

CABINET

10 FEBRUARY 2015

DEMENTIA STRATEGY

Portfolio Holder: Councillor David Brake, Adult Services

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Summary

This report presents the Dementia Strategy for Cabinet's consideration and approval. The report outlines the consultation that has taken place and further work that will be undertaken to ensure that the actions outlined in the strategy are progressed.

Please note that the Dementia Strategy is set out in Supplementary Agenda No.1.

1. Budget and Policy Framework

- 1.1 The Joint Health and Wellbeing Strategy for Medway 2012 – 2017 sets 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 (attached at Appendix 1 to this report).
- 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. The Council Plan also contains the priority that ‘Adults maintain their independence and live healthy lives’. Approval of the Dementia Strategy is a matter for Cabinet.
- 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 has been 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 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 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 Medway Council and Medway CCG have funded the Alzheimer's Society to set up and develop a Dementia Action Alliance. This is a pilot project funded for one year, which will be reviewed at the end of the year to look at long term sustainability of the Alliance.
- 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. Actions outlined in the Strategy

- 4.1 Medway residents and particularly those people who are living with dementia will be continually involved in the implementation of the Dementia Strategy. This will be a key aim of a local Dementia Action Alliance and will occur at regular intervals in recognition that the Strategy is a 'living breathing' document that needs to reflect the changing needs of the Community.
- 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 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 will 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. Medway Council and NHS Medway CCG will commission a voluntary sector organisation to have a co-ordination function.
- 4.4 The 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 is currently sitting 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 will 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. The Better Care Fund will be 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 The aims of the Carers Call to Action will be supported and endorsed. A local Dementia Action Alliance will 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 the Dementia Strategy has taken evidence from a broad range of stakeholders and organisations. The Strategy was circulated for consultation to all Medway Councillors, Parish Councillors, internal departments within the Council, social work teams and health and social care commissioners. The voluntary sector also received the Strategy so that they could seek comments from their constituent members and those who use their services.
- 5.2 Consultation has taken place with a wide range of stakeholders, particularly direct consultation with people living with dementia and their carers. The draft Strategy was presented at GP monthly and brought to Health and Adult Social Care Overview and Scrutiny originally on 30 September 2014. The

draft Strategy was then circulated for further consultation until 30 November 2014.

- 5.3 Medway Council has a legal obligation under section 149 Equality Act 2010 to have due regard to the need to eliminate discrimination, advance equality, and foster good relations between those with a protected characteristic (pregnancy and maternity, age discrimination, disability, gender reassignment, marriage and civil partnerships, race, religion or belief, sex and sexual orientation) and those who do not share it. These matters must form an integral part of the decision making processes in relation to the Medway Dementia Strategy. The Council will engage with service users and representative groups, and use the information and views gathered to assess the equality impact of any proposals made by the Council in relation to service provision.
- 5.4 To assist the Council in fulfilling the legal obligations set out above, officers will complete a Diversity Impact Assessment (DIA) following the work of the Implementation Plan being developed and completed and commissioning recommendations being made.

6. Health and Adult Social Care Overview and Scrutiny Committee

- 6.1 The Health and Adult Social Care Overview and Scrutiny Committee considered this report and the Dementia Strategy on 27 January 2015.
- 6.2 The interim Deputy Director, Children and Adult Services introduced the Dementia Strategy and the Interim Dementia Lead responded to Members' questions.
- 6.3 Members welcomed the Dementia Strategy and the local Dementia Action Alliance. Reference was also made to the benefit of Dementia Friends and the point was made that it was important that the community worked together to understand dementia and support those who have dementia. The challenge for GPs in identifying dementia was referenced. Healthwatch Medway undertook to make contact with NHS Medway CCG to assist them in capturing information relating to patients who are lesbian, gay, transsexual and those undergoing gender reassignment.
- 6.4 The Interim Dementia Lead, in response to a query, confirmed that there was not a separate section in the Strategy relating to carers, as they were a thread that ran through all the commissioning intentions.
- 6.5 She also stated that NHS Medway CCG funded support to care homes to avoid inappropriate hospital admissions. In terms of partners being committed to following through the actions in the Implementation Plan the Interim Dementia Lead explained that the post of Dementia Lead was a joint appointment between the CCG and Local Authority and that there was a real commitment on behalf of partner organisations. Voluntary sector organisations were also assisting with pre-diagnosis support for people but the role of GPs was key to diagnose dementia.
- 6.6 The Healthwatch Medway representative welcomed the person-centred approach throughout the Strategy and offered assistance with making contacts with hard to reach groups.

6.7 The Committee noted the update on the changes to the Dementia Strategy and the actions outlined in the revised draft Strategy made to improve the quality of life for people living with dementia in Medway.

6.8 The Committee referred the Dementia Strategy to Cabinet on 10 February 2015 for approval.

7. Further Work

7.1 An implementation plan is currently being developed to ensure that the actions outlined in the Dementia Strategy are supported. The work streams outlined in the Implementation Plan will also support the development of commissioning recommendations and associated costs for dementia services. The implementation plan, along with commissioning recommendations, will be presented to Health and Adult Social Care Overview and Scrutiny Committee for consultation on 31 March 2015 before going to Cabinet for decision on 14 April 2015.

8. Risk management

8.1 Risk management is an integral part of good governance. The Council has a responsibility to identify and manage threats and risks to achieve its strategic objectives and enhance the value of services it provides to the community.

Risk	Description	Action to avoid or mitigate risk	Risk rating
DAA is not self sustaining at end of funding period	DAA is funded for one year. At the end of the funding period DAA must be able to continue to support Medway to be dementia friendly	Robust KPI's are being developed and will be monitored monthly during funding period	Low
Commissioning of dementia services may be delayed	Timescale for agreed commissioning intentions may not be met.	Implementation plan is being developed. Steering group is being set up to oversee plan. Risk register has been drafted and will be monitored	Low

9. Financial implications

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

10. Legal implications

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

11. Recommendations

- 11.1 The Cabinet is asked to note:

- (i) The actions outlined in the Dementia Strategy made to improve the quality of life for people living with dementia in Medway.
- (ii) The comments of the Health and Adult Social Care Overview and Scrutiny Committee.

- 11.2 The Cabinet is recommended to approve the Dementia Strategy, as attached at Appendix 1 to this report.

12. Suggested Reasons for Decisions

- 12.1 The Dementia Strategy has been subject to consultation and seeks 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.

- 12.2 An implementation plan will be developed to ensure that the actions outlined in the Dementia Strategy are supported.

Background Papers:

Alzheimers Society,
http://alzheimers.org.uk/site/scripts/documents_info.php?documentID=341,
accessed September 2014

World Health Organisation,
<http://www.who.int/mediacentre/factsheet/fs362/en/>, accessed September 2014

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>