Building a Dementia Friendly Community in Motherwell Town Centre

Our Story So Far

Sandra Shafii – AHP Consultant in Dementia
Arlene Crockett – Locality Manager (Lanarkshire) – Alzheimer Scotland

What we will cover……

In The Beginning……..

- Reminded ourselves of the policy and strategy background
- Looked at the opportunities the Dementia Demonstrator Site offered us
- Reviewed what is QoL anyway?
- Reflected on Talking Points as evidence based Outcome Measure – what matters to people?
- Considered recovery based practice
- Looked at principles of rehabilitative practice
- Looked at the impact of dementia on everyday life and living

And most importantly…….

- We asked what was important to people
- We asked about important places and people
- We asked people about their current experience
- Short survey
- Consultation events
- Looked at information from other areas
- Looked at what was happening in the rest of the world!

A Perfect Storm !

So what did we do next?

- Invited representatives from statutory and third sector partners to form a small steering group
- Got excited about what we were going to do!!!!
- Identified Motherwell Town Centre as our target area
- Looked at how services and organisations that support people with dementia view the person and explore if they identify and use the individual's strengths and assets when planning intervention or support.
- Compiled a list of shops, businesses and organisations in the area
- Compiled a list of the community leaders, influencers and activists that we wanted to bring into the work.
- Worked on our approach and methodology….why would they be interested?

Designed campaign materials!

- Approached Alzheimer Scotland for our “brand”
- Our strapline…… “Dementia is Everyone's Business”
- Developed awareness raising materials to use for shops and businesses (‘Tips for Shops and Businesses’).
- Developed campaign materials, flyers, introduction letters, information packs, our “commitment” format and Lanarkshire Dementia Friendly Community board for display.
- Explored partnership potential and potential use of peer researchers to undertake the necessary visits, awareness raising activities and “checking”
- Alzheimer Scotland ambition to have Dementia on the High Street

Our Flyer……

DEMENTIA IS EVERYONE'S BUSINESS

Help your customers to stay part of the community

Everybody knows somebody with dementia

Older people, including those with dementia, are often more frequent customers of town centre shops. Most say they want to keep going out and about using local shops and services.

Around 4,400 people in North Lanarkshire are living with dementia and this number will only increase in the coming years

But people living with dementia can lose confidence in themselves and worry about how they will manage in shops and businesses.

This is where you come in! You can support them to continue to be your valued customer by doing some very simple things.

Over two thirds of people with dementia are living in the community

Helping people to stay independent reduces the chance of them having to rely on family or carers, who may be more likely to go to out-of-town stores.

Nearly all of us have some experience of dementia in our families and circle of friends yet the stigma of dementia remains.

We want Motherwell town centre to be renowned in Scotland for its standard of customer care.

Support people with dementia to remain a part of their community, not apart from it.

Why not find our more and join us in making Motherwell town centre the first dementia friendly town centre in Scotland?

Launch event

Friday 21 September 2012
Dalziel St Andrew's church hall (at rear), 43–47 Merry Street, ML1 1JJ
Speakers: 2pm, Drop-in: 3–5pm

Or email: lanarkshireservices@alzscot.org

Or phone: 01698 275300

Motherwell Town Centre
"Helping to make sure that no one has to go through dementia on their own."

Alzheimer Scotland
North Lanarkshire Council
NHS Lanarkshire

Took a deep breath!!!!

- Went for a launch date – World Alzheimer Day – 21st September 2012
- Circulated flyers through Town Centre information distribution list (thanks to NL's Town Centre Manager!!!)
- Targeted a range of shops, businesses and organisations and invited them to be trail blazers
- Gained their support and commitment
- Attracted local, national and in-house media interest
- Amazing and truly humbling reaction!!!!!

Launch day!!!!!!

Signed up…….

- ASDA
- Boots
- Motherwell FC
- NL Libraries
- Aquatec
- Funtastica
- Railway Tavern
- Horseshoe Bar
- Woodcutter Bar
- NL First Stop Shops
- Strathclyde Police
- Strathclyde Fire and Rescue
- Lanarkshire Links
- Connelly's Eye Care
- Da Claudios Restaurant
- NL Carers Together
- Equals Advocacy
- NHS Lanarkshire
- Carers Trust
- Voice of Experience Forum

Pauline Connelly
from Connelly Eye Care

"I have first hand experience of being a carer for my mum who had dementia and realise that it can make the person feel very vunerable and fearful at times. I feel privileged and excited to be part of the whole experience."

Emma McLaughlin
from Funtastica

"We have observed the need for people living with dementia to be treated as valued members of our society and we wish to do our best within the local community to ensure sufferers and their carers feel comfortable in their local environment."

Kevin Cheatley from Boots
(Brandon Parade)

"Being part of this initiative will help our team support Alzheimer Scotland's vision of treating customers living with dementia with understanding, dignity and respect."

Are we making a difference?

- Over 800 people have received hints and tips cards
- Awareness sessions have been carried out with 60 Motherwell Fire Fighters and we are to train the remaining North Lanarkshire Fire Crews
- Motherwell Boots are ready to issue Alzheimer Scotland Helpline Cards in prescription bags where appropriate
- One local pub is working with staff to display safe drinking information
- We have been asked to do 2 Environmental Audits
- Libraries will offer events around the theme of dementia
- We will train around 6 in-store champions (ADSA & Boots)
- Engaged with Network Rail Community Safety Partnership Group – 11th April 2013
- Requests from local church befriending group and mobile hairdresser

Breaking new ground with F&R

Motherwell Town Centre – Dementia Friendly Community

"Anything that increases our knowledge of the kind of community we are working in helps immensely.
Anything that gives us a sense of how to deal with people with dementia and how to spot the early signs is really helpful.
We are trained to respond very quickly to situations and to ask a lot of questions.
Someone with dementia would not be able to cope as well in that situation so now we know how to spot the signs and how to talk to the person appropriately.
In the area we work in as well, we can often encounter hostility from the people we're helping. People with dementia can sometimes act angrily from confusion so we have also learned to respond properly to that too."

Watch Commander Jim Muir – Motherwell Fire Station

Boots asked…Can I help you?

- Bigger print on prescriptions and on medication
- Even distribution of tablets in all packets, not some with 28 and some with 30, this causes confusion if you are taking more than one medication from 2 packets with a different amount
- Keep to the same dosages, for example 1 x 20 mg tablet should not then be changed to 2 x 10 mg tablets
- Dossette boxes are very useful - several people mentioned that these can be delivered to your home - consistency of practice through all chemists
- Streamline the process for repeat prescriptions - One big problem for some people is in remembering to ask for a repeat prescription in time

Boots the Chemist and NHS Lanarkshire Pharmacy Services are now looking at these issues together

Are we making a difference?

Motherwell café was picked by shoppers in the ASDA Chosen for You poll and scooped a £200 donation from the Motherwell store as a result.

Three groups are nominated by members of the public every two months and shoppers are given the chance to place a token in the box of the group they feel most deserving of the funding boost.

ASDA staff members had to empty the dementia cafe box three times, adding that the project has received the highest ever number of votes for any group during the poll's one year history.

Award winning!!
COSLA Excellence Award -2013
One to Watch!

How can we ensure Dementia continues to be everyone's business….

- Revisiting baseline surveys, measuring success (timing aligned to evaluation of the NL Dementia Demonstrator Site in September 2013)
- "Mystery Shopper"
- Extending the Motherwell Project
- Roll out to all NL Town Centres as part of the RCOP agenda (community capacity building)
- Next steps -
- Public transport, faith communities, post offices etc……

Sharing success…

- Argyll & Bute
- Shetland Shop
- Alzheimer Society Ireland
- Dementia Services Development Centre
- Portobello
- NDCAN Representative - Bishopbriggs
- Perth & Kinross Dementia Demonstrator Site
- Inverclyde
- Interview with researcher from Koblenz in Germany
- Visit to the Lanarkshire DRC from our colleagues from Norway
- Submission for UK MJ Local Government Achievement Awards 2013 – Delivering Better Outcomes category
- Invitation to write an abstract on the work for the Alzheimer Europe Conference in Malta later this year

What is a Dementia Friendly Community ?

- DVD clip by Agnes Houston
- Issued packs with sample toolkits from the Motherwell Pilot