

A Tweet a Day : Supporting People Living with #Dementia to Remain Active and Independent

#AHPConnectingPeople

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Background

People living with dementia have challenges trying to access the expertise of the allied health professionals (AHPs) as they are unaware of who we are or how we CAN help. In addition to this people living with dementia are looking for information to help them stay at home and to continue to be active in their local communities. For the benefit of the allied health professionals (AHPs) to be realised for all people living with dementia, we require new ways of thinking and working that increase our visibility. (Alzheimer Scotland 2017:37).

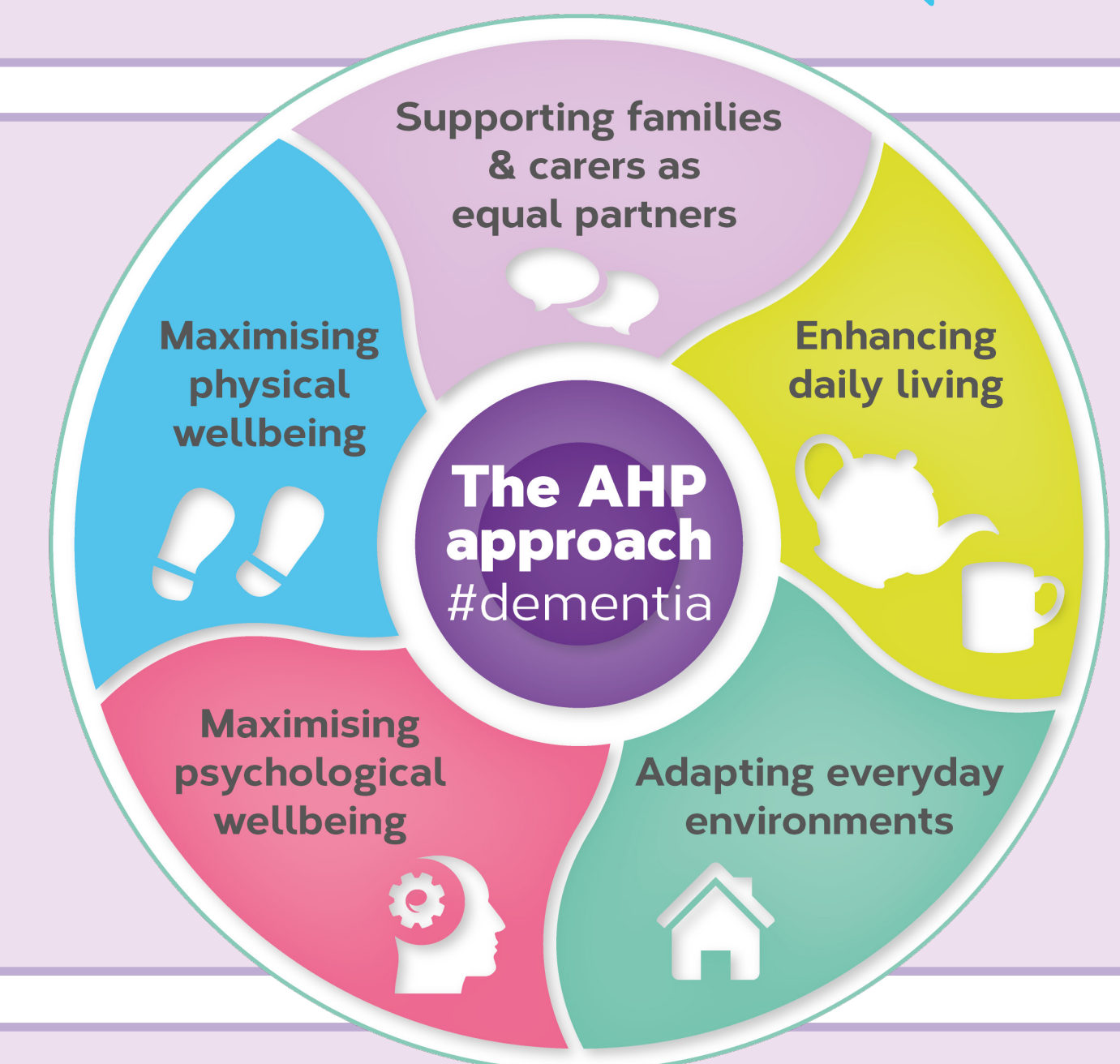
The lead author was on the Scottish Improvement Leaders Programme (#ScIlc10) and this poster shares the improvement project on the use of twitter to raise awareness of the allied health professionals role in dementia care, offering practical hints and tips to people living with dementia and their families.



Improvement Methods

The improvement project involves a group of allied health professionals from across Scotland who are integrating the use of twitter into their everyday practice by sharing their work in dementia. The AHP group tweet daily incorporating the themes of the AHP approach (Alzheimer Scotland 2017), raising awareness about dementia and how they can help, sharing practical hints and tips.

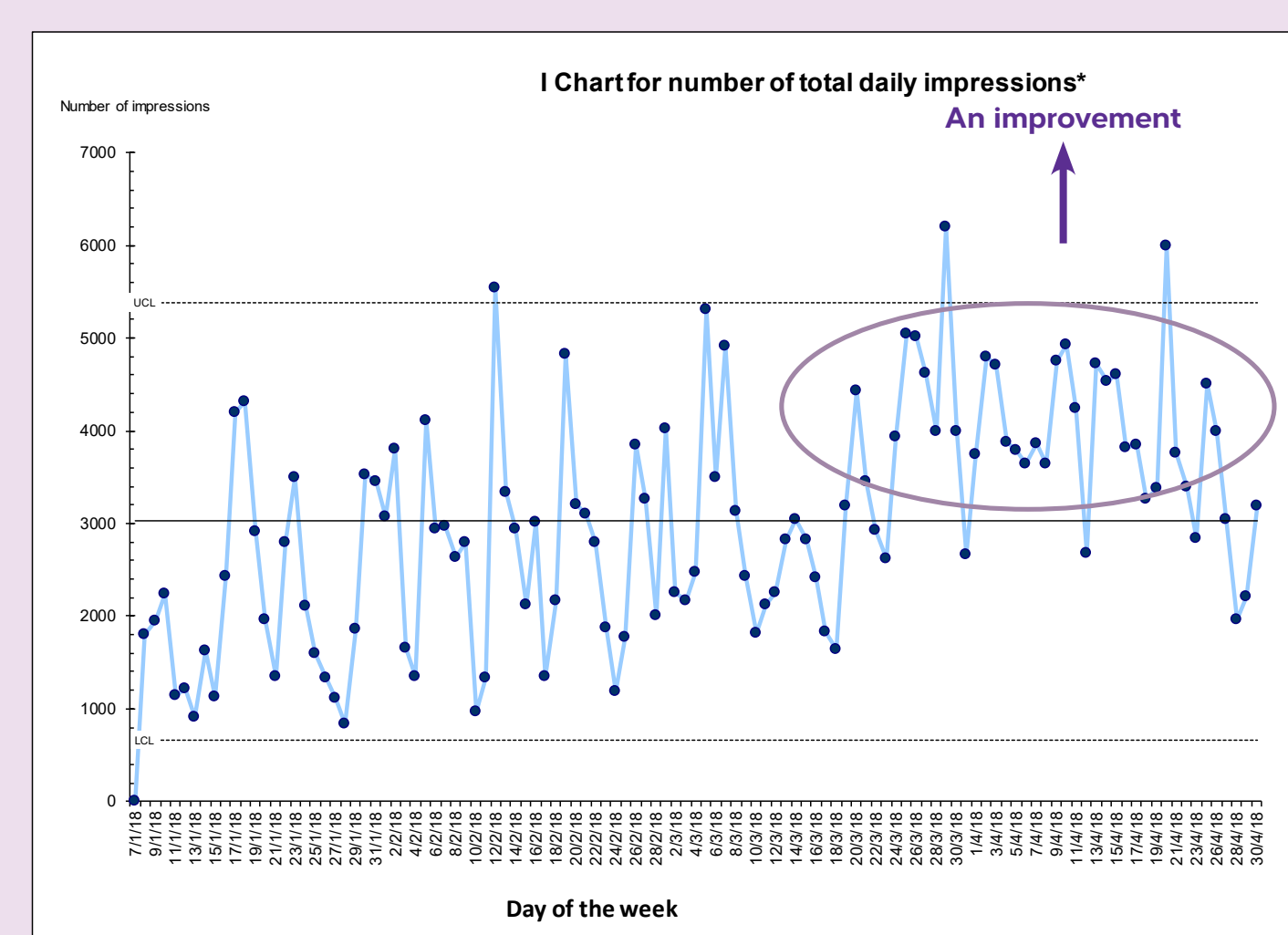
Improvement methods (Langley et al 2009) were used to guide the project process including regular telephone calls, reviewing social media policies, completing a force field analysis, developing a project charter & driver diagram and completing the process of Plan, Do, Study Act.



What is the data telling us?

For this improvement project we collected a large range of daily, weekly and monthly qualitative & quantitative data. Over a 12 month period: We have an average of 122 new followers & 74k tweet impressions per month with 2,484 followers by September 2019. You can see 4 data examples below.

We can see from this initial I chart data, a definite shift and improvement in the amount of people engaging with us.



From this we can begin to debate the variation in the data, applying the learning to enable the improvement project to be sustainable.

We can see which tweets received the most impressions.

Top tip for mealtimes. Place on the table only what's needed and ensure good colour contrast. Keep plates and glasses in the line of sight and ensure that the person can see the contents. Let us know what you think about our tweets? @alzscot #dementia #WithOTuCAN



From this feedback we will begin to develop leaflets on top tips to enhancing daily living & #dementia

We received comments from followers.

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 #livingwithdemntia"



From this feedback we will work with the @S_D_W_G & @NDCAN_Scotland to formally review if the tweet content is helpful in practice

We evaluated the experience of the AHP tweeters and shared this during the spread process..

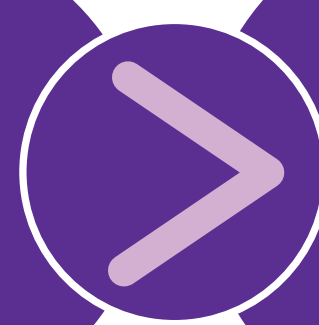
I was apprehensive at first but have really enjoyed my weekly tweets & supporting others in the team in their tweets. I feel I am more confident in my tweeting, but feel there is still so much to learn



From this feedback we can build on our 5 top tips to using twitter

Our 5 top tips to using twitter

Have a vision & project plan from the start



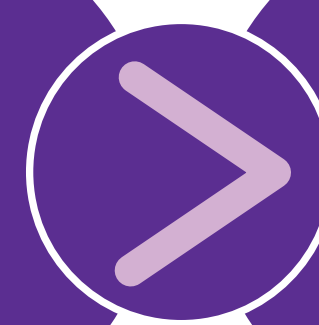
Keep it real & offer practical advice



Work as a team & learn from each other



Engage daily & reply to comments



Start small think BIG & build your followers

Conclusion

People living with dementia are using smartphones and tablets, actively engaging on online platforms to share their narratives and gain the benefits of using social media. Social media offers a real opportunity to raise awareness of the work and value of allied health professionals to dementia care and has the potential to transform the way we communicate with people living with dementia.

This improvement project is still in the early stages, however our aim to increase the number of people we engage with at @AHPDementia as allied health professionals has been achieved. By collecting the data in a variety of formats, we can learn from the data gathered to enable us to spread this work involving other AHPs in Scotland, supporting the idea that **"without data you're just another person with an opinion."** W.Edwards Deming

Stay connected & tell us what you think, leave a comment or tweet us at @AHPDementia

Our improvement twitter team, all allied health professionals trying something new, are:

@ClaireCraig_PT @MellonKaren @keir_jenny @samhahp @CarrieOTmh @juliebrownOT @dorman_lynn @AliAHPDem @elaineahpmh

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References

Alzheimer Scotland 2017 Connecting People. Connecting Support. Transforming the contribution of allied health professionals in dementia in Scotland 2017-2020 www.alzscot.org/ahp
Langley GJ Moen RD Nolan KM Nolan TW Norman CL Provost LP 2009 The improvement Guide A practical approach to enhancing organizational performance 2nd edition Jossey-Bass A Wiley