Southend, Essex & Thurrock Dementia Strategy 2022-2026

<u>1 in 3 people born in the UK will develop dementia in their lifetime.</u>

The importance of increased awareness and understanding of dementia throughout our communities, cannot be underestimated given the anticipated rise in the number of people living with dementia.

We are in this together…. We all have a key role in making our communities easier places in which to live well with dementia.

Dementia does not just impact the person – everyone around them, from family members to friends, is affected in some way. The impact on those living with dementia, including their family and carers, cannot be underestimated and demonstrates the need for a whole system approach to awareness, care and support.

including the not so obvious…..

- ***Passenger transport services/Highways:*** working to ensure accessibility/wayfinding/markers for people living with Dementia and that the staff understand and can support people living with dementia. i.e. work with and Stansted airport and Ringway Jacobs as part of the Chelmsford City Centre redevelopment
- ***Emerging Communities/Planning:*** Ensuring that built and open environment's that are enabling for people living with dementia
- ***Hospitals, GP Practices, Care Settings & services –*** improving staff understanding of how to meet the needs of people affected by dementia. Attending Dementia Friends sessions and bespoke dementia awareness training, enabling staff to identify and meet the needs of people affected by dementia and other vulnerable groups of people. Assessing the physical environment (homes, GP clinic, care setting or hospital, etc.) What does it mean to be dementia friendly? Processes and procedures are evaluated and adjusted to ensure that they meet the needs of people affected by dementia.

What can you commit to? One change that you could make to make a difference for people living with dementia in Essex.

- As a Provider
- Personally
- In delivery of your service

Dementia Strategy 2022-2026

1 in 3 people born in the UK will develop dementia in their lifetime, the importance of increased awareness and understanding of dementia throughout our communities, cannot be underestimated given the anticipated rise in the number of people living with dementia.

Implementation of the Southend, Essex and Thurrock Dementia Strategy……

- will enable better links between health and social care systems ensuring that the person is at the centre with local systems designed to deliver seamless care and support, enabling people to retain their independence, health and wellbeing. This includes utilising community assets, building on local delivery plans and placed-based action to ensure a person-centred approach.
- takes account of and incorporates Everyone's Essex four areas of focus, with emphasis on promoting the health, care and wellbeing of all Essex residents. Essex County Council: *Everyone's Essex: our plan for levelling up the county 2021-2025* https://www.essex.gov.uk/everyones-essex-our-plan-for-essex-2021-2025
- In delivery of the Mission and Commitments will be based on the SOW (Self, Others & World) philosophy developing actions that are useful and kind.
- local government has a key role in making our communities easier places in which to live well with dementia. Those who have a role in leading, planning, commissioning and delivering services – from housing, transport, advice and guidance, through to leisure services, cultural activities and supporting community development can make a real difference in the lives of their constituents and local citizens, and to help create communities in which it is truly possible to live well with dementia.

* Estimates and population data taken from ONS, NHS Digital and the Alzheimer's Society

Our mission

To make sure that:

- Those who experience dementia and their families and carers feel they are understood and can access the support they need when they need it.
- That communities and local organisations are aware of the impact dementia has on those who experience it and their families and carers
- That support for people with dementia and their families and carers is underpinned by levels of training and expertise among professionals and volunteers

And to further promote or enhance the conditions which will contribute to a reduction in prevalence in the long-term

Delivery of the Mission and Commitments will be based on the SOW (Self, Others & World) philosophy developing actions that are useful and kind.

Priorities	Commitments
Prevention: People in Southend, Essex and Thurrock will have good health and wellbeing, enabling them to live full and independent lives for longer	We will work collaboratively within communities and across voluntary, health, care and statutory services to develop and deliver information to improve awareness of dementia, how to prevent dementia and the support available
Supporting unpaid carers: Carers are supported to enable people living with dementia to remain as independent as possible	We will involve and seek the views of people living with dementia and their unpaid carers, recognising their role as valued experts and equal partners to ensure carers have increased opportunity to access good quality support
Reducing the risk of crisis: All people with dementia receive support to reduce the risk and manage crisis	We will work across our systems in to develop an integrated approach within communities to improve timely support following diagnosis to promote independence, optimise strength, build resilience, and prevent unnecessary crises
A knowledgeable & skilled workforce: All people with dementia receive support from knowledgeable and skilled professionals where needed	We will develop and build on activities and training that improve professional practice and process
Finding information and advice: Everyone with dementia will have access to the right information at the right time	We will work collaboratively with system partners to engage people living with dementia, their families, unpaid carers and wider support networks to better understand how we can improve access to the right information, advice and guidance at the right time to ensure they are fully supported
Diagnosis and support: All people with dementia will receive appropriate and timely diagnosis and integrated support	We will improve access to and opportunities for dementia diagnosis at the earliest possible stage for the people of Southend, Essex and Thurrock
Living well with dementia in the community: All people with dementia are supported by their Southend, Essex and Thurrock communities to remain independent for as long as possible	We will work with people living with dementia, their families, unpaid carers and wider support networks to build more dementia-friendly and dementia-enabled communities and work to understand what timely support they need in relation to access to housing, transport, employment and technology We will continue to promote access to care technology to promote health, prevent deterioration and promote independence
Living well in long-term care: all people with dementia live well when in long-term care	We will work with the care markets to encourage long-term care settings to promote improving knowledge, understanding and skills actively empowering activities and solutions that increase and retain their connections within their communities'
End of life: People with dementia and their families plan ahead, receive good end of life care and are able to die in accordance with their wishes	We will work with families, communities and palliative specialists to improve information that enables families to plan ahead to make informed decisions that support individuals to remain cared for in their preferred care setting

Creating a Dementia Friendly Essex

What is the Dementia Friendly Communities programme?

Working to become Dementia Friendly 2021-2022

- ✓ Local Dementia Action Alliances (DAAs) in Essex are where people, organisations, businesses, health, care and education providers) come together to connect, form friendships, exchange ideas, learn, and create a better community in which to live with dementia.
- ✓ Local DAAs with support from the Dementia Friendly Communities Co-ordinators support and enable communities & People (incl. organisations, businesses, health, care and education provider) to improve their understanding of the impact of dementia and therefore be able to break down the barriers people with dementia encounter.
- ✓ The Local DAAs champion adapting and improving services and environments to truly meet the needs of people affected by dementia within their specific local community. This is achieved by working in a collaborative, planned, comprehensive and measurable way to create Dementia Friendly Communities (DFCs) .

What People tell us……

- People affected by dementia living, working and visiting Essex **recognise and trust the Dementia Friendly** logo
- They are more likely to **use businesses** displaying the symbol
- They know that the symbol represents a **set of standards** that were agreed with input from people affected by dementia
- Individuals can **relate** to a Dementia Friendly Community
- Dementia Friendly Communities evidence a commitment to improving the life experiences of people with dementia and to the wider community

To find out more about your local Dementia Action Alliance:

- North or West Essex: clare.young@alzheimers.org.uk
- Mid or South Essex: Mark.Neville@alzheimers.org.uk

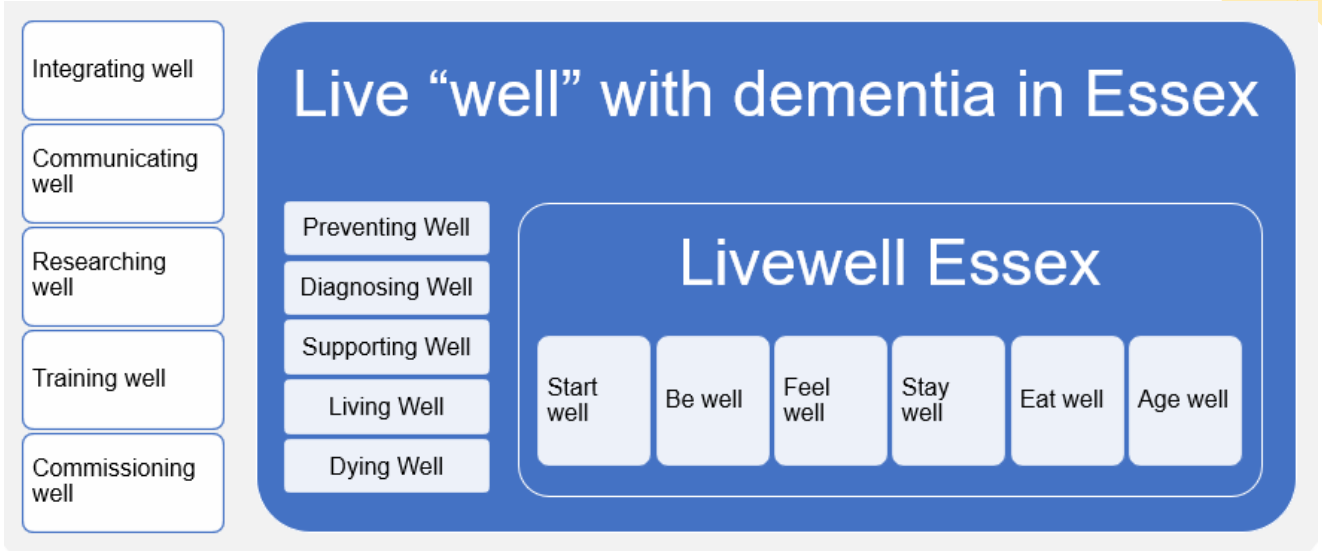
1 in 3 people born in the UK this year will develop dementia in their lifetime.

What can **WE** do?

*What one change could **YOU** make to make a difference for people living with dementia in Essex?*

As a provider….

- ✓ Make a commitment to the Strategy
- ✓ Adopt the Mission, Priorities & Commitments:
  - ➢ Identify actions you can take that will make a difference
- ✓ Southend, Essex & Thurrock Workstreams
  - Let us know how you want to be involved.
  - Tell us what actions will make a difference



- ✓ Become a "Dementia Friendly *provider*"
- ✓ Joining your Local Dementia Action Alliance

Working to become Dementia Friendly 2021-2022

To find out more contact:

E-mail: Dementia.team@essex.gov.uk

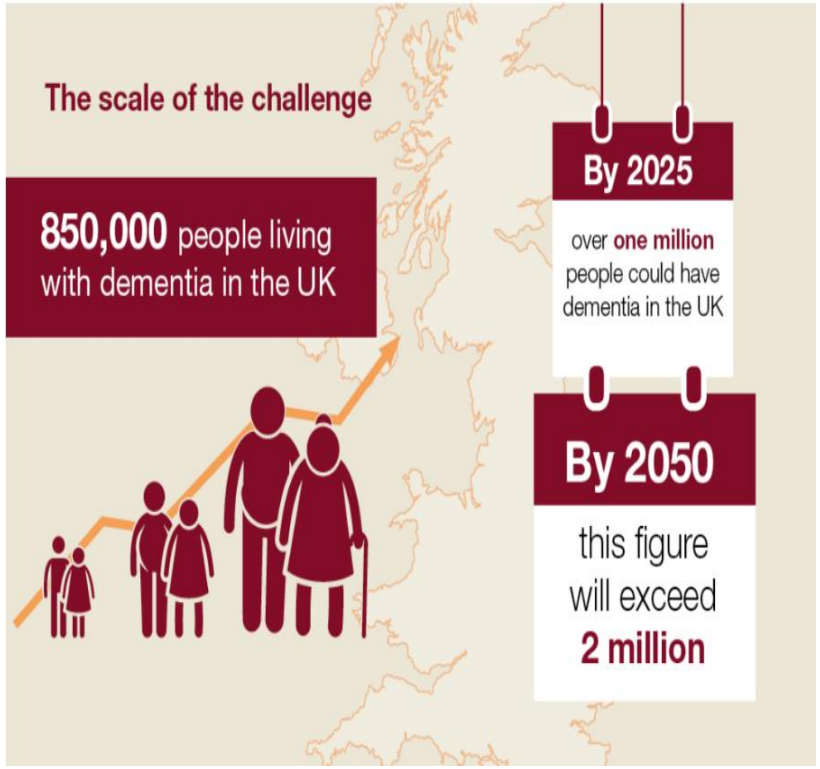
Further detail for background reading

- Wider initiatives linked to Dementia
- Second stage consultation feedback
- Emerging action plans
- Timeline for adoption - SET Strategy 2022-2026
  - Incl. Local Implementation Plans

Dementia

1 in 3 people born in the UK will develop dementia in their lifetime, the importance of increased awareness and understanding of dementia throughout our communities, cannot be underestimated given the anticipated rise in the number of people living with dementia.

- Dementia is defined as a disease that is progressive, affects more than one aspect of thinking and affects daily life.
- Dementia has a physical, psychological, social, and economic impact, not only on people with dementia, but also on their unpaid carers, families and our communities.
  - Dementia is one of the major causes of disability and dependency among older people.
  - It is estimated that a person is formally diagnosed with dementia every 3 minutes in the UK.
  - 1 in 3 people born this year will develop dementia in their life.
- Dementia is not a natural part of ageing and it does not just affect older people. It is estimated that
  - 15,600 working age adults (under 65) are living with dementia in Greater Essex
  - 24,024 people living with Dementia (over 65) with an increase predicated of 33% there will be 34,560 people by 2030 in Greater Essex.
- Dementia caused more deaths in England March 2021 than COVID19 and is the leading cause of death for women in the UK since 2011
  - A quarter of all those who died of COVID-19 had dementia.
- Over 200 types of dementia in which there is deterioration in memory, thinking, behaviour and the ability to perform everyday activities for example Alzheimers, Vascular, Dementia with Lewy Bodies…
- Around 40% of dementia cases might be attributable to potentially modifiable risk factors. A 20% reduction in risk factors per decade could reduce the UK prevalence by 16.2% (300,000 cases) by 2050. Source – Gov guidance: Health matters: midlife approaches to reduce dementia risk



* Estimates and population data taken from ON,S NHS Digital and the Alzheimer's society

What are the problems we need to address?

Addressing inequalities:

Dementia is the **leading cause of death for women in the UK since 2011**, not only are they at greater risk of dementia, but they are also more likely to be impacted in other areas of their lives such as through caregiving to a family member with dementia, financial stability, mental wellbeing and career progression.

People with **learning disabilities are at greater risk of developing dementia,** are likely to develop the condition at an earlier age and can have a faster rate of progression.

A growing prevalence of young onset dementia, with **over 42,000 people in the UK estimated to be living with a diagnosis**. People with young onset dementia tend to have additional complexities, particularly regarding diagnosis and a lack of appropriate services.

Support for Unpaid Carers:

An estimated 540,000 people in England act as primary carers for people with dementia; half of these are employed, 112,540 have needed to leave employment to meet their caring roles and 66,000 carers have cut their working hours.

In Essex carers have highlighted a lack of respite, awareness of services and availability of information, and feelings of isolation as key issues.

Loneliness and Isolation:

Public Health England suggests that **60% of people with dementia are more likely to be lonely.** Approximately 60% of people with dementia go out of their houses less than once a week and in sparsely-populated rural areas, it is harder for older people living alone to find the opportunity to mix with others.

Essex has **an increasing older population and nationally up to 14% of older people report feeling lonely all the time.** With **loneliness and depression increasing the risk of dementia by up to 50%** this is a pressing issue for SET.

Awareness and Dementia Friendly Communities and Services

Dementia does not just impact the person – everyone around them, from family members to friends, is affected in some way. The impact on those living with dementia, including their family and carers, cannot be underestimated and demonstrates the need for a whole system approach to awareness, care and support including diagnosis. **1 in 3 people born in the UK will develop dementia in their lifetime, the importance of increased awareness and understanding of dementia throughout our communities again, cannot be underestimated given the anticipated rise in the number of people living with dementia.**

Housing, Health and care providers through to education, transport and leisure services all have roles in the planning and development of neighbourhoods creating **environments, support and opportunities in which people become and remain socially connected and are enabled to live well with dementia.**

Diagnosis Rates:

Dementia diagnosis rates in Essex remain below the national average (62%).

Engagement sessions and workshops with partners across the SET highlighted the need to coordinate timelier diagnosis. Support in the key weeks after diagnosis is also recognised as a critical window for early support and intervention that promotes a positive view of diagnosis, facilitating access to timely care and support thus enabling people to live well with dementia in their preferred place of residence.

It is estimated that **2 in 10 people over the age of 65 have mild cognitive impairment.** Although the mild form of this condition often has little effect on daily life, **5 to 10% of people with it will develop dementia.**

Research:

Climate Change/Air pollution: Epidemiological evidence is suggestive of an association between exposure to ambient air pollutants and both the risk of developing dementia and acceleration of cognitive decline.

Research collaborative: Build on opportunities with local research partners develop, support and implement evidence based, best practice which underpins delivery of the SET Strategy.

Dementia Strategy 2022-2026

Cllr John Spence, Cabinet Member for Adult Social Care & Health, Essex County Council

- This strategy brings together organisations from across Health and Social Care and the Voluntary Sector to speak with one voice on our aspirations for making Southend, Essex and Thurrock places where people can live well with dementia.
- The impact on all those who live with dementia, including friends, family and carers, is clear to all. It is critical that we have a strategy that looks at every element, from the very tough nettle of prevention, through early diagnosis into care, support for carers and provision of accommodation.
- This updated strategy for Southend, Essex and Thurrock builds on successes and lessons of the past and will be invaluable as we work together in collaboration.

Cllr Deborah Huelin, Thurrock Council Cabinet Member for Adults & Health

- After a number of setbacks from the pandemic, it's fantastic to see that the Southend, Essex and Thurrock (SET) Dementia Strategy has been finalised and is ready to share with our residents.
- This is a big step for our collective services across Essex as we commit to a joint strategic plan to not only gain a greater understanding of dementia, its causes and development, but also help to adopt a preventative approach that impacts those with the disease and their wider spheres of friends, family and those who care for them.
- Following consultation with our residents in Thurrock and across Essex, we have been able to ensure our approach considers not only the provision of services, but the concerns of those in our communities who are currently facing or aware of the challenges of living with dementia. This is a crucial step to understanding all levels of the disease in our communities and ensuring this direct feedback remains at the heart of our forward-thinking approach for support in the future.
- Thank you to everyone whose opinions and expertise fed into the creation of this dementia strategy. Rest assured your views, and the impact of this strategy, will lay the foundations for the best healthcare and support possible for generations to come.

Cllr Kay Mitchell, Southend-on-Sea City Council Cabinet Member for Adult Social Care and Health Integration

- The number of people affected by dementia is rising and the government announced a 10-year plan in May 2022 that aims to reduce Dementia by 40%.
- The development of this strategy has been delayed through COVID 19 but Southend, Essex and Thurrock (SET) have taken learning from our existing Dementia strategy and developed the new strategy drawing on best practice and consultation.
- Current figures using the health census from 2019 show that Essex likely has 21,972 over 65's with dementia and this is set to increase 33% by 2030. The government is projecting that over one million people in the UK could be living with dementia by 2025.
- In 2020 Southend G.P. data showed that Southend had a higher prevalence of dementia than the average in England. This strategy has a commitment to research, training, local place-based action, and prevention. It supports our living well priority with 'living well longer' through early diagnosis, support, self-help, the nine priorities identified with stakeholders, and 10 strong commitments by SET. Together these underpin the dementia strategy implementation plan that supports the government's aim of a 40% reduction in dementia and improves quality of life for our residents who have dementia, their families, and carers.

High Level Timeline

>Mar'22	Apr'22	May'22	June'22	July/Aug'22	Sept/Oct'22	Nov/Dec'22	Jan/Mar '23	Apr'23 onwards

Draft Strategic Approach

Second stage consultation. Commitments/Actions/Outcomes - Development

Co-production of local and organisational delivery plans
Incl. Opportunities for Anchor Institutions/Partners to commit to action.

Planning/Adoption Phase

Draft Strategic Approach

Essex HWBB 18th May

Public Consultation

Focus groups: Virtual/F2F
(13th May – 17th June)
Consultation/Survey
(13th May – 17th June)

Adoption & Endorsement

Essex HWBB 21st Sept

Alliance/ICS/ Partner Governance

Planning implementation

- **Workstreams**
- **Timescales**
- **Metrics**

Local Plans adopted - Alliances/ organisations

- Internal/External discussions with key stakeholders
- System wide focus groups
- Wider engagement opportunities

Engagement

- Internal/External discussions with key stakeholders
- System wide focus groups
- Workstream/action planning activities & opportunities
  - Partners, communities, workforce and the public.

Engagement

Dementia Strategy 2022-2026: Stage two consultation feedback - overwhelming support to the commitments

The second stage of consultation sought further views on the proposed commitments to deliver against the agreed nine priorities.

- 78 online consultation responses were received from people living with dementia, their family and carers, partner organisations and health and social care professionals.
- 160 participants in workshops and focus groups held gathering further insight across a range of partners and stakeholders

Key Themes

- The role of communities and groups is seen as crucial to the wrap-around offer of support for families and carers.
- To improve and enable access to training and support for families and carers, alongside training opportunities for health and social care professionals and community organisations
- The need to promote opportunities to share lived experience such as through peer networks is seen as a key aspect of feeling empowered and enabled following diagnosis to ensure access to appropriate and timely support, although caution was advised against information overload, so a balance is needed.
- The need to coordinate timelier diagnosis and support in the key weeks after diagnosis, recognised as a critical window for early support and intervention that promotes a positive view of diagnosis, facilitating access to timely care and support thus enabling people to live well with dementia in their preferred place of residence
- To ensure learning from other care pathways and models (for example Cancer & Admiral Nurses) to gather insight on best practice and areas for improvement in care and support for individuals and carers.
- To develop closer working with the care providers incl. reablement and care home providers to improve experiences of discharge from hospital and to promote opportunities for access to appropriate training to understand distressed behaviours and the cause of perceived complexity relating to dementia
- To promote increased choice and control for those with dementia, their carers and family to enable people to live well with dementia.

Annex A: Dementia Strategy Implementation Plan

Whilst the implementation plan aligns to the lifecycle of the strategy, it is acknowledged that Integrated Commissioning Boards (ICBs) will be implemented from July 2022. As such, the introduction of ICBs, Local Delivery Plans and subsequent governance structures may result in amendments to the implementation plan.

Action/s	Outcome Measure	Owner/Contributor	Timescale
Priority 1 – **Prevention**: People in Southend, Essex and Thurrock will have good health and wellbeing, enabling them to live full and independent lives for longer			
Commitment 1 – We will work collaboratively within communities and across voluntary, health, care and statutory services to develop and deliver information to improve awareness of dementia, how to prevent dementia and the support available			
Development and delivery of a dementia awareness activities	• People will have a greater understanding of the effectiveness and impact of healthy lifestyle on modifiable risk factors to reduce the risk of developing dementia, including stop smoking, be more active, reduce alcohol consumption, improved diet, lose weight if necessary and maintain a healthy weight • We will work with partners in Public Health to understand the effectiveness and impact of healthy lifestyle campaigns on raising awareness of modifiable risk factors	• Active Essex – Find Your Active Programme • Strengthening communities – Essex Wellbeing Service	• Sep 2023 and annual reviews •
Essex Dementia Intergenerational programme (EDIP) activities to increase children and young people's knowledge and understanding of dementia to support improved awareness of dementia in younger age-groups	• Children and young people will have an increased knowledge and understanding of actions they can undertake in support of healthy lifestyles • Children and young people will have an increased knowledge and understanding of dementia to support improved awareness • Children and young people will undertake action in support of a dementia friendly generation to actively promote and support dementia enabled communities • To increase the reach and volume of Essex schools engaged in dementia intergenerational activity from the 2021 baseline by a further 50% in 2022/23 • Links to 'starting well' and 'risk reduction'	• ECC key service areas – Adult Social Care, Public Health, education and CCG/ICS • Voluntary and community sector (VCS) partners • LA commissioned dementia support services •	• Ongoing monitoring • Annual EDIP oversight report

Annex A: Dementia Strategy Implementation Plan

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Develop and align to Healthy Living activities and opportunities	• People living with dementia and their unpaid carers are able to access activities and maintain their independence, and physical, emotional and mental health	• Joint Health and Wellbeing Strategy • Find your active PEM and Essex Wellbeing Service • Social Prescribing outcome/performance measures	• Timescales to be aligned to respective strategies action plans and service areas.
Priority 2 – Supporting unpaid carers: Carers are supported to enable people living with dementia to remain as independent as possible			
Commitment 2 – We will involve and seek the views of people living with dementia and their unpaid carers, recognising their role as valued experts and equal partners to ensure carers have increased opportunity to access good quality support			
Improve pathways to formal assessment where needed	• Offer a carer's assessment and contingency plan to every unpaid carer of someone with dementia to identify so that they get the benefit of the support they are entitled to	• All Age Carers Strategy • Adult Social Care data • Commissioned Carer and Dementia Support Services monitoring • Unpaid carers voice and dementia voices • Carers Survey	• Timescales to align with commissioned services reporting and other strategies action plans
Support and training for unpaid carers of people with dementia	• Unpaid carers are supported to be able to continue working and to access health and support services to maintain their own health and wellbeing • Work with system partners including health, education, voluntary and community sector organisations to build on and develop support in local communities • Number of unpaid carers supported to understand impact of dementia	• LA dementia programmes working with/across relevant LA and health partners and commissioned services including Primary Care Essex Wellbeing Service • LA commissioned carer and dementia support services • Health outcomes and service data	• Timescales to align with commissioned services reporting

Annex A: Dementia Strategy Implementation Plan

Whilst the implementation plan aligns to the lifecycle of the strategy, it is acknowledged that Integrated Commissioning Boards (ICBs) will be implemented from July 2022. As such, the introduction of ICBs, Local Delivery Plans and subsequent governance structures may result in amendments to the implementation plan.

Priority 3 – **Reducing the risk of crisis**: All people with dementia receive support to reduce the risk and manage crisis			
Commitment 3 – We will work across our systems in to develop an integrated approach within communities to improve timely support following diagnosis to promote independence, optimise strength, build resilience and prevent unnecessary crises			
Develop health and care services that work for people living with dementia to reduce the risk of crisis, reduce avoidable admissions and delayed discharge	• Flexible alternatives to hospital admission and to support early discharge wherever possible, including access to urgent community response/virtual wards and intermediate care • Reduction in number of emergency admissions and delayed discharges	• Local Alliances, ICB delivery of urgent care response teams and discharge to assess models • NHS England dementia diagnosis rates	• Timescales align to local system surveillance and reporting arrangements
Build services, support and communities in Essex that will enable people living with dementia and their carers to have improved confidence in navigating the health and social care system to ensure their needs are met	• People living with dementia and their carers are provided with good post diagnostic support and information about the options available to them as their dementia progresses • Increase number of primary care navigators that have achieved Dementia Friendly accreditation • Number of people supported to make contingency and advance care plans • Number of advance care plans completed	• NHS England dementia diagnosis rates • CCG, Alliance and ICB commissioned • NHS England dementia diagnosis rate • Primary care data	• Timescales align to local system surveillance and reporting arrangements incl. NHS digital Dementia Diagnosis Rates
Priority 4 – A knowledgeable & skilled workforce: All people with dementia receive support from knowledgeable and skilled professionals where needed			
Commitment 4 – We will develop and build on activities and training that improve professional practice and process			
Map the current training and development offer for those working to provide advice and support to people living with dementia	• Training and education activities are aligned to the HEE dementia training standards framework • People living with dementia can lead fulfilling lives and live independently for longer • People living with dementia are enabled, with their carers, to access assessments, care and support services that help maintain their physical and mental health and wellbeing • People living with dementia receive care and support from an appropriately trained workforce	• Employers • Health and social care commissioners • Health Education England (HEE)	• Review and refresh of mapping to commence Jan' 2023
Develop and build on activities that improve professional practice and processes	• Numbers of care and support workforce who participate in standards of training and professional development as appropriate to the levels and requirements of their role • Prosper programme measures • Training and education programmes are aligned/accredited to HEE dementia training standards framework	• Market shaping programme • HEE/workforce development programmes • ESCA programmes	• Review and refresh of mapping to commence Jan' 2023

Annex A: Dementia Strategy Implementation Plan

Whilst the implementation plan aligns to the lifecycle of the strategy, it is acknowledged that Integrated Commissioning Boards (ICBs) will be implemented from July 2022. As such, the introduction of ICBs, Local Delivery Plans and subsequent governance structures may result in amendments to the implementation plan.

Engagement work with workforce/care market to understand levels of confidence when working with people with dementia	● The workforce feels confident and empowered in their competences ● Engagement and surveys ● Prosper programme measures ● Annual workforce and staff surveys	● Health and social care employers	● Annual workforce & staff surveys. ● Prosper programme outcomes/data.
Priority 5 – Finding information and advice: Everyone with dementia will have access to the right information at the right time			
Commitment 5 – We will work collaboratively with system partners to engage people living with dementia, their families, unpaid carers and wider support networks to better			
Work with residents to understand what good quality information and advice, for both pre and post diagnosis of dementia is and how it is accessed	● People are able to say they can access appropriate information, advice and guidance in a timely fashion that supports them to achieve their desired outcomes ● Co-production work with people living with dementia to inform what 'good' information is	● LA dementia programmes working with/across relevant LA and health partners and commissioned services, including primary care	● NHS patient experience Surveys. ● Carer annual survey. ● Dementia strategy Annual and report. ● commissioned services reporting (quarterly)
Work to maximise access to information, advice and guidance so that people have clear access to the right support, at the right time in the right place	● People are able to say they have confidence and feel empowered to access care and support through a variety of mechanisms, including but not limited to digital and technological interventions ● Engagement and surveys ● Virtual/social media engagement levels ● Numbers of people of accessing digital technologies through commissioned technology services	● Technologies programme and commissioned technology services	● NHS patient experience Surveys. ● Carer annual survey. ● Dementia strategy Annual and report. ● commissioned services reporting (quarterly)
Publicise information, advice and guidance in effective ways and in clear and accessible language	● People can access information, advice and guidance through a range of mediums including social media and in community spaces (i.e. libraries, GPs and local councils) ● "making every contact count" survey ● Virtual/social media engagement levels ● Organisations/communities achieving Dementia Friendly Communities accreditation	● LA dementia programmes working with/across relevant LA and health partners and commissioned services, including primary care	● NHS patient experience Surveys. ● Carer annual survey. ● Dementia strategy Annual and report. ● commissioned services reporting (quarterly)

Annex A: Dementia Strategy Implementation Plan

Whilst the implementation plan aligns to the lifecycle of the strategy, it is acknowledged that Integrated Commissioning Boards (ICBs) will be implemented from July 2022. As such, the introduction of ICBs, Local Delivery Plans and subsequent governance structures may result in amendments to the implementation plan.

Priority 6 – **Diagnosis and support:** All people with dementia will receive appropriate and timely diagnosis and integrated support			
Commitment 6 – We will improve access to and opportunities for dementia diagnosis at the earliest possible stage for the people of Southend, Essex and Thurrock			
Design, promote and support activities that enable people to understand how to seek a diagnosis	● Number of people able to find the right information, at the right time to gain a timely diagnosis enabling them to plan to live well with dementia ● Surveys and engagement ● Community Dementia Support Service/primary care data	● LA dementia programmes working with/across relevant LA and health partners and commissioned services, including primary care	● NHS patient experience Surveys. ● Carer annual survey. ● Dementia strategy Annual and report. ● commissioned services reporting (quarterly)
Good quality support and information available from pre diagnosis and throughout the diagnosis journey and people know where to access this	● Development of engagement programme/residents' panel ● Annual surveys and engagement ● Community Dementia Support Service data ● Primary care data ● NHS England dementia diagnosis rates	● LA dementia programmes working with/across relevant LA and health partners and commissioned services, including primary care	● Timescales to align with commissioned services reporting and other strategies action plans
Clear dementia diagnosis pathways to enable people to receive timely diagnosis	● People are supported to understand their conditions and plan accordingly ● Improve dementia diagnosis rate to NHS national aspiration of 66.7%	● NHS England recorded data	● Monthly NHS digital Surveillance and diagnosis data
Priority 7 – **Living well with dementia in the community:** All people with dementia are supported by their Southend, Essex and Thurrock communities to remain independent for as long as possible			
Commitment 7 – We will work with people living with dementia, their families, unpaid carers and wider support networks to build more dementia-friendly and dementia-enabled communities and work to understand what timely support they need in relation to access to housing, transport, employment and technology			
Development and delivery of a co-produced dementia awareness programme to improve awareness, challenge stigma, enable, inspire and facilitate dementia inclusive communities	● People living with dementia and their carers are enabled to live independently, to take part in activities (including commissioned day opportunities and domiciliary care) based on individual interest and choice, feel valued and included, reducing loneliness and contributing to their community ● People with young onset dementia, from ethnic minority and LGBTQ+ communities receive support appropriate to their specific needs ● Increase in the number of Dementia Friendly and enabled community places and spaces ● Number of organisations and communities achieving Dementia Friendly Communities accreditation ● Number of Local, District & Borough Councils achieving Dementia Friendly Communities Accreditation ● Number of District/Borough "Local Plans" adopting Dementia friendly principles and shared with District Dementia Action Alliances	● LA dementia programmes working with/across relevant LA and health partners and commissioned services, including primary care ● Local district/borough/city councils	● Developing programme of activity over the course of the strategy, progress to be measured annually incl. ● Quarterly through commissioned services reporting/ monitoring ● Annual review ● Action plan activities within other strategies - Timescales to align ● NHS Patient Experience & Primary Care Surveys.
Commitment 8 – We will continue to promote access to care technology to promote health, prevent deterioration and promote independence			
Ensure access to Improving Access to Psychological Therapies (IAPT) programme and psychological interventions for people living with dementia	● People living with dementia, or a non-dementia diagnosis mild cognitive impairment (MCI), depression, anxiety) and their carers are aware of the possibility of psychological support from IAPT services, and are routinely considered for and offered support ● Number of people living with dementia accessing IAPT and psychological support	● Health and social care commissioners ● IAPT and Essex Wellbeing Service	● Frequency aligned to services monitoring/ reporting

Annex A: Dementia Strategy Implementation Plan

Whilst the implementation plan aligns to the lifecycle of the strategy, it is acknowledged that Integrated Commissioning Boards (ICBs) will be implemented from July 2022. As such, the introduction of ICBs, Local Delivery Plans and subsequent governance structures may result in amendments to the implementation plan.

Priority 8 – **Living well in long-term care:** all people with dementia live well when in long-term care			
Commitment 9 – We will work with the care markets to encourage long-term care settings to promote the knowledge, understanding and skills actively empowering activities and solutions that increase and retain their connections within their communities'			
Long-term care settings are Dementia Friendly, supporting residents with dementia to live well and being engaged with their local communities	• Increase social connectedness including enabling access to digital technology, links to local communities and the dementia intergenerational programme • The number of people in care homes with access to social contact through digital technology • Participation in the prosper and intergenerational programmes • Number of care home achieving Dementia Friendly Communities accreditation	• Essex Dementia Intergenerational programme • Market shaping/procurement • LA commissioned Dementia Friendly Communities programmes	• Timescales to align with commissioned services reporting and other strategies action plans incl. • EDIP Tracker (Quarterly) • Frequency aligned to services monitoring/reporting
Work with the care markets to understand capacity and demand for long-term care for people living with dementia	• Market shaping strategy reflects the demand and capacity required to support people living with dementia • Care markets and commissioners have a shared understanding of “complex” needs for people living with dementia • Individual care and support plans are based on a shared understanding across the domains of complexity	• LA procurement/ commissioning teams • Market shaping programme	• ECC Bed tracker • Align to market shaping strategy action plans (timescales to be confirmed)
Work with the care markets to understand the scale of ‘complex’ needs for people living with dementia and whether separate commissioning is required	• LA market shaping strategy deliverables • Number of people supported to access appropriate care • Reduction in the number of “hand-backs” • Care markets and commissioner's agree domains of complexity and impact on commissioned services	• LA procurement/ commissioning teams • Market shaping programme	• Align to market shaping strategy action plans (timescales to be confirmed)
Priority 9 – **End of life:** People with dementia and their families plan ahead, receive good end of life care and are able to die in accordance with their wishes			
Commitment 10 – We will work with families, communities and palliative specialists to improve information that enables families to plan ahead to make informed decisions that support individuals to remain cared for in their preferred care setting			
Work with health partners to enhance choice, aid delivery of person-centred end of life care, help to guide care when mental capacity is lost and provide support for families and carers	• People are given opportunities and supported to have early conversations about advanced care and treatment options, including but not limited to faith and culture, to allow for informed decision-making, and providing a person-centred approach to allow for individuals to remain cared for in their preferred care setting • Number of organisations working towards/achieving gold standard frameworks • Increase the number of people with advance care plans (ACPs)	• LAs incl, Adult Social Care • CCGs/ICS • District/Borough & Local Councils • Voluntary and community sector (VCS) partners • LA/CCG/ICS Commissioned services	• Annual report incl. • NHS Patient Experience Survey • Healthwatch surveys • Commissioned services monitoring and performance reporting (as per contracted performance requirements)

Annex B: Wider Initiatives, Good Practice Examples

Priority Area	Initiative	Organisation/s involved
Prevention	Dementia Friendly Schools / Essex Healthy Schools Programme – aimed at primary and secondary school children to learn more about dementia and take part in dementia related activities	Essex Child and Family Wellbeing Service and Essex County Council
	Local Cycling and Walking Infrastructure Plans (LCWIPs) – with overall aims to improve health and wellbeing of all Essex residents	Essex county/district/city councils
	Find Your Active – taking regular physical exercise is one of the best things to reduce the risk of getting dementia	Active Essex, Sport England and Essex County Council
	Essex Wellbeing Service – help and support to make lifestyle changes, find support and access community groups and activities	Essex County Council and collaboration of local organisations and services
	The Prevention and Enablement Model (PEM) – 12-month 'test and learn' pilot, to see how the health and social care system in Essex can use physical activity to enable independence, improve population health and develop communities that are inclusive	Active Essex, Sport England and Essex County Council

Please note: Wider Initiatives, good practice examples include time-bound and/or ongoing activity

Annex B: Wider Initiatives, Good Practice Examples

Priority Area	Initiative	Organisation/s involved
Supporting unpaid carers	Superfast Essex – ECCs subsidised broadband programme to improve connectivity throughout the county	Essex County Council
	Dementia Interpreters – offers an understanding dementia specific communication and understanding how to translate the 'language of dementia'.	West Essex CCG and North East Essex CCG
	Carers First – offers online help and advice as well as practical and emotional support, local support groups and wellbeing activities	Essex County Council and Carers First
	Community Dementia Support Service – information hubs, peer support groups, and community, including online activities to support anyone affected by dementia	Essex County Council commissioned and delivered through The Alzheimer's Society
	Other Halves – project covering mid-Essex with local people organising activities and supporting one another	Other Halves
	Time for you – fund to enable carers to have time away from direct caring responsibilities	Colchester and Tendring CVSs
	Dementia Support Workers – Essex Community Dementia Support Service	Essex County Council
	Information Hubs/Dementia Cafes – several available across Essex to help people live well in the community	Local Groups, Dementia Action Alliances, Essex County Council and The Alzheimer's Society
	Robotic Companion Pets – offer an alternative to traditional pet therapy to support management of distressed behaviours providing comfort, stimulation, and interaction for people in their own homes	North East Essex CCG and Age Well East. Mid & South Integrated Care Partnership
	Guardian Angel initiative – to help people with dementia stay safe while maintain their independence through use of wristbands, badges, hand tags and keyrings with the individuals first name and emergency contact information	Dementia Buddy, backed by Essex County Council, Thurrock Council, Southend City Council and wider systems

Please note: Wider Initiatives, good practice examples include time-bound and/or ongoing activity

Annex B: Wider Initiatives, Good Practice Examples

Priority Area	Initiative	Organisation/s involved
A knowledgeable and skilled workforce	Sector Development Strategy – identifying 5 county-wide economic growth sectors to provide 13,000 jobs	Essex County Council and key system partners
	North East Essex CCG Health and Care Academy Programme – aimed at 14–18-year-olds	North East Essex CCG
	Pathways to Diagnostics Trailblazer – offering jobseekers support to gaining a career with the NHS	East Suffolk and North Essex NHS Foundation Trust (ESNEFT) and the Colchester Institute
	The Advanced Dementia Mobility Experience Essex (TADMEE) Experiential training suite adult social care, advanced HEE L3	Essex Social Care Academy (ESCA) and Essex County Council
	Dementia Integrated Clinical Lead - closer integrated working practices between the MAS and Primary Care North East Essex to facilitate increased Dementia Diagnosis Rates	North East Essex CCG. Pilots underway across Mid & South Essex Integrated Care Partnership (ICP)
	Local Council elected Member Training Programme – Development of learning points and curriculum for elected members to enable members to undertake statutory duties with an understanding of the implications/potential impact for people living with dementia in their communities.	Essex County Council, Dementia Friendly Community Coordinator and the Essex Association of Local Councils
	EQUIP Audit – understanding the challenges in primary care and supporting practices to facilitate timelier diagnosis and knowledge to ensure the practice population living with dementia have access to appropriate care and support	North East Essex CCG, Mid & South Essex CCGs

Please note: Wider Initiatives, good practice examples include time-bound and/or ongoing activity

Annex B: Wider Initiatives, Good Practice Examples

Priority Area	Initiative	Organisation/s involved
Finding information and advice	Dementia Connect Essex – community dementia support service for anyone affected by dementia	Essex County Council and the Alzheimer's Society
	Dementia Adventure – training and information for families and friends providing practical hints, tips and connections	Essex County Council
	Dementia Directory – to find a range of support available in local areas	Alzheimer's Society
	Essex Map – local activities, group and opportunities for people to be active and engaged in their local communities	Essex County Council
Diagnosis and support	Mid Essex Community Specialist Nurses – including their role in facilitating diagnosis within the community/people's homes	Mid Essex CCG, Dengie Neighbourhood team
	Dementia Intensive Support Models – various models of intensive support	Essex Partnership University Trust (EPUT), North East London Foundation Trust (NELFT)
	Dementia Diagnostic Review – to understand priority areas for improving dementia diagnosis rates and pathways in North East Essex	North East Essex CCG
	Memory Service National Accreditation Programme (MSNAP) – to improve assessment, diagnostic and care for people with dementia and their carers	EPUT

Please note: Wider Initiatives, good practice examples include time-bound and/or ongoing activity

Annex B: Wider Initiatives, Good Practice Examples

Priority Area	Initiative	Organisation/s involved
Living well with dementia in the community	Essex Year of Reading – part of a countywide campaign to improve educational attainment of children and young people and enabling older generations to remain connected to communities through the Essex Dementia Intergenerational programme	Essex Education Taskforce at Essex County Council and respective district/borough/city councils
	Dementia Friendly GPs – providing information and signposting needed to access support, holding responsibility for care plans and reviews for ongoing management	Essex County Councill, CCGs, Southend City Council, Thurrock Council and North, Mid and South Essex
	Dementia Friendly Communities – to enhance understanding, respect and support for those affected by dementia (with best practice examples to learn from as demonstrated by Ingatestone and Fryerning Parish Council Dementia Action Plan	Ingatestone and Fryerning Parish Council and Ingatestone and Fryerning Dementia Friendly Community Partnership
	The WayBack VR – a virtual reality film series designed for those living with dementia and their carers used to trigger intact memories and stimulate conversations	Essex County Council
	Memory Café – Essex County Council marked Dementia Action Week 2022 with the opening of the first Memory Café in Harwich Library to support people living with dementia, their family, friends and carers	Essex County Council and Harwich Library
	Admiral Nurses – registered nurses who specialise in dementia, helping family carers gain the necessary skills to assist with dementia care, promoting positive approaches in living well with dementia and improving quality of life	North East Essex CCG and EPUT

Please note: Wider Initiatives, good practice examples include time-bound and/or ongoing activity

Annex B: Wider Initiatives, Good Practice Examples

Priority Area	Initiative	Organisation/s involved
Living well in long-term care	Robotic pets in care homes – providing care home residents with comfort, interaction, and stimulation in the absence of visitors	Mid and South Essex Care Partnership
	Enhanced Care Home Liaison Nurses (ECHLN) – to improve quality and access to primary care for residents in residential and nursing homes through a proactive and preventative approach to improved health outcomes	North East Essex and EPUT
	Interactive Tables & The light Project - to create a dementia friendly Care System with continuity of care at its heart, offering secure, safe and therapeutic environments where patients with Dementia, LD, ABI and other such complex conditions are cared for with more than their physical needs being met.	Mid and South Essex Care Partnership
	Prosper Programme – improve safety and reduce harm for vulnerable care home residents, who are at particular risk of admission to hospital or significant deterioration in their health and quality of life	Essex County Council
End of life	Palliative Care Gold Standard Framework - evidence-based end of life care service improvement programme, identifying the right people, promoting the right care, in the right place, at the right time, every time. The training is for generalist front-line care providers.	St Helena Hospice
	My Care Choices/Single Point – a care coordination hub for out of hospital end of life care for people in the last year of life to increase support to maintain patients in their usual place of residence	St Helena Hospice, North East Essex.
	Namaste training – alternative therapies for people living with dementia in hospice and hospital settings	Princes Alexandra Hospital and various hospices across Essex
	My Care Choices – end of life planning tool to ensure individual choices and wishes are supported	CCGs across Southend, Essex and Thurrock
	Specialist dementia care and support – for those living with dementia and their families at end of life	Farleigh Hospice

Please note: Wider Initiatives, good practice examples include time-bound and/or ongoing activity

Annex B: Wider Initiatives, Good Practice Examples

Priority Area	Initiative	Organisation/s involved
Health and wellbeing	Neighbourhoods model – an integrated model of care to deliver outcomes and tackle inequality using neighbourhood teams, currently being rolled out in Colchester and South Tendring	North East Essex Health and Wellbeing Alliance
	Pedal Power – in partnership with Active Essex (with Clacton and Jaywick as Essex pilots) which allow residents to apply for a free bike	Active Essex and Pedal Power
	Dancing with Dementia – creative dance classes that focus on stimulation of the brain through movement, repetition, props and musical timelines	Dance Network Association and Active Essex

Please note: Wider Initiatives, good practice examples include time-bound and/or ongoing activity

Creating a Dementia Friendly Essex

What is the Dementia Friendly Communities programme?

Working to become Dementia Friendly 2021-2022

- ✓ Local Dementia Action Alliances (DAAs) in Essex are where people, organisations, businesses, health, care and education providers) come together to connect, form friendships, exchange ideas, learn, and create a better community in which to live with dementia.
- ✓ Local DAAs with support from the Dementia Friendly Communities Co-ordinators support and enable communities & People (incl. organisations, businesses, health, care and education provider) to improve their understanding of the impact of dementia and therefore be able to break down the barriers people with dementia encounter.
- ✓ The Local DAAs champion adapting and improving services and environments to truly meet the needs of people affected by dementia within their specific local community. This is achieved by working in a collaborative, planned, comprehensive and measurable way to create Dementia Friendly Communities (DFCs) .

What People tell us……

- People affected by dementia living, working and visiting Essex **recognise and trust the Dementia Friendly** logo
- They are more likely to **use businesses** displaying the symbol
- They know that the symbol represents a **set of standards** that were agreed with input from people affected by dementia
- Individuals can **relate** to a Dementia Friendly Community
- Dementia Friendly Communities evidence a commitment to improving the life experiences of people with dementia and to the wider community

To find out more about your local Dementia Action Alliance:

- North or West Essex: clare.young@alzheimers.org.uk
- Mid or South Essex: Mark.Neville@alzheimers.org.uk

1 in 3 people born in the UK this year will develop dementia in their lifetime.