

Connecting People, Connecting Support

Transforming the allied health professionals
contribution to support people living with #dementia in
#Scotland
by integrating social media everyday

Elaine Hunter, National AHP consultant, Alzheimer Scotland

@elaineahpmh

@AHPDementia

#AHPConnectingPeople

www.alzscot.org/talking_dementia

#AHPScot





Elaine Hunter

@elaineahpmh

Following

Do you remember when you joined Twitter? I do! #MyTwitterAnniversary 🎉 it all started with a team of us supporting each other #thankyou @Carolynahpdf @lesleyahpd @lynneahpd #ahpscot @Ahpscot

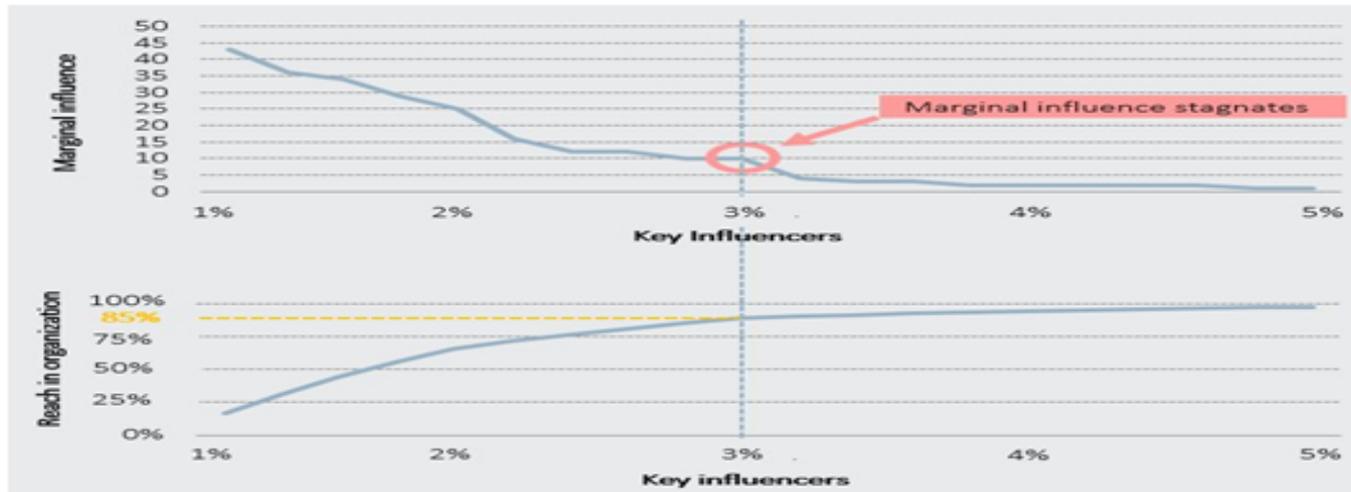


10:00 AM - 20 Mar 2019

Who are the most influential people in your organisation? They might not be who you think they are. Typically, 3% of people drive conversations with 85 or 90% of people. These "superconnectors" can make or break change: <https://blogs.thomsonreuters.com/answerson/who-are-the-most-influential-people-in-your-company/> ... Thanks @patientsafe3 @JeppeHansgaard

Find your superconnectors!

Just 3% of people in the organisation or system typically influence 85% of the other people



Source: Organisational Network Analysis by Innovisor

Background

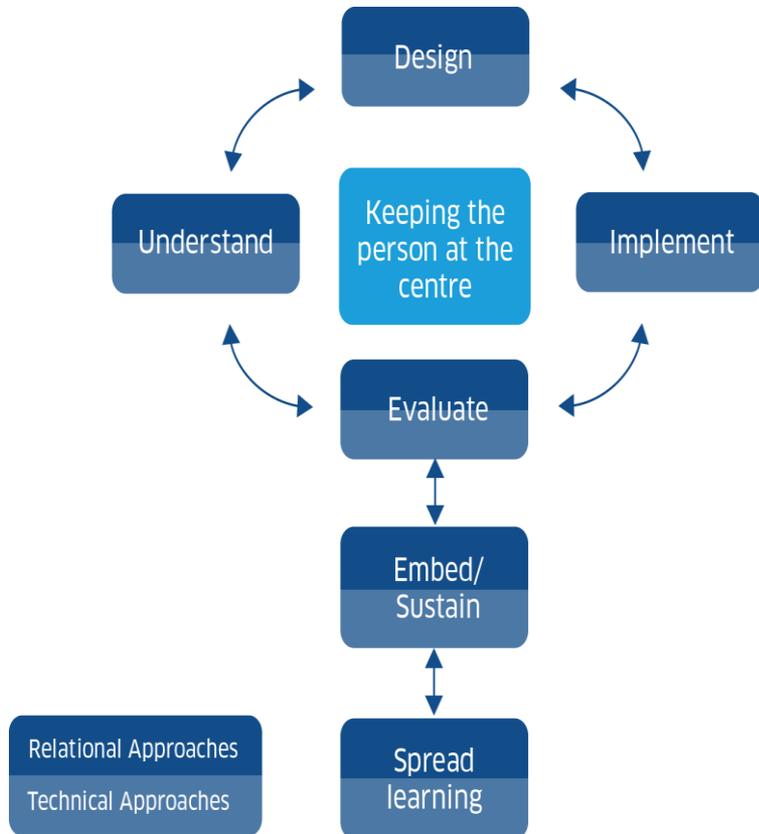


Hidden Treasure



A conceptual framework for planned improvement

<http://ihub.scot>



1. Enhanced access

I am supported to look after my own health and wellbeing & do the things that matter most to me. I feel I get the support I need to keep on with my caring role for as long as I want to do that.

DRAFT Effective Decision Making when people ask for help from allied health professionals #dementia



Awareness
Dementia is EVERY AHP Business

Universal



Allied health professionals

Who are they and how can they help you?

WALKING FOOT CARE MOVEMENT ENABLING BALANCE
LIVING WELL
 KEEPING ACTIVE COMMUNICATION EAT & DRINK WELL

Making sure nobody faces dementia alone.

with
SPEECH AND LANGUAGE THERAPY
 you **CAN...**



Ask an
 Allied Health Professional

Living with Dementia

If you are living with dementia or know someone who has just been diagnosed with dementia with **OCCUPATIONAL THERAPY** you CAN...

Occupational therapists have designed these top tips for you to manage day to day, to stay active and keep connected with your local community.

<p>Staying active in everyday life</p> <p>You have a future – hopes and dreams can still be realised.</p> <p>Keep doing what you enjoy and what's important to you.</p> <p>Keep your routine going. Routines provide structure and familiarity.</p> <p>Decide what you need help with and what you don't.</p> <p>Try something new.</p> <p>Use technology, like mobile phone apps, to stay independent.</p>	<p>Taking care of yourself</p> <p>Exercise, get out and about.</p> <p>Eat regularly and have a balanced diet.</p> <p>Stay connected to family and friends.</p> <p>Keep talking. Let people know what helps you with communication.</p> <p>Take time to relax. Be aware of how you feel, it's OK to have time to yourself.</p> <p>Try to do one thing at a time. Don't put yourself under pressure.</p>	<p>What you can do at home</p> <p>Use reminders for information, dates and appointments. Everyday technology can help.</p> <p>Declutter so the objects you use every day are easier to find.</p> <p>Use colour contrast to make objects stand out.</p> <p>Remove trip hazards, like rugs.</p> <p>Make sure rooms are clearly lit. Consider night lights.</p>
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Royal College of Occupational Therapists



#dementia
 Allied Health Professionals
 #AHPConnectingPeople

@AHPdementia

The AHP approach #dementia

- Supporting families & carers as equal partners
- Enhancing daily living
- Adapting everyday environments
- Maximising psychological wellbeing
- Maximising physical wellbeing

Allied Health Professionals in Scotland are raising awareness about #dementia & how they can help, sharing practical hints & tips.

Retweet or comment at @AHPdementia #AHPConnectingPeople



“Know your system”

WHY A FORCE-FIELD ANALYSIS?

- TO IMPROVE THE CHANCES THAT THE USE OF TWITTER WILL BE A SUCCESS
- STRENGTHEN THE DRIVING FORCES BEHIND THE CHANGE
- REDUCE THE RESTRAINING FORCES AGAINST CHANGE

Positive forces :

Clear aims, Fun & visually pleasing, Priorities identified, Produce an action plan, Clear on what to tweet - time of day, literature, images, clear on the focus, Answer common questions - top tips to share, pick our key themes from CPCS

Vision : Increase access to occupational therapy information for people living with dementia and their families to help them remain active & independent in their community

Aim
to achieve this

Primary Drivers
we need to ensure

Secondary Drivers
which requires

Change idea
ideas to ensure this happens

By 22nd April 2018 we will have increased the number of people engaging with occupational therapists by sharing their work in dementia, on twitter with over 1,000 followers.

People

Process

Platform

Capacity & capability of occupational therapists in use of twitter

Active engagement with people living with dementia & their families

Themed & targeted weekly tweets

Mechanisms to capture quantitative feedback

Mechanisms to capture qualitative feedback

Awareness of the twitter account

Link to wider AHP social media platforms

Governance for use of twitter

Test a team approach to use of the twitter account

Test current learning materials

Test use of targeted tweets (clear aims/themed) to people living with dementia

Test using timetable of tweet themes with the group over the project timelines

Test impact of weekly measurement points during 13 week pilot test

Test impact of weekly measurement points during 13 week pilot test

Test a brand for twitter account 4 weeks, collecting baseline data

Test impact on AHP blog

Test system to monitor complaints or hack for use of twitter

Change ideas over the initial 4 months

The **change ideas** included:

- does it make a difference if we tweet daily?
- do we increase our followers if we tweet at weekends?
- do we have greater engagement if we have themed tweets?

By the end of the 4 months, we were tweeting daily, incorporating the themes of the AHP approach (Alzheimer Scotland 2017) to our advice and top tips to living well with dementia



Themed daily tweets

Monday

supporting families



Tuesday

enhancing daily living



Wednesday

adapting everyday environments



Friday

maximising physical wellbeing



Saturday

blog post

www.alzscot.org/talking_dementia

LET'S TALK ABOUT DEMENTIA

a blog hosted and supported by Alzheimer Scotland and led by our allied health professional colleagues.

Thursday

Maximising psychological wellbeing



Sunday

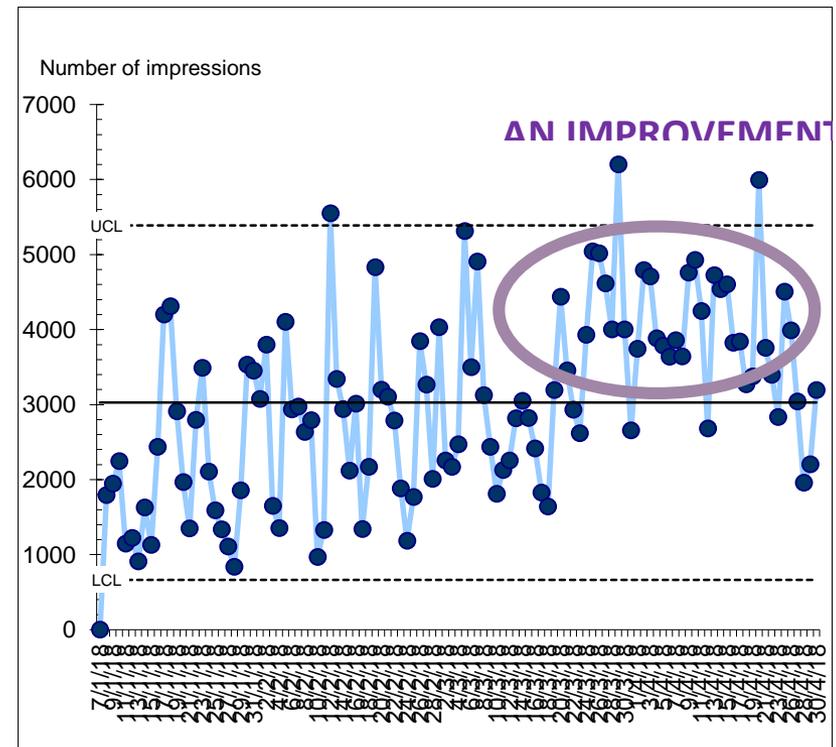
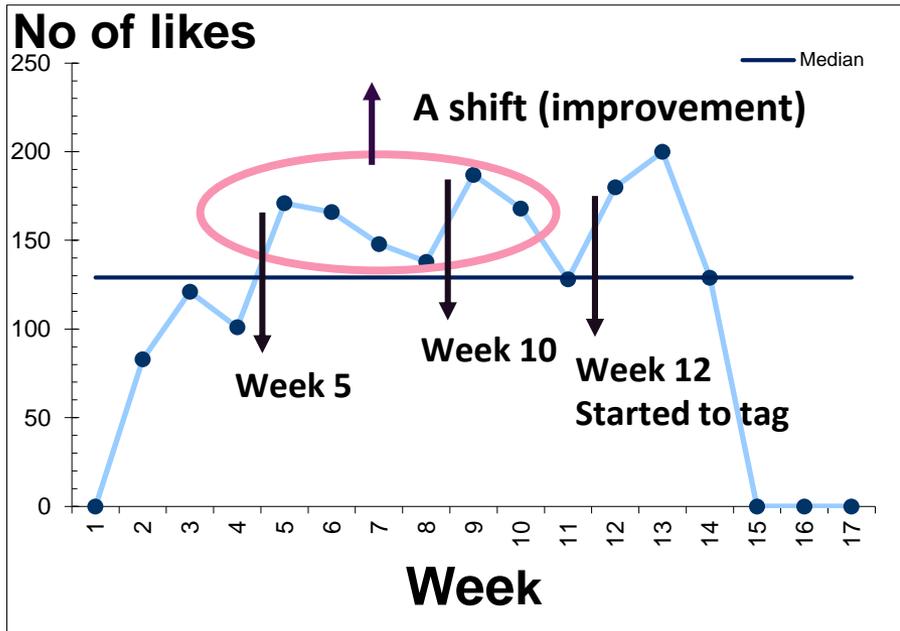
#AHPConnectingPeople
policy overview

www.alzscot.org/ahp



What is the data telling us?

1. Run Chart & I Chart



What is the data telling us?

2. Experience of the “novice” AHP tweeters

Why this project: before & after

“To increase public awareness of what occupational therapy can do for people living with dementia”

“To improve my own knowledge & skills around the use of twitter”

“It was great when people living with dementia & carers responded to the tweets to say how useful they found them or with ideas of their own.....”

“I was apprehensive at first but have really enjoyed my weekly tweets & supporting others in the team with their tweets. I feel I am more confident at tweeting...”

What is the data telling us?

3. Tweets that received the most impressions

Occupational Therapists CAN enable people to continue to work after a diagnosis. They can suggest adjustments such as reducing background noise, flexibility with breaks, use of memory prompts and organising the desk with only the necessary tools required for the job



What is the data telling us?

4. Conversations with followers

@FrancesEley I read about @AhpDementia's research in @OTnews, you might be interested in following them as their twitter feed is full of useful tips for people with dementia

Really interesting work here on the effectiveness of twitter in connecting with occupational therapists to enhance support of people living with #dementia. Social media as a force for good #dementiacare #dementia

“Thanks... great job with this practical suggestions for improving the quality of life for those with #dementia. I am putting them to work with my loved one #livingwithdementia”

My top 5 tips from #ScILc10



Have a vision & a project plan from the start

Keep it real & offer practical advice

Work as a team & learn from each other

Engage daily & reply to comments

Start small & think BIG & build your followers

What next for @AHPDementia

14 months since we started & on 26th March at 8.25am 2019:

- AHP dementia is now an integrated AHP account that knows its purpose & direction
- We have increased our followers & our reach n=1,873
- We have increased our engagement & visibility
- We have offered 1,703 hints & tips supporting people with dementia & their carers to be independent & active
- We have published & presented @AHPDementia locally, nationally & internationally
- We ARE delivery policy to practice

But there is more



What next for @AHPDementia

“When using data for improvement the goal is learning, not judgement & our goal in obtaining data for improvement, is to aim for *usefulness*, not *perfection*”

Provost & Murray 2011



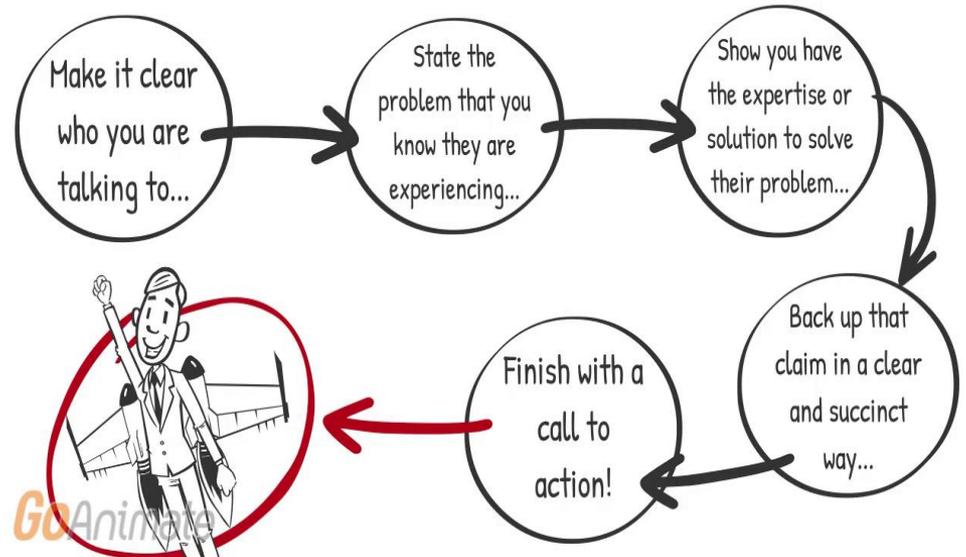
What next for @AHPDementia?

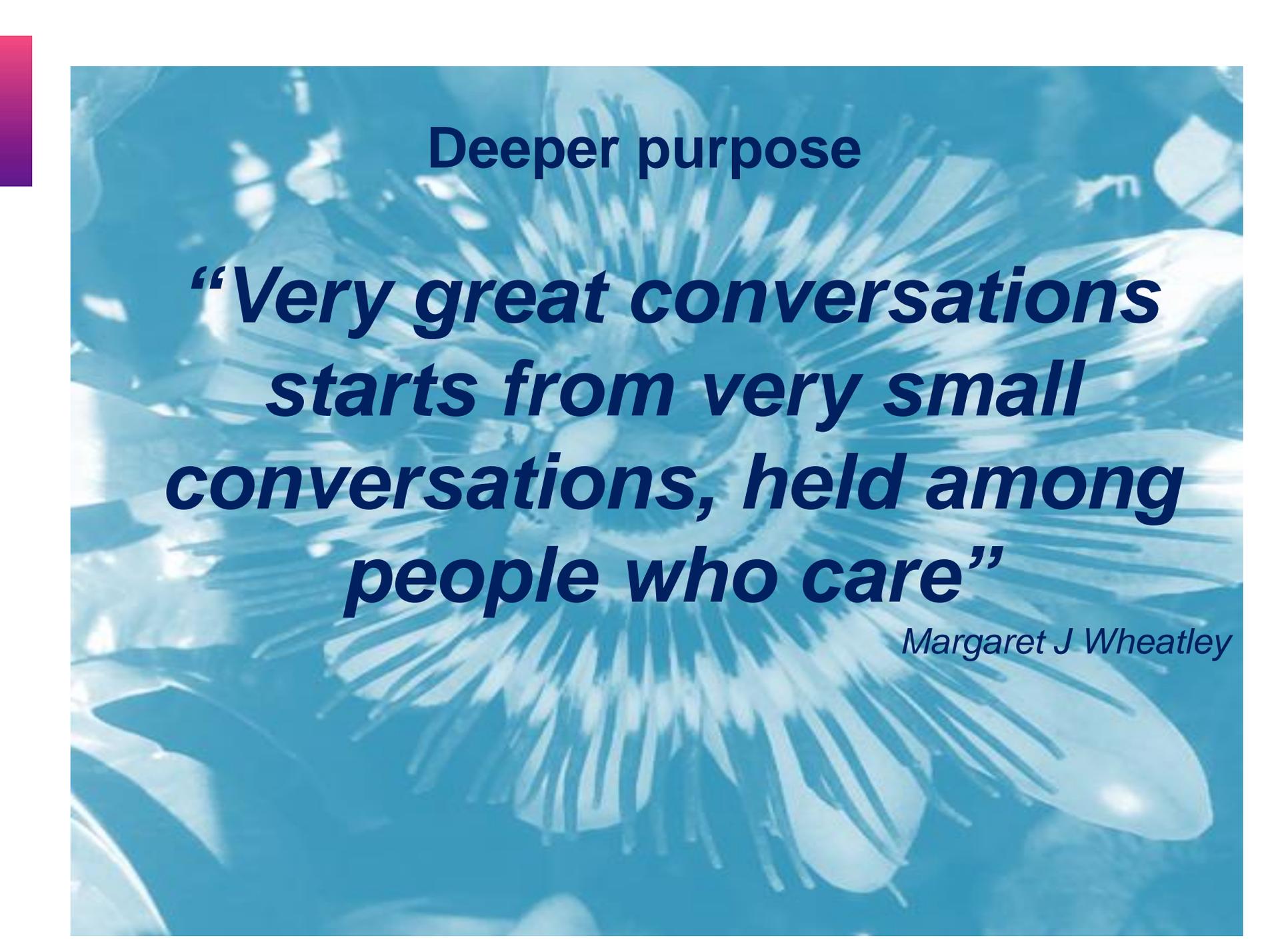
Occupational
Therapy

Online
Surgery

#AHPConnectingPeople

5 steps to animation success





Deeper purpose

***“Very great conversations
starts from very small
conversations, held among
people who care”***

Margaret J Wheatley

Stay connected & *integrate social media everyday*



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**THANK
YOU**

