

HEALTH AND ADULT SOCIAL CARE OVERVIEW AND SCRUTINY COMMITTEE

30 SEPTEMBER 2014

DEMENTIA SUPPORT SERVICES IN MEDWAY

Report from: Barbara Peacock, Director of Children and Adults

Author: Mark Goodman, Interim Partnership Commissioning Manager

Summary

This is an information report providing an update to Overview and Scrutiny Committee members on the changes to dementia support services. It sets out the latest findings of the revised dementia chapter of the Joint Strategic Needs Assessment and makes recommendations that will improve the quality of life experienced by people living in Medway with dementia both now and into the future.

1. Policy Framework

- 1.1 The Joint Health and Wellbeing Strategy for Medway 2012 – 2017 set out as a vision that “older people feel valued and supported in their local communities”. The four underlying principles underpin all health and wellbeing work in Medway. These have been incorporated into the draft Medway Dementia Strategy – Living well with Dementia in Medway.
- 1.2 One of the five strategic themes of the Joint Health and Wellbeing Strategy is to enable our older population to live independently and well.
- 1.3 The Medway Health and Wellbeing Board has a Dementia Delivery Plan and this Strategy focuses on the following key elements to improvement:
 - Make Medway a Dementia Friendly Community
 - Understand the current health and social care needs of people in Medway living with dementia
 - Develop a Medway Dementia Strategy
- 1.4 The Medway Dementia Strategy is being developed with the specific aim of achieving the following outcomes:

- 1.4.1 People with dementia are able to 'live well' and feel empowered to have high aspirations, confidence and know they can contribute;
- 1.4.2 Ensure commissioning processes are evidence based and reflect current need;
- 1.4.3 A clear partnership commissioning strategy upon which intelligent and responsive services are created, maintained and developed to ensure an enhanced quality of life for people living with dementia and their carers;
- 1.4.4 A dementia pathway that will provide timely interventions that focus on early diagnosis reducing admissions to hospital and mental health units and averts crises;
- 1.4.5 Improved quality of care for patients in acute hospitals and supported early discharge; and
- 1.4.6 High quality care for adults with dementia at the end of their lives.

2. Background

- 2.1 Dementia is a syndrome – usually of a chronic or progressive nature – in which there is a deterioration in cognitive function (i.e. the ability to process thought) beyond what might be expected from normal ageing.
- 2.2 There are a number of types of dementia which are caused by different diseases of the brain. These different types of dementia are associated with different risk factors. The most common type is Alzheimer's disease, affecting about 62% of those with dementia.
- 2.3 In the Medway Local Authority area in 2012, it was estimated that 2,587 people were living with dementia, with 2,523 over 65 years old. The severity of dementia is normally classified as mild, moderate or severe. At any one time about 55% of the population who have dementia will have mild dementia, 32% moderate dementia and 13% severe dementia.
- 2.4 63.5% of people with late onset Dementia (aged 65 years and over) live in private households (the community) and 36.5% live in care homes. Applying these percentages to current Medway estimates, suggests that about 1,590 people with dementia are living in the community and 932 in care homes.
- 2.5 Between 2012 and 2037, the number of older people living in Medway with Dementia is expected to increase from approximately 2,500 to 5,600. This is driven by projected changes in the age structure of the population.

3. Analysis and advice

- 3.1. Key to the Dementia Strategy is the need to develop a greater community awareness and understanding of dementia illnesses and the effect dementia has on people's lives as well as the importance of focusing on 'living well with dementia' and developing earliest possible interventions. The development of a local Dementia Action Alliance will help greatly in developing wider and

deeper community awareness and understanding of dementia.

- 3.2. The challenge of dementia is not solely a health and social care one. It is a challenge that the whole community of Medway faces and action in response to this challenge needs to be taken by the community as a whole. To support the notion of developing Medway as a dementia friendly community the Alzheimer Society's initiative of formulating a local Dementia Action Alliance (DAA) is being supported through the developing strategy.
- 3.3. The DAA becomes the vehicle by which the community as a whole can successfully reach the destination of becoming a dementia friendly community. The DAA is owned and driven by its component members and whilst the Strategy and commissioning options will support and facilitate the creation of the DAA, sustaining it becomes the responsibility of the DAA itself.
- 3.4. A dementia-friendly community is one in which people with dementia are empowered to have aspirations and feel confident, knowing they can contribute and participate in activities that are meaningful to them.
- 3.5. Nationally a great emphasis is being placed on the early diagnosis of dementia to ensure that people can be provided with treatment and interventions at the earliest possible opportunity. Greater community awareness of dementia and the benefit of early diagnosis will help to improve the diagnosis rate.
- 3.6. The role of the GP in the success of a Dementia Strategy is critical. When a person with a developing dementia illness becomes concerned they will most likely approach their GP in the first instance. The GP's understanding of dementia, its effect on those living with it and the benefit of early diagnosis together are fundamental to ensuring that the journey a person makes starts off in the best possible way. The trust and confidence established between patient and GP is likely to dictate the quality of life a person experiences as their condition develops. GPs play a vital role not only in ensuring early diagnosis but in ensuring that well-planned and co-ordinated community services are in place to help people after diagnosis – this is part of the shared care model of patient focused care and support that needs to be enhanced in Medway.
- 3.7. Better care for people living with dementia is about supporting people and their carers to live 'well' which means maintaining a person's familiar and cherished lifestyle for as long as possible. Where interventions are necessary these should be delivered sensitively and at the earliest point, with crises being managed effectively to avoid inappropriate disruptions to wellbeing arising from avoidable admissions into secondary care and/or care homes.
- 3.8. In 2012, an estimated 21 million people nationally know a close friend or family member with dementia – that is 42 percent of the population. There is an estimated 550,000 carers of people with dementia in England with an expectation that one in three people are likely to care for a person with dementia at some point in their lifetime.

- 3.9. The key to ensuring that activity is knitted together is the coherent implementation of the strategy. Partnership and working together are essential.

4. Recommendations contained in the Strategy

- 4.1 Medway residents and particularly those people who are living with dementia should be consulted on the draft Dementia Strategy. This could be a key aim of a local Dementia Action Alliance and could occur at regular intervals in recognition that the Strategy is a 'living breathing' document that needs to reflect the changing needs of the Community. Healthwatch Medway should be asked to facilitate this consultation.
- 4.2 Community awareness of dementia will be developed by continuing to support national Dementia Awareness campaigns such as the ongoing Public Health England Dementia Friends initiative, which is being promoted by the Alzheimer's Society and endorsed by the Prime Minister. The draft Dementia Strategy recognises the importance and benefit of developing a greater understanding of dementia illnesses and the challenges that people living with dementia face on a daily basis. It is proposed that a local Dementia Action Alliance is established to support greater understanding by bringing the community of Medway together to work collectively on common aims.
- 4.3 A local Dementia Action Alliance should be the vehicle to bring the community of Medway together. Organisations will be asked to create individual action plans as well as agree a common set of aims. The alliance will create an opportunity for relationships between people and organisations to grow and develop into action that will change and improve the quality of life for people living with dementia. It is recommended that Medway Council and NHS Medway CCG look at the options for commissioning a voluntary sector organisation to have a co-ordination function.
- 4.4 The draft Strategy supports the recommendation of the All-Part Parliamentary Group's report – Building on the National Dementia Strategy: Change, progress and priorities:

Every CCG and local authority should appoint a Dementia Lead with specific responsibility to ensure high-quality dementia services. (This function would sit within Partnership Commissioning). When planning and commissioning services, CCGs and local authorities, should:

- use evidence
- assess local dementia needs
- engage with people affected by dementia and use their personal stories
- share data effectively and safely
- consider dementia services in applications for the Better Care Fund.

- 4.5 Ensuring that initiatives are based on the best possible clinical research and evidence is critical. Through our Partnership Commissioning work we will continue to ensure that links are maintained locally, regionally and nationally with expert bodies.

- 4.6 Progress with the development of an audit process using Audit + (a clinical data audit and data analysis tool available to most GP Practices in Medway) will continue together with the development of guidance and support to GPs to ensure that data collection for people with dementia including the use of anti-psychotic medication, is as accurate and up to date as possible.
- 4.7 Medway Council and CCG should prioritise post-diagnostic support for people affected by dementia. This includes personalised advice, information and support, and ensuring that people with dementia know what to expect following a diagnosis. It is recommended that the Better Care Fund is seen as an opportunity to integrate services in order to improve outcomes for people with dementia.
- 4.8 The critical role of the GP should be recognised and work continued to support development of greater understanding
- 4.9 It is recommended that the aims of the Carers Call to Action are supported and endorsed. A local Dementia Action Alliance would promote the actions required to ensure these aims are achieved.
- 4.10 The recommendations of the dementia-friendly technology charter are supported:
- The right to a care assessment should always include a consideration for dementia-friendly technology
 - A single, simple to use and regularly updated online resource detailing dementia-friendly technology should be developed
 - Accessible and easy to find information that lists where dementia-friendly technology is available in the local area – including a link to the Charter
- 4.11 A local Dementia Action Alliance can support and develop the way in which agencies that provide services work together to form a coherent, safe and clear pathways for people whose needs develop as they live with the progressive effects of dementia. The work being undertaken to develop the Map of Medicine into a tool that provides GPs with a way of directing health and social care support will assist the development of clear pathways. Close work is required to ensure the changes to health and social care structures assist the development of closer work between GPs, healthcare professionals and social care professionals.

5. Consultation

- 5.1 This update of changes has taken evidence from a broad range of stakeholders and organisations.
- 5.2 Further consultation will take place; particularly direct consultation with people living with dementia and their carers. The draft Strategy has been presented at GP monthly. The consultation period will run until 30 November.
- 5.3 Medway Council must comply with its obligations to equalities under the Equality Act 2010, to eliminate unlawful discrimination, harassment and

victimisation and other conduct prohibited by this Act. It must advance equality of opportunity and foster good relations between people. This involves removing or minimising disadvantages suffered by people, including taking steps to meet the needs of people from people who have a “protected characteristic” in the terms of this Act. It must encourage people from protected groups to participate in public life and other activities where their participation is disproportionately low. In order to comply with these equality duties, the Council is required to engage with service users and representative groups, and to use the information and views gathered to assess the equality impact of any proposals made by the Council in relation to service provision.

6. Financial implications

- 6.1 The cost of Dementia Support is met through existing revenue budgets, although some services may form part of the Better Care Fund from 2015/16.

7. Legal implications

- 7.1 There are no specific legal implications arising from this report.

8. Recommendations

- 8.1 The Committee is asked to note this update on the changes to dementia support services and the recommendations in the draft Strategy made to improve the quality of life for people living with dementia in Medway.

Lead officer contact:

David Quirke-Thornton, Deputy Director of Children and Families Services
(01634) 331212, Email: david.quikethornton@medway.gov.uk

Background papers:

1. Alzheimers Society,
http://alzheimers.org.uk/site/scripts/documents_info.php?documentID=341,
accessed September 2014
2. World Health Organisation,
<http://www.who.int/mediacentre/factsheets/fs362/en/>, accessed September 2014
3. Emiliano DA, Banerjee PS, Dhanasiri S, et al. Dementia UK: The Full Report 2007; Alzheimer's Society.
<http://alzheimers.org.uk/site/scripts/download.php?fileID=2>