



## Building Culture of Dementia Awareness: A collaborative project between Health Education England, working across north, central and east London

### Background

Health Education England working across the region of north, central and east London and UCLPartners are working together to lead a cultural change in dementia care across our partnership, through ensuring that all healthcare staff receive basic dementia awareness training. Using a combined 'Train the Trainer' model and experienced Dementia trainers, to date over 40,000 healthcare staff, both clinical and non-clinical, have been trained across the region.

The Prime Minister's Dementia Challenge 2020, launched in February 2015, reiterates the on-going need to address the care of people living with dementia across all areas of our society. The report calls for an approach to ensure that all people with dementia receive compassionate care from diagnosis to end of life, across all care settings. The report identifies the need for Primary care to play a leading role in the provision of care for people living with dementia and their carers. A recent report from the Alzheimer's Society, 'Aiming higher to transform lives', surveyed GPs to ascertain their awareness and confidence to provide appropriate care & support for people living with dementia. The results of the survey indicated that greater attention is needed to increase dementia awareness within Primary care, equipping GPs to confidently diagnosis dementia and provide patient centered post diagnosis support.

In light of these reports, our ambition is to create *100* Dementia Friendly GP practices across north, central and east London by 31<sup>st</sup> March 2017.

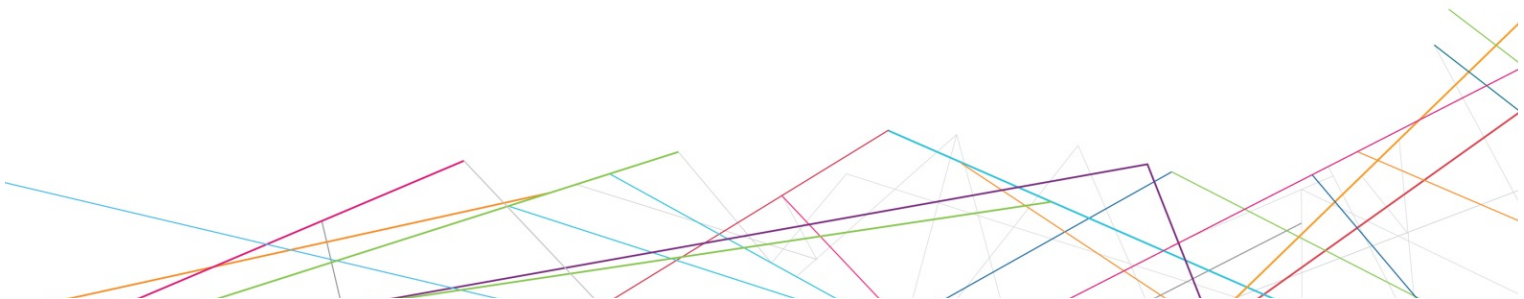
### What are we offering?

In partnership with national organisations such as Alzheimer's Society, Join Dementia Research (JDR), as well as Local Dementia Action Alliances (LDAA) UCLPartners will facilitate and support delivery of dementia awareness training (45mins apprx). Through this funded project, we are able to offer training free of charge to all practice staff (clinical and non clinical)\*.

In agreement with guidelines from the Alzheimer's Society, each practice should complete a number of actions in order to become dementia friendly

Actions to include:

- Run a Dementia Awareness Training session for all practice staff (min 45mins)
- Appoint a Dementia Champion
- Become a member of your local Dementia Action Alliance
- Introduce changes to your practice environment
- Involve people with dementia and their carers in practice patient groups
- Promotion of recruitment to Join Dementia Research campaign



### **Why is this important?**

The prevalence of dementia is expected to rise year on year, with over 2million people living with dementia in 2050 across our communities. Dementia is also more feared by those in the over 50s age group than any other health condition, including cancer.<sup>1</sup> We are all likely to be touched by dementia at some point in our lives.

Awareness within the community plays an integral part in helping people live well with dementia and we all have a role to play. The ability to adapt, where appropriate, our communication, environment and services will all make a difference. Our awareness of national and local services for people living with dementia and their carers will provide much needed support throughout their journey.

Dementia currently costs £26.3 billion more than cancer, heart disease or strokes<sup>2</sup>; a greater investment in research is paramount to understanding the condition and supporting the development of a potential cure.

### **Our commitment**

Through facilitating the delivery of training, using approved materials, our aim is to support the national priority to develop Dementia friendly communities. The impact of the training on the healthcare workforce will be evaluated and shared, to benefit further project work in this area. We also set out to measure & share the impact of a newly introduced intervention/new processes within a healthcare setting.

UCLPartners will recognise the work of participating practices, with an event to celebrate areas and individuals who have shown great innovation in creating Dementia Friendly GP Practices. This event will showcase these innovations, award innovators and share learning.

We are happy to engage and discuss with you the opportunities and support available for delivery of this initiative.

For further information please contact Sian Jones, Senior Project Manager at UCLPartners

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*\* If specific training is required by members of the practice staff, please let us know and we will seek to provide this also.*

**WE CAN ALL MAKE A POSTIVE DIFFERENCE TO SOMEONE LIVING WITH DEMENTIA**

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<sup>1</sup> The Prime Ministers Dementia Challenge 2020 – February 2015, Department of Health

<sup>2</sup> Dementia 2014: Opportunity for change –September 2014, The Alzheimer’s Society