Luton
as a Dementia Friendly Community

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Where has it come from?

- Living Well with Dementia – National Strategy 2009
- Luton’s Joint Commissioning Dementia Strategy 2010
- Prime Ministers Challenge 2012
Aim & Objectives – Core Group

Aim
• To transform the quality of life of people with dementia and their carers within Luton through the establishment of a Luton Dementia Action Alliance, and the launching of Luton as a ‘dementia friendly community’.

Objectives
• To deliver the Supporting Luton in becoming a Dementia Friendly Community launch event
• To develop a local Dementia Action Alliance for Luton
• To identify sustainable sources of support for the alliance
Luton as a Dementia Friendly Community

Three Elements

1. Dementia Action Alliance
2. Dementia Friends and Champions
3. Dementia Focus Groups – PLWD, Carers!
Luton’s Dementia Action Alliance

• Director HCL
• Core Group
• Draft Terms of Reference for LDAA
• National Dementia Declaration-outcomes
• Action Plans – 2 questions
  – How would you describe your organisations’ role in delivering outcomes?
  – Give one or more actions your organisation will commit to.
What is it - Five Key Aspects

- **The Physical Environment** – signage, use of colour, contrast
- **Local Facilities** – access shops, banks, transport and leisure facilities
- **Local Groups** – gives people with Dementia and their carers confidence
- **Social Networks** – isolation and exclusion disadvantages people
- **Support Services** – from the point of diagnosis
How are we doing it in Luton?

- Alzheimers Society
- Temporary Project Manager
- Raising Awareness
- LDAA launch - Conference
- Networking – sharing resources
- Dementia Champions
- Dementia Friends
- Ongoing support – LDDA
- Project development
- Virtual dementia tour
- Working together!!!!!!
Members of Luton’s Dementia Action Alliance

- Active Luton
- Age Concern Luton
- Alzheimer's Society – Beds & Luton
- Argos - Luton Mall
- Bedfordshire Fire & Rescue Service
- Bedfordshire Police
- Cambridge Community Services
- GP Ministries
- Healthwatch Luton
- Home Instead Senior Care
- Luton Adult Learning
- Luton Borough Council
- Luton & Dunstable University Hospital
- Luton Clinical Commissioning Group
- Luton Cultural Trust
- Luton Irish Forum – LIF
- Music 24
- POhWER Advocacy Service
- Post Office Ltd – Luton Mall
- Quantum Care – Luton
- South Essex Partnership Trust
- Stopsley High School
- Stopsley Tent Project
- The Mall Shopping Centre
- TOKKO
Problems

• Professionals don’t recognise their lack of current knowledge
• Getting businesses on board
• Getting to the right person
• Translating national into local
• Resources – specifically time!
• Is dementia becoming tired?
Next Steps…..

Re-invigorate…….

• Alzheimers project development worker
• Scope the role of LDDA
• Carers event – afternoon tea
• Co-production project
• Luton’s 3rd annual dementia conference