

Dementia... Everyone's Business



Building Motherwell's Dementia Friendly Community

“Never doubt that a small group of thoughtful committed citizens can change the world. Indeed it is the only thing that ever has.”

Margaret Mead

Partnership statement for Motherwell's Dementia Friendly Community

It is universally acknowledged that dementia poses one of the most important challenges to our society, now and in the future.

For people to live well with dementia, our local communities need to understand and support those living with the condition and facilitate the expression of their abilities. This can only be achieved by communities becoming more aware of dementia and making, often simple, adjustments to enable people with dementia to remain active citizens. The Dementia Friendly Community initiative in Motherwell described in this publication is a significant step towards making this a reality, not just in one community in Scotland, but across the country and beyond.

The project proactively engaged with shops and businesses and opened not just doors, but hearts and minds, raised awareness of dementia, its impact on people, families and carers, and emphasised the importance of citizenship and community connections. The following pages describe what happened – beginning with the germination of an idea, how this was then brought to fruition and, crucially, what was learned from the experience.

Effective partnerships are based on mutual respect, dialogue, acknowledgement of each other's capabilities, integrity, commitment and complementing each other's contributions. This project exemplified these values as a means of achieving results and improving the local community response to dementia.

North Lanarkshire has a strong track record in both partnership working and innovative approaches to developing services which support the most vulnerable people living in our communities. Evidence of this can be found in such diverse areas as provision of equipment and adaptations, support for those with addictions and day support for older people. The Dementia Friendly Community initiative continues in this vein. No single agency could have developed the model to such effect on its own.

This is a project which shows what can be achieved when committed people come together in partnership, with the common goal of making our communities a welcoming and safe place for everyone, irrespective of their age or ability. We hope this publication is an enjoyable and informative read but, more importantly, that it goes some way towards helping you play a part in making your community dementia friendly.



Duncan Mackay
Executive Director,
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Henry Simmons
Chief Executive,
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Neena Mahal
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Background

Scotland's first National Dementia Strategy was launched in June 2010. This was a groundbreaking development and the first strategy of its kind in Scotland.

One of the eight key actions outlined in the strategy for the Scottish Government was to support three partnership areas as Dementia Demonstrator Sites to test innovative ways of supporting and caring for people living with dementia, using a whole systems approach. The North Lanarkshire Council and NHS Lanarkshire partnership was chosen as one of the three sites.

Following an extensive consultation exercise with people living with dementia, family members, carers and staff from partner agencies, North Lanarkshire Dementia Demonstrator Site decided to test out a dementia friendly approach in the community.

At this early stage, it was not clear what direction this approach would take, but emerging stories from Europe and other countries from across the world were compelling. They highlighted creative ways in which the citizenship of people living with dementia was protected and developed, in terms of their involvement in their local communities. These stories provided inspiration.

In addition, the policy direction in Scotland has coalesced around an agenda where it has been acknowledged that formal health and social care services cannot continue to meet demand and fulfil policy and strategic intention as they are currently configured.

It is recognised that 'more of the same' is not sustainable. The agenda is characterised by an increasing emphasis on person-centredness, with a focus on outcomes for people. Strategy urges us to build on community assets, integrate services to avoid duplication and become more efficient, with an added drive to support people to take more control of their care and support arrangements.

These drivers led to the formation of a working group of representatives from the North Lanarkshire Dementia Demonstrator Site partners, allied with Alzheimer Scotland and Voice of Experience Forum as third sector agencies, to develop and test a dementia friendly community model which would have practicality and sustainability as key components.

A 'can-do' attitude and an action focused approach was key in aligning with the timescale of the Dementia Demonstrator Site.

Conversations with people living with dementia, their families and carers around what, where and who was important to them in their local community gave us a template to progress in terms of who needed to be dementia friendly and where we could prioritise our efforts in the first instance.

It was apparent that the shops, businesses and services that we all use and, to some extent, take for granted were the key areas where we needed to focus our activity. We also needed to identify a specific town centre that would best match our requirements.



Motherwell Town Centre

Who we approached and why

We chose Motherwell Town Centre as our pilot area because it has a wide range of shops, businesses, organisations, faith communities and forms of transport – all within a well-defined and fairly compact area.

We contacted the Motherwell Town Centre Manager and asked for a list of all the shops, businesses and organisations based in the town centre. From this list of over 250 operating in the area, we selected a target number of 20 shops, businesses and organisations that were representative of what people living with dementia had told us were important to them.

Our target list included a supermarket, public houses, an optician, the local football club, a sports centre, local library, a carers' trust, an older people's organisation, a branch of a national pharmacy, fire and rescue services, police and the local First Stop Shop advice centre, among others.

People had told us that banks were really important to them but, as we knew that related work was ongoing with a banking group at a national level via Alzheimer Scotland, we did not target the local banks in the town centre during this pilot phase.

The next stage was to think about how we were going to approach our target businesses and organisations and how we were going to engage them in the work.

We asked ourselves these key questions.

- Why would shops, businesses and organisations want to hear about dementia and the everyday challenges people face when living with dementia?
- How would we approach these shops, businesses and organisations? What would be the 'hook'? What would engage them?

We thought the answer lay in embedding the work within a customer care approach. All businesses want to maintain their customer base and be renowned for good customer care.

“Business loses out by neglecting dementia pound (Financial Times 14 October 2014)”

A recent report from the Centre for Economics and Business Research suggests that businesses which are not sufficiently dementia friendly will lose out as customers go elsewhere or stop shopping as it becomes too difficult.



We worked on our tools and methodologies. Preparation is everything!

Our first steps were to develop our marketing strategy, brand and supporting materials which included a Hints and Tips for Shops and Businesses, flyers, and information leaflets.

Our unique selling point – our USP – was we were inviting these organisations and businesses to be trail blazers and do something new and exciting in Scotland.

Developing the Dementia Friendly Community brand was crucial. We wanted our brand to be strong, clear and to say something about us as potential partners for our shops, businesses and organisations. We wanted the brand to say we had gravitas and that we were competent and sound 'business partners'.



Local Boots and Lloyds pharmacies were among the first to support the initiative

We also wanted to use a brand that would have longevity and meaning outside of Motherwell as we would be sharing our work nationally as one of the three Dementia Demonstrator Sites.

We approached Henry Simmons, Chief Executive of Alzheimer Scotland who generously offered us their brand to develop into a Dementia Friendly Community logo to which we added our NHS Lanarkshire and North Lanarkshire Council logos.

We included the words 'dementia friendly community' around the outside of our logo as we felt this would challenge stigma and generally help people to talk more openly about dementia.

DEMENTIA IS EVERYONE'S BUSINESS

Help your customers to stay part of the community



Everybody knows somebody with dementia

Older people, including those with dementia, are often more frequent customers of town centre shops. Most say they want to keep going out and about using local shops and services.

Around 4,400 people in North Lanarkshire are living with dementia and this number will only increase in the coming years

But people living with dementia can lose confidence in themselves and worry about how they will manage in shops and businesses.

This is where you come in! You can support them to continue to be your valued customer by doing some very simple things.

Over two thirds of people with dementia are living in the community

Helping people to stay independent reduces the chance of them having to rely on family or carers, who may be more likely to go to out-of-town stores.

“I have had first-hand experience of being a carer for my mum who had dementia and realise that it can make the person feel very vulnerable and fearful at times. I feel privileged and excited to be part of the whole experience”.

We developed our strapline ‘Dementia Is Everyone’s Business’ to link dementia to the world of business and customer care. When we went out to speak to our target shops, businesses and organisations we suggested ‘Everyone knows someone with dementia’ either in their own families or wider personal communities.

Talking about dementia in this way opened not just the doors to our shops, businesses and organisations but it also opened hearts and minds. Everyone we spoke to shared personal stories of dementia and asked “What can we do to help?”



Building a

DEMENTIA

FRIENDLY

COMMUNITY

in Motherwell
town centre

**TIPS FOR SHOPS
AND BUSINESSES**

We felt strongly that it was important that all our products and materials were of good quality and we designed our Hints and Tips for Shops and Businesses, our flyers and other materials using our logo and brand colours.

When agreeing to participate in the Dementia Friendly Community initiative, each business was asked to make a commitment, within their capacity. At a minimum this included giving each member of their staff group the Hints and Tips leaflet and committing to treat their customers with dementia with understanding, dignity and respect.

We suggested that making this commitment said something very important about the value base of that business. We did not simply give information about dementia; we worked with our shops, businesses and organisations and formed mutually beneficial relationships. In turn, we committed to supporting them to work through their action plans and achieve their ambition to be dementia friendly.

We arranged for media coverage and publicity for the businesses when they signed up formally.



Photographs courtesy of The Pulse NHS Lanarkshire

Launch Day

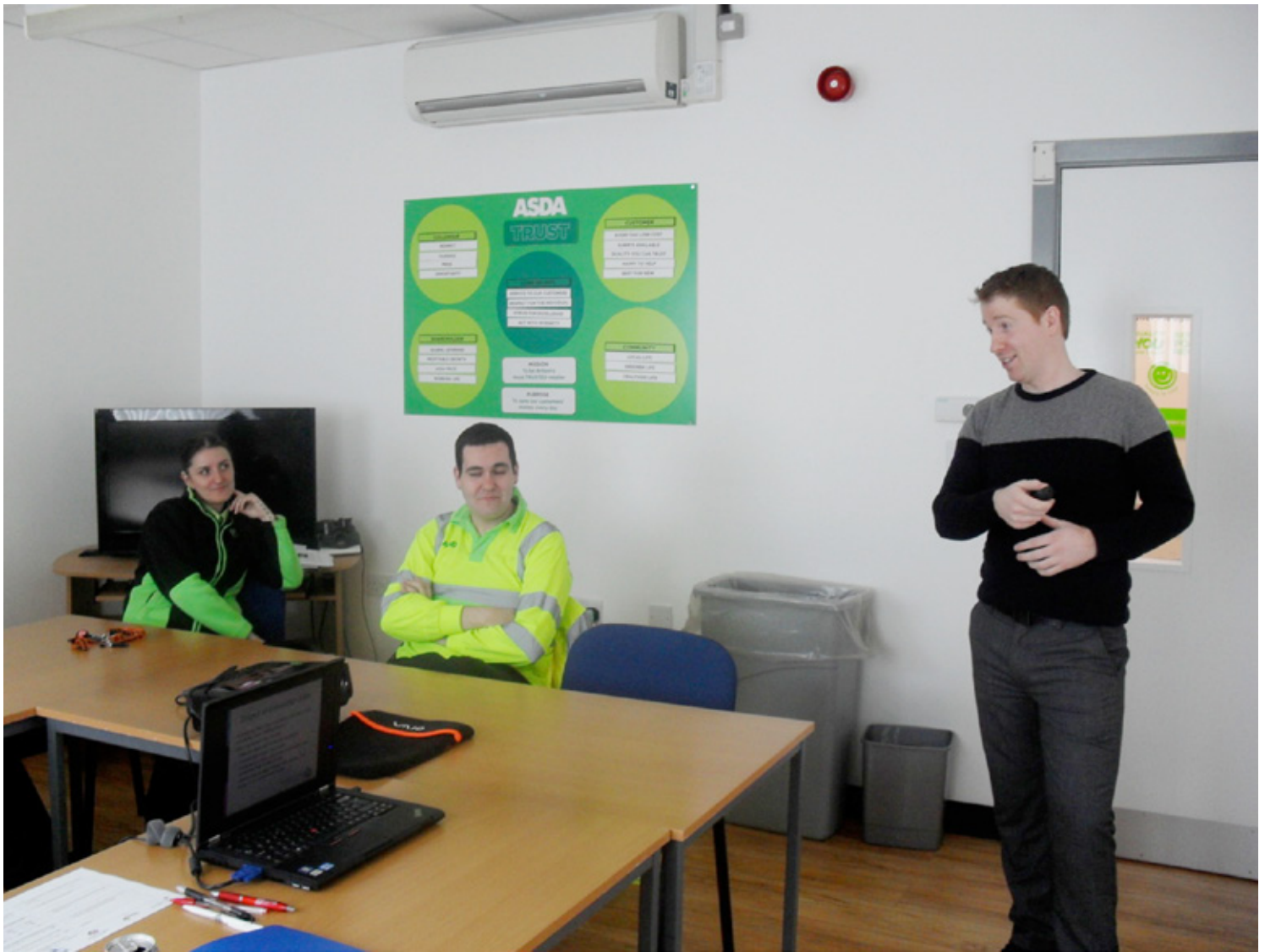
We used the opportunity of World Alzheimer’s Day on 21 September 2012 to launch the initiative.

Representatives from all our first wave shops, businesses and organisations got together in Motherwell Town Centre to formally sign their commitment to this initiative.



It was also an opportunity for other town centre businesses to learn more and register their interest in taking part. We arranged coverage from local newspapers and STV Local.

The Alzheimer Scotland Memory Bus was parked in Motherwell Town Centre to publicise what we were doing on World Alzheimer’s Day and 40 passers-by on the day received help with their enquiries.



Delivering an awareness session at ASDA

Doing the work

Following the planning sessions, we moved to the implementation phase. This phase had several areas of focus.

A key element of delivery was the awareness training which was to be delivered to staff as requested by our signatories. The training sessions covered the following topics:

- Understanding dementia and its impact on people's everyday skills, thinking, reasoning, behaviour and understanding
- How communication changes as a result of dementia and how the staff need to adapt their approach to their customer to ensure effective and positive engagement and interaction
- Behavioural changes which can occur with some people with dementia, how best to understand what lies behind the behaviour and how the staff could adapt their own behaviours to help the person cope.

Another key element of the work covered raising awareness of the important topic of how the environment of the shop or business could impact on their customer with dementia. Using a simple environmental audit, staff were encouraged to become more aware of the environment into which they were inviting the person with dementia.

Key factors such as how dementia friendly signage can make a difference, tips around helpful customer service interaction and how to support someone with dementia to negotiate the environment were covered.

Awareness training and environmental audits and feedback needed to be bespoke for the business concerned as, for example, the issues faced by someone with dementia in a supermarket would be distinctly different from those in a public house.

Dementia Friendly Communities

5 Environmental Hints & Tips

If you get it right for dementia you get it right for everyone.



1. Signage

- should be clear and concise and have good contrast between text and background.
- There should be contrast between sign and mounting surface.
- Should be fixed to the doors they refer too (not adjacent surfaces)
- Signs should be at eye level and visible.
- Avoid the use of stylised or abstract images when implementing signage.
- Implement signs at key decision points to help with navigation / way finding.
- Signs are critical for toilets and exits.
- Always have glass doors visibly marked to avoid accidents.



2. Orientation

- Research has shown that people with dementia use landmarks to navigate there way around both inside and outside.
- The more attractive and interesting the landmark is, the easier it is to use. (plants and pictures are good examples)

3. Lighting

- Entrances should be well lit and easy to access.
- Use natural light as much as possible as artificial lights can be dazzling.
- Overly bright lights and shadows should be prevented where possible.
- Use of brighter primary colours can help to lighting up dark areas.

4. Seating

- In large premises a seating / waiting area can be very beneficial to avoid fatigue.
- Seating should resemble traditional seats for example a 'wooden bench' or 'chair' as apposed to a 'Z' new style seat.

5. Flooring / Stairs

- Avoid highly reflective and slippery floor surfaces.
- Changes in floor finish should be flush.
- Stairs should be contrasting colour to floor in order to show the obstacle clearly.
- Avoid using matts / rugs where possible as they may pose as an obstacle.

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DFC logo in window of Boots, Motherwell

In delivering the programme, the pilot team created a simple methodology and tool kit. The tool kit would take the staff from the shops and businesses and the team through measured development stages towards 'dementia friendly community' status. This tool kit was refined through practical use and incorporates the following key components:

- a 'Commitment' letter
- a basic Dementia Awareness presentation
- Hints and Tips for Shops and Businesses fold out leaflet
- carrying out an Environmental Audit
- an Action Plan
- a Certificate of Achievement
- a Dementia Friendly award window or door sticker
- promotional advertising
- business advantage recognition.



Motherwell Health Centre. Photograph courtesy of The Pulse NHS Lanarkshire.

An example of working towards becoming dementia friendly

Motherwell Health Centre

Once our first pilot 20 shops, businesses and organisations were well into their action plans to achieve dementia friendly community status, we embarked on a second phase of the project. This included working with Motherwell Health Centre to consider how the health centre could better support the person with dementia. People with dementia had told us how important their GP and health centre were to them.

Motherwell Health Centre worked in collaboration with the project and wholeheartedly embraced the concept of becoming dementia friendly by:

- Completing a small environmental audit. We focused on lighting, use of signage, clear and helpful information and the public toilet area within the health centre.
- Once the audit was completed we discussed the findings with the staff and suggested some evidence-based improvements that they could undertake to make the health centre more dementia friendly.

- Health centre staff attended Dementia Awareness sessions. These sessions were delivered to the Informed Level of the Scottish Government’s Promoting Excellence knowledge and skills framework, as this provides the baseline knowledge and skills required by all staff working in health and social care settings, including a person’s own home.

The table below indicates the department and numbers of staff from Motherwell Health Centre who took part in the Dementia Awareness sessions, a total of 95 staff who represented all the departments within the health centre.

Department	Number of staff
Podiatry	1
Speech and Language Therapy	12
Community Midwife	3
Receptionist	5
Physiotherapy	7
Administration	15
Community Paediatric Staff	1
Practice Manager	3
Dental Staff	4
Long Term Conditions Nurses	12
Health Improvement Staff	5
Service Manager	1
Maternity Services Staff	2
Public Health Team	4
Fern Street Integrated Equipment and Adaptations Service	3
Operational Services Manager	1
Staff Nurse	2
GP	4

During the training session, many staff spoke about and shared their own personal experiences of supporting a person with dementia. The session evaluated well through verbal feedback, although not everyone completed an evaluation form. About 40 forms were completed which is around 42% return.

	Poor	Good	Very Good	Excellent
Delivery			2 (5%)	38 (95%)
Content				40 (100%)
Information				40 (100%)
Sample comments	<p>“Really enjoyed the training; found it most beneficial for work and personal life.”</p> <p>“I will now be more aware and give people more time when booking appointments.”</p>			

What have we learned from this work?

Partnership

It is critical to have a partnership approach from the very beginning for this kind of work.

Key partners should include Alzheimer Scotland, NHS and Local Authority, people living with dementia, family carers and other local partner organisations that have a role to play with older people and carers.

Make sure you have commitment from all your partner organisations and make the links between dementia friendly community work and policy, strategy and co-production. Talk about sustainability from the start. How will the partners support this work going forward from initial project status?

Set up a partnership team drawn from your key partners as above and ensure that your team have all the qualities, knowledge, skills and attributes that the work requires (see People below)

Ensure that the team members who come forward represent the organisations and clarify the mandate each member has to make decisions relevant to the group's work.

Discuss funding support for materials and other resources early on with your partner organisations.

“Very useful and informative – more people should receive this awareness as we see it every day in our job.”

Police Officer



Awareness session at Centre Point Youth Group.

People

Dementia friendly community work depends on people.

Ensure your team members and anyone who will be representing your dementia friendly community work and engaging with businesses and organisations have the qualities, attributes, knowledge and skills they need to do this effectively.

Our learning suggests that people involved in this work need to be warm, friendly, expert communicators, passionate, engaging, enthusiastic, energetic, inspiring, have good negotiation skills and need to be prepared to work in a flexible way and talk to a range of people from different backgrounds.

They need to understand and be fluent with the key messages underpinning the dementia friendly community work and have knowledge and interest in community development, asset based approaches and community capacity building.

It is important to have visionaries in your team but it is equally important to have the people who like attention to detail and enjoy practical aspects of project work. You need all the qualities of an effective team to be successful!



Photograph courtesy of Bank of Scotland, Coatbridge

How to get started – some ideas

What do you mean by Community?

First define the community you want to target. This can be anything from a care home, a village street, a town centre up to a whole city or county.

Research your chosen community and gather information about the number of older people, the number of people living with dementia, current community and social issues and any projects and initiatives already underway that may have links to your dementia friendly work, for example Reshaping Care for Older People initiatives.

Find out who the community leaders and activists are in your chosen community and make contact with them. They are the people with important connections. Think about Rotary Clubs, Soroptomists, small business forums, neighbourhood schemes, councillors, faith leaders and local Members of Parliament.

Find out what matters to people with dementia and their family carers in your chosen community. Hold focus groups and ask who, what and where are important to them in maintaining their community connections.

Explore your chosen community based on what people living with dementia tell you is important and draw up a target list of a number of key businesses and organisations from this information

Getting started with your businesses and organisations

When drawing up your list of targets, consider what is a manageable number to work with in a first wave and try and prioritise within that. Think about what will give the biggest impact? Who could be early implementers?

Research your chosen first wave businesses. What do they stand for, what is their core business? What does their mission statement tell you about their value base? Are they already signed up to any initiative such as See Me or do they have a record of supporting local community groups and initiatives? Use this information to approach and engage with them.

Find out from other dementia friendly community projects if they have signed up any national companies so that you can use this information to your advantage. However, be aware that local outlets of national companies or chains may only be able to make the small changes that lie within their control at a local level.

“Your talks have helped us considerably, not only with customers but on a personal level for myself and some of my staff dealing with family members going through this difficult time.”

Bank Manager



Photograph courtesy of Phil Rider

Scottish Fire and Rescue, Motherwell Station

Think about engaging with services that support people to feel safe and secure in their communities such as Scottish Fire and Rescue Service and Police Scotland. They are already engaging with this work in other areas of Scotland.

Try using the concept of good customer care as a 'hook' for your negotiations. All businesses try to deliver the best customer care they can and spend time on ensuring their staff are trained in this area. People with dementia are their customers too.

'Dementia is Everyone's Business' worked well as a strapline for our Motherwell work we also said 'Everyone Knows Someone with Dementia.'

Promise to promote the work and gain media attention and publicity. Promote a feeling of 'win/win.'

Develop your supporting material

Look at the Dementia Friendly Community toolkit on Alzheimer Scotland's website. www.alzscot.org

Think about developing flyers that describe the 'what' and 'why' for your community but, whatever you develop locally, try to ensure that your materials are good quality. You want to create confidence in your businesses and organisations. Make sure you avoid jargon and write your messages and materials in everyday language.

Talk about the success you have already had locally and talk about the work going on across Scotland. Not everyone wants to be the first to try something new so being able to talk knowledgeably about other areas and businesses that have already signed up will give your work credibility. This allows you to say that you are building on success.

Think about developing a pack with your key messages and the information you have gathered from people living with dementia (who, what and where they have told you is important) and ensure that all your team know these messages and facts.

You may want to develop a core presentation about your work so that any one of your team can deliver these messages consistently. However, make sure that you start any awareness session by making the presentation relevant to your audience by adding in a few slides that link up with their ambition, role and function or mission statement.

We found that what worked really well was asking signatories to make commitments and develop an action plan. As a minimum, we asked them to give their staff information about how to support someone with dementia (our Hints and Tips for Businesses) and asked them to treat everyone with dignity and respect.

It is worth asking your businesses to think about any small environmental changes they think they can make to help people with dementia to feel more confident and comfortable when visiting their premises and anything else they would wish to do.

“ I want to take back what I have gathered on this visit and use it to help create dementia friendly communities in Norway, using Motherwell as a model. ”

Mayor Tage Pettersen from Moss, a coastal town in southern Norway

Our evaluation – did we make a difference?

After our launch, we had some unexpected success. We held a totally separate event to launch the North Lanarkshire Remember 'Well Football Memories Project funded by Comic Relief in partnership with Motherwell Football Club (who were signed up to be part of our Dementia Friendly Community).

The event was held for the public to learn more about Remember 'Well and to share or donate their memorabilia for use by people with dementia who would be attending the project.

The project planning group hoped the event would be popular but were not expecting over 500 local people to come along!

The Remember 'Well event was held only one month after the Dementia Friendly Communities launch. This was clear acknowledgement that the Motherwell community had started to embrace the dementia friendly messages and extended their commitment further by supporting the Remember 'Well event.

Evaluation was also an integral part of being a Dementia Demonstrator Site .

We timed the evaluation phase of our first wave shops, business and organisations to take place in the 9-12 month period after the launch. It was important for the group to use a range of methods for evaluation so that we could fully involve people with dementia and their carers in the process.

We decided on a few simple methods. Our focus primarily was on good customer care and so we thought...why not develop the 'mystery shopper' idea and use this approach with our project.

We enlisted the help of Voice of Experience, a local action organisation for the over 60s and they agreed to act as our shoppers. Several Voice of Experience members had been keen to get involved from the start and had their own personal experience of dementia.

We gave each of our mystery shoppers a role to play and a simple script to follow which would test our sample shops and businesses against the action plan outcomes they had signed up to at the launch event.

Each script covered these important questions:

- Were staff approachable?
- Were staff helpful?
- Did they make time for you?
- Did they mention the local Alzheimer Scotland Dementia Resource Centre or other support?
- Did they provide leaflets or the Dementia Helpline card?
- Did you feel at ease and supported?
- Other comments?

We carried out three mystery shopper visits: one to a retail business, one to a local council-run public service and one to an independent health-focused business.

Feedback from our mystery shoppers was very positive. Quotes included:

“Yes, the customer service desk listened to what I had to say and they phoned for help for me right away. The girl’s name was Amy. I gave her my shopping list and she helped me around the store.”

“The new pharmacist didn’t know, but another worker overheard our conversation and she brought the pack down, no trouble at all... and then said if I had any other questions afterwards then just telephone and ask for her.”

We were able to see the influence the Hints and Tips cards as well as the awareness sessions had made to staff and ultimately the difference it was making to the customer with dementia and their carer.

Our second evaluation method was making test phone calls to a small sample of our signatories.

At least a quarter of the pilot’s first wave group were either council direct services or those provided by third sector organisations. Again, we provided a script; but this time our tester was an Alzheimer Scotland Dementia Advisor, who played the role of a carer. She did this on three occasions; to an advocacy service, to a carer’s support service and thirdly to a service for people with mental health issues as well as dementia.

These services were asked a range of questions covering some different situations. We hoped to see similar outcomes to that from the mystery shopper test, which again were demonstrations of simple approaches with quality outcomes.

Feedback overall was very positive from these test phone calls and we could see that despite some of the staff demonstrating previously acquired knowledge they were also showing the new knowledge learned from participation in the pilot.

These two evaluation methods also gave us what we needed in terms of a follow up action plan for our test group.

(Note: these follow up action plans were carried forward as a priority for the new team recruited in 2013 funded via Reshaping Care for Older People. This new team were tasked to take the work forward in Motherwell and also across the remaining five town centres in North Lanarkshire.)



Photograph courtesy of North Lanarkshire Council

To mark the end of a successful pilot year and to recognise the commitment from our 20 pilot groups, businesses and organisations, we held a first anniversary/one year on event in September 2013 and invited representatives from all 20 businesses to celebrate the work they had done. The Chief Executive of Alzheimer Scotland, the Chair of NHS Lanarkshire and North Lanarkshire's Vice Convenor of Housing and Social Work were speakers at the event and created the real sense of occasion the work merited. It also showed the depth of commitment from the partnership to support this work and take it forward. Each business was given a Dementia Friendly Community sticker to display in their shop or office window as well as a Certificate of Achievement.

“ This project has been very helpful in promoting understanding. People will therefore be able to be helpful and support people like my husband to continue his day-to-day life. ”



Collecting award at Scotland's Dementia Awards ceremony 2013

Recognition

The Motherwell project has gained recognition in Scotland and the UK nationally and also internationally. We have shared our approach, tools and methodology widely across Scotland.

We have shared our work with colleagues in England, Wales and Northern Ireland, Germany, Republic of Ireland and Norway and have presented the work at the 2013 Alzheimer Europe conference in Malta.

In 2013, we received the COSLA Excellence Award in the 'One to Watch Category' and were Highly Commended in the MJ UK Local Government Awards 'Delivering Better Outcomes' category. We also won the Best Dementia Friendly Community Initiative in Scotland's Dementia Awards in the same year.



© Olivier Coupry

Arlene Crockett and Paul Callaghan receiving the EFID award from Magda Aelvoet of the King Baudoin Foundation

2014 brought further recognition when the project was rewarded for its simple methodology and strong foundation of service user engagement and partnership working by achieving a European Foundations' Initiative on Dementia (EFID) award. This award also came with a grant to support further local dementia friendly community developments with black and minority ethnic (BME) and faith communities. A post to take this forward has been developed and is included in the new team pictured on page 26.

“We’re delighted to receive this esteemed recognition and it really is a credit to all partner agencies involved. The project proactively engages with shops and businesses and opens not just doors, but hearts and minds. It raises awareness of dementia, its impact on people, families and carers and the importance of community connections.”

Paul Callaghan speaking at the EFID awards ceremony in Brussels.



Alzheimer Scotland's new Dementia Friendly Community Team for North Lanarkshire

What has happened since the conclusion of the pilot (September 2013)

The original project team recognised that rolling out the dementia friendly community programme further into Motherwell and beyond into the five other townships of North Lanarkshire required a level of focus and capacity which could not be provided by the Dementia Demonstrator Site project team after the conclusion of the test site. A bid was therefore put to the Reshaping Care for Older People programme and was supported (as noted on page 22).

Focussed leadership for this work is essential and the bid was supported within a structural context that included management support for three new Community Activity Organiser posts, based within Alzheimer Scotland.

This new team has a full time focus to target shops, businesses, organisations and existing community groups and are able to roll out the programme across the county.

Dementia-friendly banking: hints and tips

People with dementia who bank at your branch will sometimes need a bit of extra help. Here are some simple tips to make your branch more dementia-friendly.

"How do we make people with dementia feel comfortable and confident in their own environment?"



1. Speak clearly, calmly and slowly

Keep sentences short and don't raise your voice. Try and minimise noise or other distractions.

2. Be aware of your body language

Smile warmly and make eye contact. Use a friendly tone and respect personal space.

3. Listen carefully to the person

Encourage them and look for clues about what they might be trying to communicate.

4. Show respect and patience

Go at the person's own pace and adapt what you're saying if they don't understand.

5. Noise

Try and reduce unnecessary noise, or move to a quieter area if necessary.

6. Lighting

Make sure the person can see you clearly. Move to a well-lit area if necessary.

7. Help with handling money

Count out money and offer to help the person fill in payment slips.

8. Finding the way

The person may need your help to find their way around the branch or follow simple directions.

9. Feeling lost

If the person seems lost or distressed, ask if they have a relatives contact details. If necessary, the police can help.

10. Making choices

If the person has forgotten why they came in, offer to help with some suggestions. Be careful not to confuse them with too many choices at once.

11. Forgetting why they are in the bank

The person may forget why they are in the bank or make unusual transactions. Talk to your manager if you have concerns.

12. Understanding the person's reality

A person with dementia may say things that don't seem to make sense. Instead of contradicting them, try to find a way around the situation.

13. Being predictable

Keep routines the same where possible. If the person is a regular customer, they may prefer to deal with the same person.

14. Every day can be different

The person's abilities may change from day to day. You may need to help them in different ways on different days.

15. Work with partners, family & friends

Powers of attorney and guardianship orders can enable a friend or relative to help with the person's finances.

More Information

Go to Alzheimer Scotland's website: www.alzscot.org
Dementia Helpline: 0808 808 3000 (24 hour Freephone)
Helpline: helpline@alzscot.org



Environmental Hints & Tips



If you get it right for dementia, you get it right for everyone.

1. Signage

- Should be clear and concise and have good contrast between text and background

Contrast between signage (e.g. doors they refer to) should be high (e.g. yellow level and

avoid abstract or abstract signage. Use clear decision points (e.g. on / way finding) and toilets and exits should be visibly marked

that people can find landmarks to find their way around both inside and outside. Make it interesting and easier if it is to use are good

3. Lighting

- Entrances should be well lit and easy to access
- Use natural light as much as possible as artificial lights can be dazzling
- Overly bright lights and shadows should be prevented where possible
- Use of brighter primary colours can help to lighten up dark areas.

4. Seating

- In large premises a seating / waiting area can be very beneficial to avoid fatigue
- Seating should resemble traditional seats for example a 'wooden bench' or 'chair' as opposed to a 'Z' new style seat.

5. Flooring / Stairs

- Avoid highly reflective and slippery floor surfaces
- Changes in floor finish should be flush
- Stairs should be contrasting colour to floor in order to show the obstacle clearly

Building a Dementia Friendly Community

TIPS FOR SHOPS AND BUSINESSES

People with dementia may visit your shop, business or workplace. Sometimes they will need extra assistance to help them to use your services. Here are some simple tips that may help you to make your business a dementia friendly environment.

Alzheimer Scotland has built on the original materials created for Motherwell's Dementia Friendly Community

They are able to focus completely on the task of initial canvassing and early adopter awareness within the targeted business communities. This structure is also able to apply with partners and measurement techniques to the programme to ensure effective delivery and design, manage change and maintain improvement.

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- Asda
- Boots, Brandon Parade
- Connelly Eyecare
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- Funtastica Homestyle
- Lanarkshire Links
- Mobile Hairdresser
- Motherwell Football Club
- Motherwell Library
- NHS Lanarkshire (Motherwell Health Centre)
- North Lanarkshire Carers Together
- North Lanarkshire Council 1st Stop Shop, Motherwell
- Princess Royal Trust Lanarkshire Carers Centre
- Police Scotland (Motherwell Branch)
- Scottish Fire and Rescue (Motherwell Station)
- Voice of Experience
- Woodcutter Bar

Two years from its launch in September 2012, the Dementia Friendly Communities initiative has supported 73 businesses and 1500 of their staff, and 500 participants from community groups throughout North Lanarkshire, and work continues!

If you'd like to ask us more about the programme, get in touch with Arlene, Sandra or Paul via email or Twitter:

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“Would we have done things differently? Probably not, as we learned by doing.”

Sandra, Paul, Angela, Arlene

“Being part of this initiative will help our team support Alzheimer Scotland’s vision of treating customers with dementia with understanding dignity and respect.”

Boots, Brandon Parade

“We have observed the need for people living with dementia to be treated as valued members of our society and we wish to do our best within the local community to ensure people and their carers feel comfortable in their local environment.”

Funtastica Homestyle

“In our area of work, we can often encounter hostility from the very people we’re helping. We now know that sometimes people with dementia can act angrily ...but from confusionso we have learned to respond properly to that too.”

Scottish Fire and Rescue (Motherwell Station)



www.alzscot.org  

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