

NHS South of England Dementia Challenge Fund 2012

context and purpose

key messages

key dates

signposting to further information and resources

contact details for enquiries

July 2012

The Prime Minister's Dementia Challenge

- First Prime Minister to make a major speech on dementia
- Aim is to go further faster on implementing the national Dementia Strategy
- But wider scope – so focus on creating dementia friendly communities and increasing awareness of dementia
- Also work on better research and improving health and care for people with dementia



The health and care challenge

Five key commitments:

1. Increase diagnosis rates
2. Financial rewards for hospitals offering quality dementia care
3. An innovation challenge prize
4. A dementia care and support compact for care homes
5. Information on local dementia services

NHS South of England Dementia Challenge 2012



NHS SOUTH OF ENGLAND DEMENTIA CHALLENGE 2012

- 1 Providing practical solutions
- 2 Supporting widespread adoption
- 3 Promoting local sustainability
- 4 Sharing recognised benefits
- 5 Delivering whole system approaches

This fund provides an opportunity for local communities across the South of England to respond to the Prime Minister's Dementia Challenge to identify and implement practical solutions to the problems faced by people living with dementia. The fund of at least £10 million is open to Clinical Commissioning Groups and local partners in the South of England only.

The Challenge Fund

Bids must be led by a clinical commissioning group (CCG)

Priority areas for consideration:

- Dementia friendly communities
- Improving diagnosis: Early diagnosis and an improved diagnosis pathway underpins the delivery of effective dementia services
- Improving hospital care
- Community based care: improved coverage and / or services that support people to remain at home for longer, avoid hospital admission and enable timely discharge from hospital
- End of Life Care
- Reducing inappropriate antipsychotic prescribing

Led by CCGs

- One application per CCG:
 - multiple projects per CCG application are possible
 - sign up from all partners essential
- Expressions of Interest by **31 July 2012**
- Applications by **7 September 2012**
- Notification of funding by **21 September 2012**
- Further round of funding notified by **31 October 2012**

Local strategic leadership, partnerships, pragmatic action

- What we want to improve, and why
- What innovations make a difference
- What we will do and how
- How we will make it happen
- How we will be sure that innovation is an improvement



Applications should

- address need(s) identified by people with dementia and / or their carers / families
- seek to adopt or adapt proven best practice for meeting the needs identified
- show how they will deliver:
 - improved outcomes for people living with dementia and their carers / families
 - improved access to services
 - improved equity (services more uniformly available, ‘levelling up’ of outcomes, more ‘dementia friendly’ services or communities)

Applications will be judged on

- the anticipated impact on improving outcomes for people with dementia and their carers / families
- the robustness of the application and its planned return on investment
- its strength in the adoption and spread of proven best practice

Selection process

- Sub-regional selection panels
- SHA Board-level chair
- Involvement of people living with dementia, and their carers / families
- Cross sector representation

Meaningful and appropriate ways to involve people living with dementia, and their carers / families designed jointly with voluntary and community sector partners and experts by experience

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Guidance for applicants

Questions, enquiries, assistance

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Making a Successful Case

Bids and Applications

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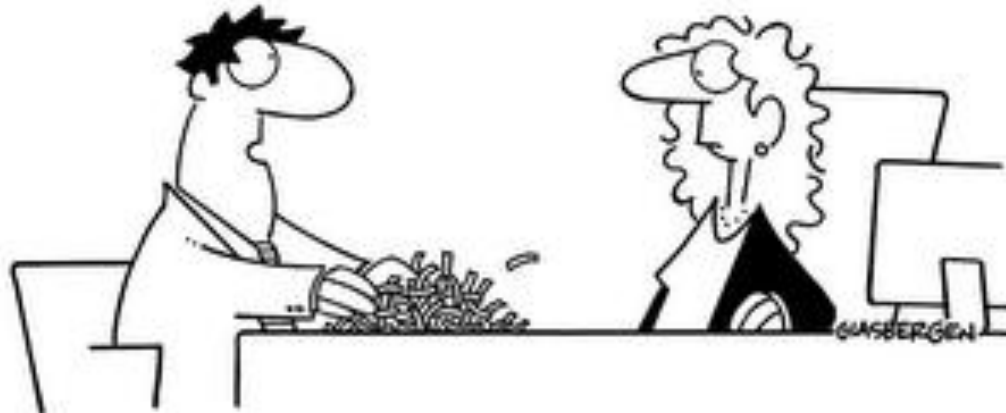
Some Golden Rules

Rule 1

The right frame of mind:

Applying for funding should feel like applying for a job and should be approached with similar rigor

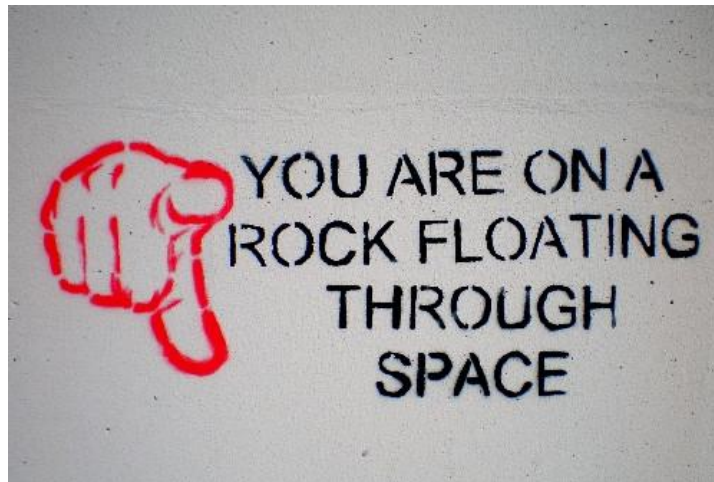
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**"I'm applying for the Information Security position.
Here is a copy of my resumé, encoded, encrypted and shredded."**

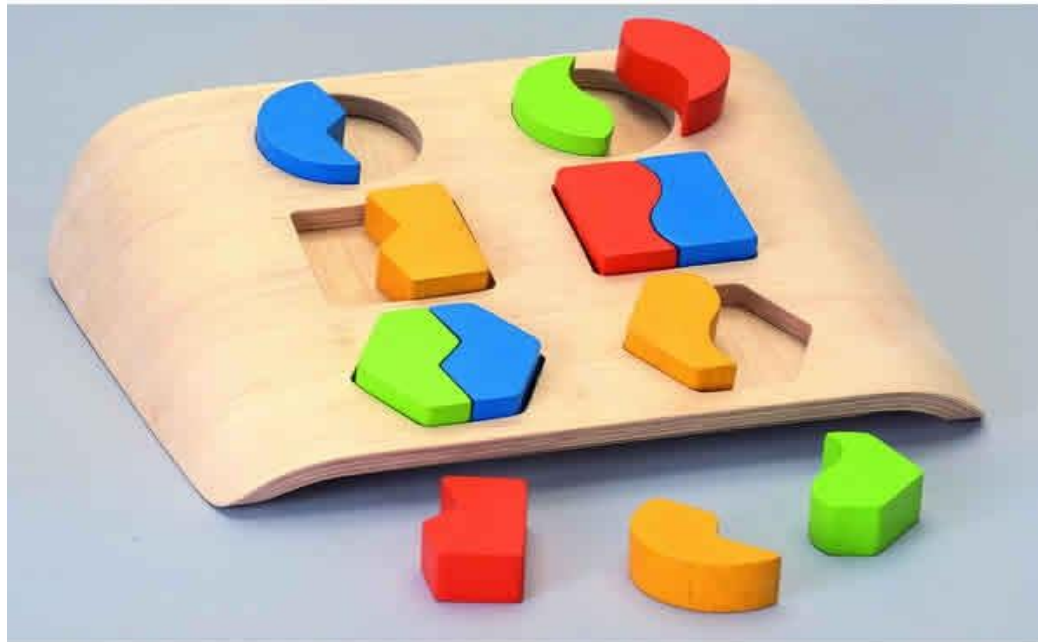
Rule 2

Do a reality check



Rule 3

Match your proposal with a funding source



Rule 4

Follow the funder's rules!



*'Actually rules are rules they are not
"..more like guidelines"....'*

Rule 5

Make a clear case

It helps to think of three cases not one:

- The Clinical or Technical Case
- The Management Case
- The Financial Case



The Clinical Case

- What – upfront!!
- Why important
- Why it is an improvement
- Supporting evidence
- Risks – of doing and not doing
- ‘No commissioning without decommissioning’
- Quality gain

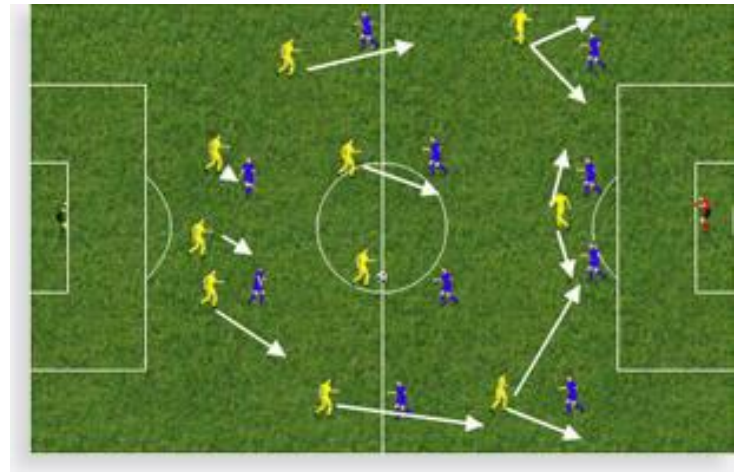


The Financial case

- Be absolutely explicit about what the money will be spent on
- Current costs
- Future costs
- Cost of making the change (probably what you are bidding for)
- Return on investment
- Sources of funding (matched funding)
- Financial risk and mitigation

The Management case

- Strategic alignment with organisational priorities
- Impact on productivity
- Business development / commercial advantage?
- Sustainability
- Risk – business and reputational



Rule 6

Keep it simple

- Assume no knowledge and do not get over technical (unless writing for solely a technical audience)
- Be succinct
- Straight forward linking of cause and effect
- Fit information in to the right box
- Make life easy for the panel

Rule 7

Be complete

do not leave the panel with questions...

- Sustainability
- Delivery
- Partnerships
- Assumptions
- Measures of success / metrics
- 'Freedom to operate'
- Management and monitoring
- Intellectual property

Tips

Good things

- Matched funding or multiple sources
- 'Big name' endorsement or involvement
- Clinical leadership
- Demonstrating pedigree in doing similar things
- Partnerships
- Benefits across organisations / sectors
- Benefits in short and longer term
- Clear sustainability plans
- Plan to spread learning

Techniques

- For electronic forms – use MS word and cut and paste
- Spell check
- Be very careful of abbreviations
- Get someone who does not know the proposal intimately to read your application. Do they ‘get it’? What are their questions?
- To save a copy of your electronic submission try using a PDF printer – it should convert the web form to a PDF file

Q&As

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