

Our ref: IJC/RG/sma

11 May 2012



To:

Clinical Commissioning Group Chairs, South of
England
Directors of Adult Social Services, South of England
Primary Care Trust Cluster Chief Executives, South of
England

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Dear Colleagues

Prime Minister's Challenge on Dementia

On 26 March 2012, the Prime Minister launched his Challenge on Dementia to improve the lives of people with dementia and their carers (<http://www.dh.gov.uk/health/2012/03/pm-dementia-challenge/>).

The Challenge has three elements:

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

This Challenge provides an opportunity for key partners, including people with dementia and their carers, local authorities, the third sector and independent sector providers, to work with the local NHS and build further on implementation of the National Dementia Strategy to address one of the most important priorities of the next few years.

We are hosting a major conference on improving dementia services that will be held on 29 May 2012 at the Royal Berkshire Conference Centre in Reading. This will provide an opportunity to explore how we respond to the Challenge in more detail. You should have received an invitation to this and a copy is attached with the agenda.

Across the South of England there has been excellent work through the Enhancing Quality programme in the East, the whole systems programme in Central and the Dementia Partnership in the West. The dementia leads in NHS South of England, working with social care colleagues, are building on these programmes and have established a new website, www.dementiapartnerships.org.uk to support and underpin improvements in dementia care.

Sarah Pickup, President of the Association of Directors of Adult Social Care, and I have been asked by the Prime Minister to chair the national group on improving health and care so there will be opportunities to have early engagement with the national work that is being developed and I would hope that we can lead the way by establishing local dementia clinical networks across the South of England, building on the existing local projects you are engaged in.

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Chair: Dr Geoffrey Harris

Chief Executive: Sir Ian Carruthers OBE

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Each emerging Clinical Commissioning Group and their Local Authority partners will want to produce a joint plan on how they address the fourteen actions identified to improve health and care plus their contribution to creating dementia friendly communities and better research.

The key issues from the Prime Minister's Challenge include:

Increase dementia diagnosis rates

- Diagnosis rates in the South of England are the lowest in the country and there is clear evidence of the benefits of early diagnosis. The challenge is to improve rates of diagnosis, the diagnosis pathway, the experience of people receiving a diagnosis, and their post-diagnosis support. There will be a national return on reviewing the local data and producing a plan to improve diagnosis rates and I would like you to consider how each locality could achieve a rate of 60% of the estimated local prevalence.

Dementia care in acute and community hospitals

- A national dementia CQUIN is being introduced in 2012-13, but this will only make a difference if it is part of a wider work programme within each hospital and linking effectively to social care and community support outside hospital to improve care for people living with cognitive impairment and dementia.

Dementia care in people's homes

- Building on a number of new whole system and collaborative partnerships between health and social care and other key players to support independence and choice for people with dementia living at home, their carers and supporters. This includes the beginning of dementia friendly communities, specialist designed housing, the use of assistive technology and locally based community development.

Dementia care in care homes

- Building on the new Compact produced by some care providers and ensuring high quality relationship-based care and support for people with dementia, including the reduction in inappropriate prescribing of antipsychotic medication.

Promoting local information about dementia services

- Building on the pilot project in the South West (www.ourhealth.nhs.uk) with additional information and a roll-out across the South of England by the end of December 2012. An article about Our Health has been published on the Guardian Public Leaders website (<http://www.guardian.co.uk/public-leaders-network/blog/2012/apr/04/transparency-nhs-story-behind-data>). There are opportunities to produce local versions of the site linking with existing information services.

Creating Dementia Clinical Networks

- By September 2012 a series of pilots of dementia clinical networks aimed at spreading clinical expertise will be launched and we should look to have some pilots across the South. A discussion paper that has been produced in the South and discussed with Professor Alistair Burns, the National Clinical Director for Dementia is attached. If you are interested in helping set these up, please contact the dementia lead in West, Central or South (see below).

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This is an ambitious programme and, over the next year, we are keen to work with you to achieve visible progress, and to help you to deliver local priorities. If you have any questions or suggestions please contact a member of the dementia team in the South of England (contact details below).



Yours sincerely



Sir Ian Carruthers OBE
Chief Executive

Copy to:

Executive Directors NHS South of England
Primary Care Trust – Local Authority Dementia Commissioners

Attachments:

Invitation letter for 29 May 2012 conference and agenda
Flyer for Dementia Partnerships Website
Paper on dementia clinical networks

Dementia Contacts:

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Julie Kerry Programme Lead for Dementia, Mental Health and Learning Disabilities in NHS South of England (Central) (julie.kerry@southcentral.nhs.uk)

Kate Schneider Programme Lead for Dementia, Mental Health and Autism in NHS South of England (West) (kate.schneider@southwest.nhs.uk)

Ian Bainbridge, Deputy Director People, Communities and Local Government.
for the South at the Department of Health (ian.bainbridge@dh.gsi.gov.uk)

19 April 2012

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Dear colleague

The Prime Minister's Dementia Challenge on going further faster on implementing the National Dementia Strategy - invitation to a conference for the South of England, Tuesday 29 May 2012

I am writing to invite you join us for a major conference on progressing the implementation of the National Dementia Strategy in the South of England, building on the Prime Minister's Dementia Challenge.

This launch event will be held on **Tuesday 29 May 2012** at the **Royal Berkshire Conference Centre in Reading**.

On 26 March 2012, David Cameron became the first British Prime Minister to speak publically about how we should meet the challenge on the increase in the number of people who have dementia. He has set out specific challenges about going further and faster on implementing the National Dementia Strategy by improving the health and care services to people with dementia, increasing the awareness of dementia and accelerating research into dementia.

This conference will explore how the NHS, adult social care, the independent sector and industry, and third sector parties can work together to respond to these three challenges. It will also provide an opportunity to showcase examples of the innovative practice across the South.

The invitation is going to leaders in all sectors across the South of England, including the leaders of the emerging Clinical Commissioning Groups and commissioning teams, local authority and primary care trust Chief Executives and Directors of Adult Social Services, clinical and managerial leaders in providers of health and care services and staff involved in clinical and services research. Participants will have the opportunity to challenge and build on presentations from national and regional experts on dementia care and research and to start preparing plans for the local responses to the Prime Minister's Challenge.

Registration will be from 09.45 and the event will start at 10.30, finishing promptly at 16.30. The [Royal Berkshire Conference Centre](#) is situated at the Madejski Stadium, Reading, Berkshire, RG2 0FL and free onsite parking is available.

As spaces are limited, I would be grateful if you can confirm your attendance at the event, along with any dietary requirements, by Tuesday 1 May. To register, please email dementiachallenge@southcentral.nhs.uk or alternatively you can telephone Sue Simmonds at NHS South of England on 01635 275677. If you are unable to attend, I would be grateful if you can send a senior colleague in your place.

Chair: Dr Geoffrey Harris

Chief Executive: Sir Ian Carruthers OBE

Please note that we will have an exhibition area to showcase innovations in dementia care. If you would like to display information or have a stand, please contact Gill Potts, West Sussex PCT, on 01293 600300 ext 1744 or via email at gill.potts@westsussexpct.nhs.uk.

We appreciate this is a very busy time for all dementia policy leads and practitioners, however, this event will provide you with an important opportunity to find out more about the dementia challenge and how we can collaborate and progress work to ensure delivery of it across the south of England. We do very much hope that you will be able to attend and look forward to welcoming you on the day.

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Yours sincerely

Sir Ian Carruthers

Sir Ian Carruthers
Chief Executive