

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

Prime Minister's Challenge, March '12

- Improving health and care services
- Creating dementia friendly communities
- Better research into dementia treatment and care

**Department of
Health (2011)**

**Innovation, health
and wealth
Accelerating
adoption and
diffusion in the
NHS.** COI, London.



What do we mean by innovation in the NHS?

‘ The rapid adoption and diffusion of the best, transformative, most innovative ideas, products, services and clinical practice.’

- ***transforms personal and clinical outcomes***
- ***can simultaneously improve quality and productivity***
- ***good for economic growth.***

‘An idea, service or product, new to the NHS or applied in a way that is new to the NHS, which significantly improves the quality of health and care wherever it is applied.’

COPYING IS GOOD

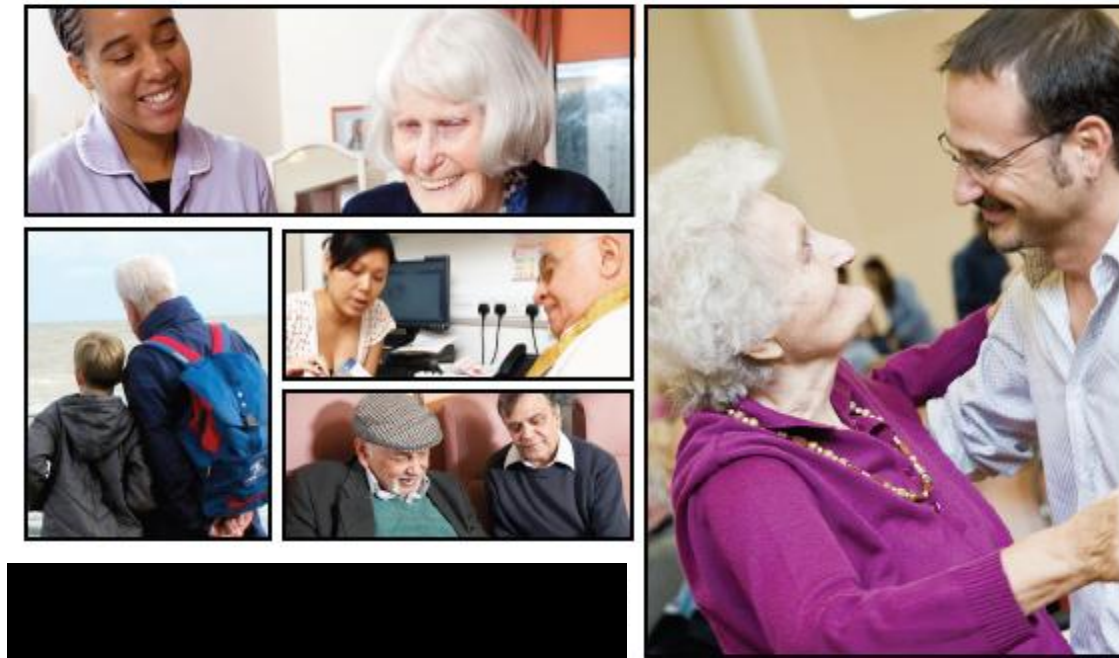
Innovation in dementia ...

...is about delivering the outcomes that people living with dementia, and their carers and families tell us they want.

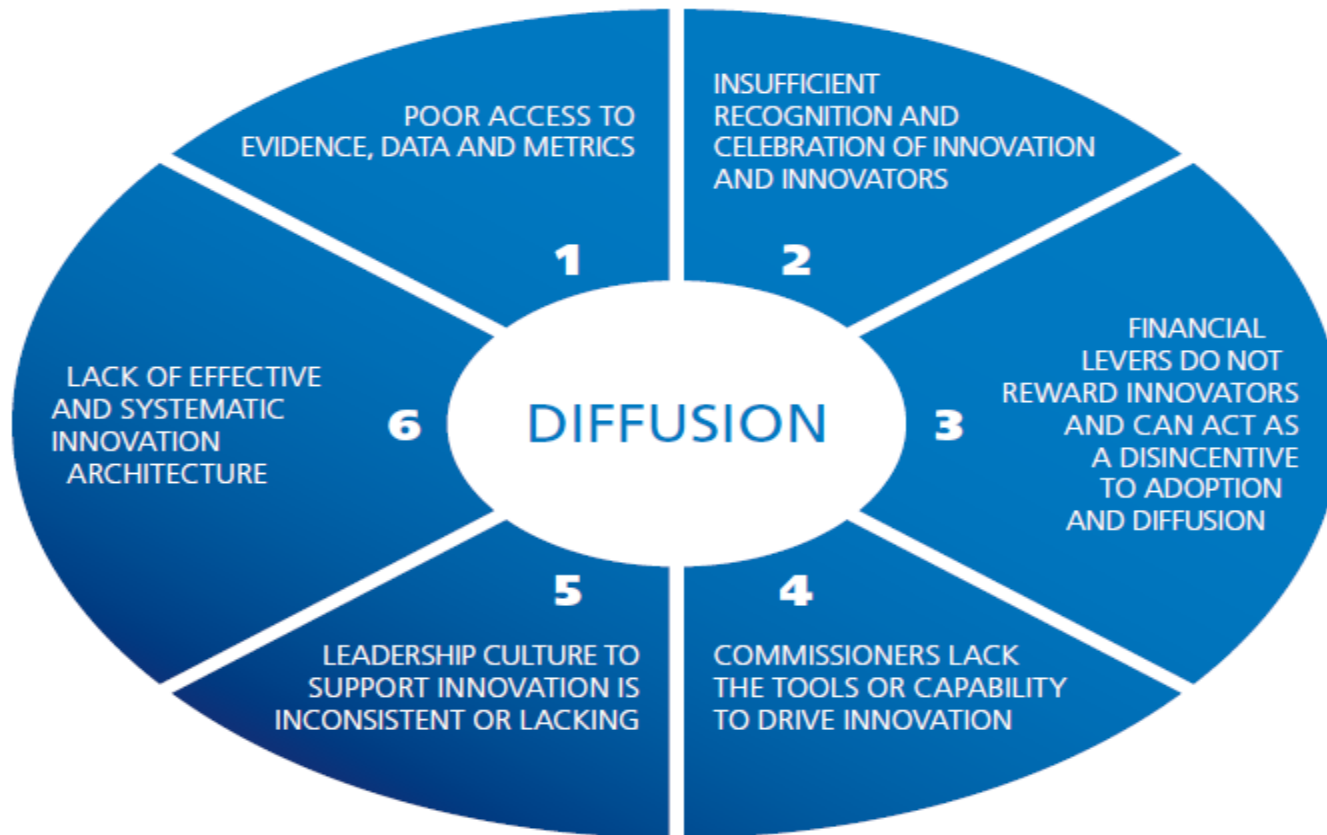
“There are great people in the NHS with great ideas. Through a focus on outcomes, we are going to enable and encourage them to turn those innovative ideas into reality. This will result in better care and outcomes for patients.”

SECRETARY OF STATE FOR HEALTH, ANDREW LANSLEY

NHS South of England Dementia Challenge 2012



... it's about tackling the barriers to innovation

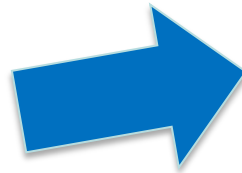
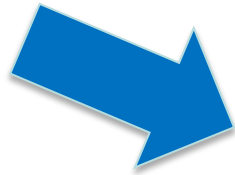


It's about...

adoption

&

diffusion



INVENTION

The originating idea for a new service or product, or a new way of providing a service

ADOPTION

Putting the new idea, product or service into practice, including prototyping, piloting, testing and evaluating its safety and effectiveness

DIFFUSION

The systematic uptake of the idea, service or product into widespread use across the whole service.

It's about ...

- **£10m for the South of England**
- **Putting innovation into practice**
- **Clinical Commissioning Groups leading**
- **Multiple partners, multiple opportunities**
- **£200k-£500k per CCG/collaboration**
- **Involvement of people living with dementia/carers** 
- **Partnerships across sectors** 

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.

... some of the possible themes

- **dementia-friendly communities**
- **improving diagnosis, and the diagnosis pathway**
- **hospital care**
- **community based care**
- **end of life care**
- **reducing inappropriate prescribing**
- **carers**

Led by Clinical Commissioning Groups

- One application per CCG;
 - multiple projects per CCG application is possible
 - sign up from all partners essential
- Expressions of Interest by **31 July 2012**
- Applications by **07 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, and**
- **its strength in the adoption and spread of proven best practice.**

Applications should demonstrate

- **how learning will be captured, and disseminated**
- **how improvements will be sustained over time**
- **partnership working between different sectors and / or organisations, and**
- **evidence of involvement from people living with dementia and / or their carers or representatives.**

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 & community sector partners and experts by experience

NHS South of England Dementia Challenge 2012



Guidance for applicants

Resource Pack: signposting to ideas and resources



Regional briefings

- 05 July 2012, **Taunton**
- 06 July 2012, **Newbury**
- 11 July 2012 **Gatwick**

bookings: louise.walsh@southwest.nhs.uk

Questions? Enquiries? Assistance?

**Kate Schneider, Programme Lead, Mental Health and Wellbeing; Dementia
NHS South of England (West)**

kate.schneider@southwest.nhs.uk

07973 732766

**Stephen Thorpe, Independent Consultant, Dementia Programme
NHS South of England (West)**

stephen.thorpe10@gmail.com

07896515856

**Martin Freeman, Regional GP Advisor for Dementia
NHS South of England (West)**

Martin.Freeman@glos.nhs.uk

07980 358155

Duncan Goodes, Head of Innovation Promotion, NHS South of England

Duncan.Goodes@nesc.nhs.uk

07879 474045