementia
Pointers for a Community Approach

- Awareness raising what is dementia, how does it affect people
- Personal stories – involving people with dementia
- Making it personal - what would you want
- Be positive - what already works & what could be better
- What can we do - encourage everyone to commit
- Look for some easy wins first
- Small good neighbourly actions very important
Businesses and community organisations

Organisations involved locally started with

Rimmington’s Pharmacy est 1901

Lloyds TSB

Kirkgate Centre

The co-operative

Hive

Diocese of Bradford

HALE

Bolton Road Gurdwara
Engaging with Businesses, Voluntary and Statutory Organisations with our Dementia Action Alliance members include
And this list is now even longer
• Dementia has now been integrated into disability task group

• Parish reps will be offered free training.
• Several parish churches have also done their own action plans
• Bradford Cathedral is looking at how it can become more dementia friendly.
• Bradford is now part of a much bigger diocese and the good practice is being extended over the whole area
The co-operative

- Four initial pilot stores receive awareness raising.
- People with dementia walk round store
- DVD made – internal upward pressure
- Further co-operative group businesses involved – more shops, funeral services and membership
Leisure time catered for too

Several local pubs getting involved too
Pointers for involving Organisations

- Keep it simple and straightforward
- Minimise cost
- Understand organisations primary aims
- Staff awareness and attitude key
- Good for business
- Remind them of legal obligation
Awareness raising is key

• Keep to a positive living well message
• Real people living well
• Focus - need of group, ask them
• Empower people
• Need a range of ways in
• Some organisations need proper training
Awareness raising

Films and YouTube

Local GP speaker

Myth Busting

Speakers living with dementia

Leaflets & booklets

Web based information
Dementia Friends Key messages

1. Dementia is not a natural part of ageing
2. Dementia is caused by diseases of the brain
3. It is not just about losing your memory
4. It is possible to live well with dementia
5. There is more to the person than the dementia
For more information contact

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