



## Yorkshire & Humber Dementia Action Alliance

### SUCCESS

The Dementia Action Alliance in Yorkshire & Humber has been a spectacular success.... and not just in terms of numbers (335 Members, 14 Local Alliances and almost 50 Dementia Friendly Communities).

The real success, however, lies in the energy, passion and commitment of member organisations to bring about real change that will have a long term impact on the lives of people living with dementia in this region.

This document aims to showcase some examples of the change in attitudes and the practical difference being dementia friendly is making across Yorkshire & Humber.

#### **SHEFFIELD HALLAM**

Sheffield Hallam University has committed to ensuring all 37,066 students and 4,421 members of staff are equipped with a basic awareness of dementia. They have also made a commitment that students and staff should have access to online materials or training to facilitate understanding of what dementia is, who people with dementia are and ways to best support individuals living with the condition.

They have also agreed to build on staff and student interest through existing Boards that coordinate activity across the University, for example the Arts Board and the Sport Board. Sheffield Hallam is a member of the Sheffield Dementia Action Alliance.

#### **H.M. PRISON, HULL**

Hull Prison is believed to be the first prison in Britain to arrange dementia awareness training for staff. This reflects the fact that in addition to an ageing general population, there is an ageing prison population – and prisons are not a good environment for people with dementia in terms of mental stimulation and support. The Training was carried out by Hull Dementia Academy /Action Alliance.

#### **VICTORIA THEATRE, HALIFAX**

The theatre is making arrangements for people living alone (especially those with dementia) to attend a concert by the sixties group 'The Manfreds'. The person with dementia will be collected by community transport and a 'buddy' will be available to accompany them throughout the evening. A special room is being set aside before the concert and at the interval as a quiet space– and also a place to meet others in a similar situation. Victoria Theatre is a member of the Calderdale Dementia Action Alliance.

#### **SOUTH YORKSHIRE POLICE- MISSING PERSONS INITIATIVE**

Although the Herbert Protocol – a scheme to help police forces locate a person who goes missing from a care home - has received national publicity, South Yorkshire Police felt it could be improved – especially to cover the more likely scenario of a person with dementia going missing from their own home. Officers from Rotherham have worked with the local Alzheimer's Society to devise a two-part form that can be completed by carers/ family members setting out details of the individual with dementia – their past addresses, workplaces, hobbies and interests along with physical description and details of medications.

The second part of the form, only completed if a person goes missing, contains details of what they are wearing and any other relevant data that could assist in a search. The scheme is being piloted across South Yorkshire Police area and other police forces in the region are anxious to adopt the scheme in their own areas.

### **FLEETWAYS TAXIS, YORK**

This York taxi firm has ensured that its 70 drivers – and all office staff – have received dementia awareness education. As a result, they have introduced a number of changes to make it easier for people with dementia to use their service. For example, when collecting passengers from York Hospital, they now telephone the relevant hospital department to check on the patient's address..... because quite often the a passenger with dementia has asked to be taken to somewhere they lived 40 years ago.

### **YORK STATION**

York has become the first UK railway station to attempt to become dementia friendly. In addition to training for all British Transport Police office, train operating company staff and even the staff running the coffee shop concessions, they have introduced a 'safe haven' room for people needing a quiet space to collect their thoughts – or to enable carers or family members to be contacted. They have gone one step further, by organising day trips to reassure people with dementia and carers that they can continue to use the railways with the support of knowledgeable and sympathetic staff.

### **YORKSHIRE AMBULANCE SERVICE**

One of the first members of the Regional Alliance, YAS made a commitment to train every member of staff in dementia awareness..... and more than 2000 ambulance personnel have now undergone specific training. Furthermore, the needs of people with dementia have been taken into account when the service ordered 100 new additions to its patient transport vehicle fleet.

### **ALZHEIMER'S SOCIETY, BRADFORD**

The Bradford office of Alzheimer's Society has pioneered the use of people with dementia in interviews for new members of staff. In addition to devising their own questions for candidates, people living with dementia join the interview panel – and bring a refreshing new perspective to the interview process.

### **SAFE HAVENS**

Many towns and cities across the region operate safe haven schemes for vulnerable people in need of support. The majority of these schemes have been originated by mental health charities..... but Local Dementia Action Alliances have been working with the charities and local authorities to ensure that the staff manning these facilities (ranging from bus stations to libraries and even branches of local building societies) receive awareness training, so that they can assist people with dementia.

### **BRADFORD GURDWARAS**

The Bolton Road Gurdwara became the first in Britain to provide dementia awareness sessions for its spiritual leaders and congregation. The success of the scheme means that the dementia friendly programme is now being rolled out in Sikh communities throughout the UK.

### **TRINITY CENTRE, LEEDS**

Over 100 retailers at Trinity Leeds - the biggest and newest of prestige shopping centre in the heart of the city - are taking part in dementia friendly awareness sessions. In addition, the centre management has committed to making the customer service lounge a 'safe place' for people with dementia and carers.

## **HULL GPs**

A number of GPs in Hull became the first to join their Local Alliance. They also attended training programmes run by the Hull Dementia Academy, after which one GP commented: *“Very empathic; I learned a lot about how patients experience dementia. This was a lot of new information about the socio-pathology of dementia which I found fascinating and moving. It was both stimulating and moving. Well done!”*

Another GP on the same course commented: *“Precise and informative; very relevant to GPs and to everyday life.”*

## **EXPERIENCE BARNESLEY MUSEUM**

Through membership of the Alliance the Museum has developed regular Tea Dances which are attended by living with dementia and their carers. The feedback has been extremely positive and attendees have stated these events have enhanced their lives.

## **PERSON LIVING WITH DEMENTIA IN SCARBOROUGH**

**“When I was younger, I was into punk music..... I don’t do tea dances.”**

## **BUS PASS SAGA**

An elderly gentleman called into a library in the Hull area concerned that his bus pass was no longer valid. The staff did their best to reassure him that it was..... but, having attended a dementia awareness course shortly before, they became concerned that the customer was confused and vulnerable. They contacted social services, who managed to contact a relative, who reassured the gentleman over the telephone that the Library staff were correct and that his bus pass was OK. Although he seemed to accept this, the Library staff still insisted on giving the gentleman his bus fare “just in case”....

NB> Hull Libraries are members of the Hull Dementia Action Alliance – and all staff have received dementia awareness training from Hull Dementia Academy. Some Library staff have gone on to train as trainers and are delivering dementia training to other community groups.

## **RENDEZVOUS CAFÉ, BARNESLEY**

By attending a Dementia awareness session the staff now feel more comfortable helping people and serving people living with dementia and they are aware people visit their café as they feel safe. This allows people with dementia to continue living well within the community.

## **PHARMACY DELIVERY DRIVERS HELP FIGHT DOORSTEP CRIME**

In a pilot scheme in Wakefield, Pharmacy Delivery drivers are being trained to recognise common symptoms of dementia so that they can support those at greatest risk of doorstep crime. Funding comes from the Proceeds of Crime fund and it will allow drivers to not only deliver medication but also have time if necessary to spend with vulnerable people, many of whom are socially isolated.

The drivers will be able to report any concerns to the relevant health and social care organisations – or to the police. The drivers are employed by pharmacies belonging to Regional DAA member Community Pharmacies West Yorkshire.

## **LLAMA THERAPY**

Llama treks for people with dementia in North Yorkshire are proving extremely popular - and beneficial. Nidderdale Llamas (members of Harrogate & District Dementia Action Alliance) say: "Llamas are just fantastic creatures at putting people at ease. They are so loving, friendly and of course non-judgmental... Llamas can be very entertaining,; watching their antics is really amusing and laughter can be a great release for those who are generally overwhelmed by their difficult lives."

## **CONNECT HOUSING ASSOCIATION**

Connect Housing has developed a detailed internal Dementia Strategy detailing how it will be supporting current and future generations of tenants with dementia to live independently and well as part of their communities.

Connect is a charitable housing and support provider operating in Leeds, Kirklees and parts of Calderdale and Wakefield, providing quality housing to people in over 700 properties specifically for older people. The organisation is already investing in a wide range of physical improvements to property and has supported about 70 staff to undergo dementia awareness sessions and other training.

## **DEMENTIA AND SPORT IN SHEFFIELD**

Recognising the importance of exercise for people with dementia, Sheffield City Trust (SCT) and Sheffield International Venues (SIV) have made a commitment to support people with dementia and their carers to live as full and active life as possible through taking part in physical activity.

SIV and SCT are both members of Sheffield Dementia Action Alliance and all members of staff at both organisations are undergoing dementia awareness training.

## **RELAXED PERFORMANCES AT SHEFFIELD THEATRES**

Sheffield Theatres are planning a 'Relaxed Performance' during their run of Pantomime at Christmas – and have plans to introduce more of these dementia friendly events over more future Productions.

*A relaxed performance is open to everyone and is specifically adapted for people with learning disabilities and other sensory and communication disorders – providing a more relaxed and supportive atmosphere in order to reduce anxiety and allow people who might otherwise feel excluded the chance to experience live theatre.*

The theatre is arranging for all members of staff to attend awareness sessions on dementia to ensure a greater understanding of the condition and how we can help.

## **DEMENTIA AWARENESS FOR FUNERAL STAFF**

The Co-op in West Yorkshire is rolling out dementia awareness training to 33 funeral homes and 166 funeral staff across Leeds/York/Wakefield/North Yorkshire.

## **DEMENTIA FRIENDLY MUSEUM**

Scarborough Museums Trust has introduced a number of measures in its commitment to become more dementia friendly. In addition to training all members of staff, they have bought a special typeface - FsMe, which is approved by MENCAP - as a font which is easy to read for people with additional needs. Over time, this will be introduced on exhibits and displays in the Rotunda Museum and Scarborough Art Gallery following a text strategy on wording, font size and colour.

In addition, as part of the 'Remember Scarborough' project which looks into the Bombardment of Scarborough during WW1, the museums team have created a handling box and pop up exhibition, called The Old Kit Bag, that can be loaned to care homes.

### **CUSTOMER CARE**

Lloyds Bank were one of the first to join the Hull Dementia Action Alliance. All local bank managers attended Dementia Academy training and cascaded the awareness down to their staff. A member of staff from a residential home contacted the Academy to say they had just witnessed a lady in the Bank on Ings Road becoming a little distressed at the counter; she clearly was confused and mixed up with her cards etc.

The member of Lloyds staff came round to the front and sat down on a settee with the lady to reassure her and assist her with her handbag. The member of staff then ordered a taxi to take her home to ensure she was safe.

### **ASDA WAY TO DO IT!**

The Asda store at Kingswood, Hull are members of the Alliance and they requested that someone diagnosed with Dementia walked through their store and gave feedback on any issues they had found.

A gentleman was assisted to do this and he asked 3 different members of staff where the toilets were, each time the staff were polite but gave instructions that were too complicated for him to follow. This started to make him more anxious that he was not going to get to the toilet in time.

This example was fed back to ASDA management and they are now going to ensure that staff escort people towards the toilets until they are in view and the person can safely access them.

### **In at THE DEEP end!**

The Deep is mindful that the aquarium environment can be very positive for people with dementia and, through extensive dementia awareness training across its 150 crew members, is building on that positivity. Feedback from The Deep's team has been excellent with a consensus that people feel much more confident in understanding and responding pro-actively to the individual needs of both people with dementia and their carers.

Members of the public have even recognised the Dementia Academy pin badges been worn with pride by front line staff and this has stimulated discussion about how we can help to make everyone's day as smooth and enjoyable as possible. With over 400,000 visitors a year it is hoped that The Deep's commitment to dementia awareness will play a key role in helping those affected to continue to enjoy a fulfilling leisure time.

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