1. Summary

1.1 This report is to demonstrate the importance of the Dementia Action Alliance in Sutton and the positive steps we are all taking towards making Sutton a dementia friendly community.

1.2 The responsibility of this lies with all members of the community that live and work in Sutton.

1.3 The Alzheimer’s Society was approached last year by former MP Paul Burstow to set up a Dementia Action Alliance (DAA), which is now established.

1.4 The Alzheimer’s Society has also been commissioned to employ a Coordinator to manage the project, recruiting organisations throughout the borough, organising meetings and assisting with action plans to ensure a successful and well balanced alliance is formed. A pan London Project Manager also oversees all London projects ensuring best practice is always implemented.

1.5 The Dementia Action Alliance is supported by a Secretariat funded through voluntary financial and in-kind contributions from members. It is hosted by Alzheimer’s Society and works to a programme agreed by the whole membership and people living with dementia and their carers who attend our sessions.
2. Recommendations:

2.1 The main recommendation would be that the Health and Wellbeing Board support the DAA and promote the launch of the DAA and its progress and take necessary steps to make Sutton a Dementia Friendly Community and to work in partnership with the initial signatories (stakeholders), people with dementia, and their family carers.

2.2 And that the Health and Wellbeing Board are content with the Dementia Action Alliance becoming a Special Interest Group of the Board. This will link with the other Voluntary Sector organisations ensuring that Dementia is seen as a golden thread.

2.3 To agree the way in which the Health and Wellbeing Board wishes to be kept up to date on progress and concerns.

3. Context

3.1 Seven outcomes were initiated that would be of most benefit to monitor progress to becoming a dementia friendly community. They provide an ambitious and achievable vision of how people with dementia and their families are supported by society. All individuals and organisations, large and small, can play a role in making it a reality. The Dementia Action Alliance will seek support from partners in civic organisations, businesses and professions to deliver dementia supportive communities. The following statements are at the heart of living well with dementia to ensure that society provides a safe and inclusive place for people with dementia to live:

1. I have personal choice and control or influence over decisions about me.
2. I know that services are designed around me and my needs.
3. I have support that helps me live my life.
4. I have the knowledge and know-how to get what I need.
5. I live in an enabling and know-how environment where I feel valued and understood.
6. I have a sense of belonging and of being a valued part of family, community and civic life.
7. I know there is research going on which delivers a better life for me now and hope for the future.

3.2 It is essential that signatories to the recommendations adhere to the above statements and careful considerations are made when stating their actions.

3.3 At present we have had 4 meetings with approximately 30 Organisations showing interests and many of those already taking steps to commit to their action plans. A launch for the Sutton DAA is planned for 30th September at the Europa Gallery.

3.4 The plan for the future is that we would take advantage and be advised by flourishing boroughs that have set up some very successful alliances, such as Havering, where they have 72 organisations in the alliance and already have Dementia Friendly status. In Sutton, with 30 participating organisations showing interest this would not be an
unrealistic target. Our 5 year plan would be to achieve dementia friendly community status; this could be developed through the Society’s dementia friendly community programme. So far in London only Havering, Waltham Forest and Richmond have achieved this status. The programme focuses on improving the inclusion and quality of life of people with dementia through:

- Continual raising awareness and engaging different sections of society
- Building the evidence base to show continuous improvement
- Recognizing progress, best practice and innovation
- Creating relationships and networks to allow sustainability

3.6 The main elements of the programme are:
1. Evidence - Developing and building on the evidence about what dementia friendly means for people with dementia and carers in their communities and how different sectors of society can work towards becoming dementia friendly.
2. Recognition - Developing and refining a recognition process for communities to show their commitment, involvement, progress and achievements in becoming dementia friendly.
3. Alliances of support - Developing and bringing together stakeholders into local dementia action alliances to act as the vehicles for delivering and sustaining growth and expansion of dementia friendly communities.
4. Awareness raising - Through awareness raising activity we will empower individuals to champion change in their communities and across their networks. The Dementia Friends programme is a core part of this, as it targets the individuals that will be at the heart of creating a social movement.

4. Background

History of the Declaration: A call to action

4.1 Dementia is one of the greatest challenges facing our ageing society. There has been major progress in recent years in securing public and political commitment to responding more effectively to dementia. We now need to ensure that this commitment is turned into concerted action. With the publication of this National Dementia Declaration we announce the launch of a Dementia Action Alliance and a major plan of action to change the experience of living with dementia in England for good. The organisations signed up to this Declaration call on all families, communities and organisations to work with us to transform quality of life for the millions of people affected by dementia.

4.2 The Dementia Action Alliance was formed in October 2010 and is made up of over 2,600 national and local organisations committed to transforming the quality of life of people living with dementia in England and the millions of people who care for them. The Alliance currently has over 149 Local Dementia Action Alliances across England.

4.3 Members of the Alliance have signed up to a National Dementia Declaration, which was created in partnership with people with dementia and their carers and explains the huge
challenges presented to our society by dementia and some of the outcomes we are seeking to achieve. Outcomes range from ensuring people with dementia have choice and control over decisions about their lives, to feeling a valued part of family, community and civic life. Signatories to the Declaration have published their own action plans setting out what they each will do to secure these outcomes and improve the quality of life of people with dementia. Organisations' commitments include work on promoting information on dementia to councils and delivery of a national project on the care of people with dementia in hospitals.

5. Issues

5.1 Building dementia-friendly communities is a priority for everyone and provides evidence from the perspective of people affected by dementia. It explores the barriers that people face in their community, how they would like to be engaged in their local area and the support they need to do so.

5.2 There are 800,000 people living with dementia in the UK now, and by 2025 there will be over one million. Currently there are over 2000 people with dementia in Sutton. Dementia is an incurable condition caused by diseases of the brain which over time seriously impairs the ability of someone with dementia to live independently. Many people with dementia also have other medical conditions or develop them during the course of their illness.

5.3 Families currently provide the majority of care and support for people with dementia and this can be both tiring and stressful - physically, emotionally and financially. A large number of people with dementia also live alone and can be at particular risk of isolation or abuse. However, if people with dementia are diagnosed early, and they and their families receive help, they can continue to live a good quality of life.

5.4 Public awareness of dementia is high but understanding about it is still very poor. Fear of dementia also remains high; there is a reluctance to seek help and few people understand that it is possible to live well with dementia. In addition there is limited understanding of the fact that dementia can affect people in many different age groups.

6. Options Considered

6.1 In 2009 the then government in England published a five-year National Dementia Strategy. As part of this work, strategies on end of life care and carers are also in place. NICE/SCIE guideline 2006 and Dementia Quality Standards describe what good dementia care should look like.

6.2 The Department of Health, as a signatory to the Declaration, has stated that radical and sustainable change will only come about through the action of individuals and organisations working together locally and nationally to challenge what is wrong and to do things better. This in Sutton also works very well with our Vanguard status and the partnership work in reference to this.
6.3 In Sutton our aim with organisations is to ensure each signatory organisation will be setting out what it intends to do in order to deliver better quality of life for people living with dementia and their carers. Based on each organisation being committed to the following principles:

- Ensuring that the work they do is planned and informed by the views of people with dementia and their carers and showing evidence for this.
- Reporting publicly on their progress against the plan they have set out to support delivery of the Local and National Dementia Declaration.
- Working in partnership with other organisations to share knowledge about best practice in dementia.
- Improving the understanding of dementia.

6.4 The Dementia Action Alliance Coordinator will assist with meaningful outcomes and action plans with each organisation and will arrange quarterly meeting where monitoring and evaluations can take place.

7. Financial

7.1 There are no financial implications arising from this report.

8. Legal

8.1 There are no legal implications arising from this report.

9. Appendices and Background Documents

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**Background Documents**

Havering – a Dementia Friendly Community

**Audit Trail**

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**Consultation with other officers**

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