draft 120220



**PROPOSED ACTION PLAN 2020**

**Introduction**

The Liverpool Dementia Action Alliance comprises individuals and organisations with the shared aim of working together to raise awareness of dementia, encourage timely diagnosis, support those living with dementia and their carers, and work towards making Liverpool dementia friendly. Members have pledged their commitment to take action that will:

* *Enable* people with dementia to be involved in activities that are meaningful to them
* Raise *awareness* of dementia across Liverpool so that people and services are dementia aware and ultimately dementia friendly
* *Facilitate* and *signpost* people to care services which support people living with dementia and their carers
* Ensure that services are provided in a way that *anticipates* the needs of people living with dementia including future needs

Our action plan should reflect our aims and demonstrate how we will make progress in not only helping Liverpool to become more dementia-friendly but also in enabling people living with dementia and their carers to participate as fully as they wish as citizens in their local communities.

This draft report is based on:

* Update reports from groups during 2019
* Discussion at the DA co-ordinating meeting in February 2020

**Progress during 2019**

Our limited not for profit company Dementia Action Liverpool (DAL) continues to manage the business affairs of the Liverpool DAA. Its aims are identical and it is itself a member of the DAA. It has three directors: Ruth Eley (current chair); Jack Coutts (chair of CEEG – Community Education and Engagement Group); and Lynne James (representing SURF – Service Users Reference Forum). It has a bank account and manages all funds on behalf of the DAA, with the exception of SURF which has its own bank account.

In October, Ruth Eley was elected to continue as the DAA chair, with Jack Coutts as the vice-chair, until a new chair is available to take over the role. In her role Ruth has continued to participate in the Merseyside and Cheshire Dementia-friendly Communities network hosted by the Alzheimer's Society.

Our numbers continue to grow and we now have 91 member organisations! We are in the process of working through the members to make sure that all those signed up have updated their action plans and are committed to working to improve the lives of people with dementia and carers, even if they do not attend our quarterly meetings or participate in DAA activities in other ways.

In 2018 DAL was commissioned by the city council and the CCG to refresh their joint dementia strategy which ran from 2014-2018. DAL’s report was submitted in December 2018 and after lengthy discussions, the joint CCG and city council Forward Plan for dementia was launched in September 2019 at the LDAA Dementia Information Day. Given that most of the key organisations are represented at the DAA co-ordinating group, it has just been agreed that, rather than setting up a new series of meetings, the co-ordinating group’s remit will be extended to include monitoring and oversight of the implementation of the plan. This will ensure that people with dementia and carers have a significant role alongside other partners.

In April, the LDAA and its sub groups took part in a Radio Merseyside programme wholly devoted to dementia, hosted by Roger Phillips. Alongside representatives from the voluntary sector we were able to share lots of information about what is available in the city and give positive messages about being able to live as well as you can with dementia. Several listeners rang in to express their thanks for encouraging people with dementia and carers to stay active and to ask for help if they need it.

In September we held our Dementia Information Day at the LACE centre. 24 member organisations had stalls and, including stall holders, over 100 people came through the doors. A series of short presentations were held throughout the day, some of them repeated, so that people could choose which part of the day to attend. The SURF and Mersey Care stalls were particularly busy; they were pleased to talk to several people with dementia and carers who were not in touch with health or social care services and were eager to find out what is available in the city. The feedback from attendees was very positive and we think we achieved our objective of reaching the wider public as well as professionals. This free event was funded by a combination of stallholder fees, monies allocated for a launch event for the dementia strategy refresh and sponsorship – thanks to Liverpool John Moores University, Care Aware International and Onward Homes.

The LDAA is actively supporting the development of Meeting Centres in Liverpool and various members are contributing to the planning group. Dementia Action Liverpool was successful in obtaining a grant from the Shaw Foundation to fund a project manager to do the detailed preparation leading up to setting up the first Centre and to contribute to the first two years running costs.

 **SURF** has continued to grow and holds its meetings in the Gift Café, Anfield Sports and Community Centre, Lower Breck Rd; this works well for the size of the group and is central so they no longer alternate between north and south. Members are looking forward to contributing to the implementation of the Dementia Forward Plan and ensuring that feedback is a two-way process. In August, SURF held their monthly meeting at Brushwood, the first of the new dementia hubs provided by Shaw Health, and were able to give feedback about the design. They are planning a similar visit to Millvina House. They have regular updates from Carmel McBride, the project manager, and continue to raise the issue of the third hub which was put on hold because of problems with the proposed site. We understand from the city council that a review of capacity needs in the residential sector is being undertaken in the light of recent homes closures in Liverpool.

SURF continues to work with a range of organisations in the city across all sectors, to ensure that the voices of people with dementia and carers are heard and listened to, and plays a key role in all the LDAA’s projects. Several SURF carers are active members of tide – together in dementia everyday – and contribute to involvement opportunities which it facilitates. SURF members attend the city council’s corporate access forum and have contributed to the consultation on the merger of Aintree and Royal Hospital Trusts and the development of the new Clatterbridge hospital in the city, including a focus group on the use of public art in the building. Members are keen to be involved in research and assist with teaching medical and clinical psychology students and dental care practitioners. They are working with Mersey Care Trust on their Visiting Liverpool guide for people with dementia and carers and meet with people completing the post-diagnostic support programmes to encourage them to join SURF. As well as being an action group, SURF provides vital peer support for its members, some of whom run other carer support groups, a coffee afternoon and a breakfast club.

**CEEG** has continued to work with Liverpool City Region Combined Authority (LCRCA) and constituent Council representatives, focussed on the Dementia Pledges initiated by the Metro Mayor. The CEEG Chair / LDAA Vice-Chair was invited to become Chair of the Pledges Working Group, now renamed the Dementia Advisory Group (DAG). Attention is currently being given to working towards Dementia Friendly Community recognition for LCRCA, a move which has been welcomed by Alzheimer's Society. If successful, LCRCA would be the first Combined Authority to achieve this recognition. The Terms of Reference of DAG are being reviewed and one important element will be the expansion of the membership to include representatives of people living with dementia and family carers. Other initiatives under discussion include the proposed Housing and Dementia Forum as an element of LCRCA’s dementia friendly community aspirations, given that most housing providers operate across several local authorities; and dementia-friendly Transport, with LDAA's Transport Group taking a leading role.

Dialogue with faith communities has continued, in conjunction with partners Christians On Ageing and with the support of representatives from six local faith groups. A provisional date of 9th September has been suggested, venue LACE Conference Centre, and a funding application submitted to Medicash Foundation. A response is expected by the end of February. If it is successful a conference delivery task group will be assembled. The project to bring dementia awareness sessions to every school in Liverpool has had only moderate success although there are regular reports of individual instances on an ad hoc basis. Members of the task group are to be canvassed to assess whether it is considered worthwhile to attempt a relaunch of the initiative after the May local elections.

The Dementia Action Liverpool website is being maintained and is continuing to receive positive feedback from people living with dementia, family carers, SURF members, service providers, statutory bodies and others.

Each of the four DAA member organisations of the **Diversity** group – Chinese Wellbeing, Mary Secole House, Back to Life Liverpool and Irish Community Care – has continued to raise awareness of dementia within their respective communities. They provide, as a minimum, a regular peer support group promoting health and wellbeing through health awareness, music, dance, song, reminiscence/memory box, connections and friendships, thereby reducing social and cultural isolation. With so few BAME community groups actively supporting people living with dementia and active in the Networks, there has been little opportunity to recruit new members to the diversity group. The group continued the Food and Culture project and completed the filming of four cookery demonstrations which were critiqued by Network members prior to presenting at the National Dementia Congress as part of the Care, Community, Culture symposium entitled “a BAME perspective on dementia care in Liverpool”. They highlighted current inequalities in dementia care and talked about the essential support mechanisms required to meet the needs of BAME groups.

Notes from SURF meetings are shared with the Networks, helping to connect the various BAME communities to what is happening in the city and enabling invitations to speakers of interest.

The **Transport** group secured the strategic support and commitment of Jeremy Wolfson (JW), Dementia Lead for Liverpool City Council and Steve Rotheram, Metro Mayor for the Liverpool City Region. JW has worked with the Liverpool DAA Transport Group to influence Merseytravel, Liverpool John Lennon Airport, Liverpool Cruise Terminal, Northern Rail, Merseyrail and the LCC Bus Alliance. The objective was to raise awareness of developing a cohesive dementia friendly transport system that fits with the Age Friendly Cities initiative also being developed in the City of Liverpool. Meetings have been held with all of these organisations and ongoing dialogue has focussed on taking action to raise awareness of dementia with staff and management through their individual training programmes.

Merseytravel took the lead to develop an integrated training session on hidden disabilities. The transport sub group supported the delivery of the dementia element of this course and to date have helped train over 250 front line staff. Dementia Friends is also incorporated into the sessions as this provides a consistent basic awareness element.

The transport sub group has provided extensive support to Liverpool John Lennon Airport to raise awareness of dementia. This included dementia training and awareness sessions for staff and associated organisations working on site and the rebranding, content and promotion of the Butterfly Scheme. The Civil Aviation Authority has recognised the airport as one of the top performing air terminals in the country, taking the lead on Manchester and other Northwest airports. The work of the transport has contributed significantly to this recognition.

 The transport group has also worked with

* Virgin Trains to help them develop their ‘Just a Minute’ (JAM) scheme
* NAUG – Strategic Accessibility group for Northern Trains
* CAF – Liverpool City Council Corporate Access Forum
* Merseytravel – accessibility group
* LCC Region Bus Alliance
* Northern Trains to learn about the Bentham dementia friendly train line

Transport group have also contributed to the Government’s Blue badge consultation, accessibility and inclusive transport consultation and strategy and linked with other groups across the country to learn of good practice.

Although there have been efforts to re-establish the Liverpool DAA transport group, working at the Liverpool City Region level would be more responsive to developing and implementing changes given that developments within the transport sector cover the whole area and are more strategic.

**Priorities for 2020**

One of our main tasks will be to contribute to the implementation of Liverpool’s revised joint dementia strategy; our job will be to influence rather than implement directly although the LDAA will have a key role in continuing to raise awareness about dementia in the city. We will ensure that people with dementia and carers are fully involved in the arrangements for monitoring implementation.

We propose the following action plan for discussion:

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| **Aim** | **Action** | **Who will lead it?** | **Timescale** | **Expected outcomes** |
| Raise awareness of dementia in the city | 1. Organise a Dementia and Faith Communities conference in conjunction with Christians On Ageing2. Continue work with BAME communities, linking with SURF to share learning and join together where appropriate3. Review work with individual schools and Liverpool Education Authority to promote dementia awareness amongst pupils, teachers and parents4. Contribute to the proposed national conference on Dementia and BAME communities5. Agree consistent approach to training and awareness raising for transport staff | CEEGDiversity groupCEEGDiversity groupTransport group | Autumn 2020OngoingOngoingOctober 2020 | Increased awareness in faith communitiesRaised awareness and understanding of dementia in these communitiesRaised awareness of dementia in these settings Showcasing work in Liverpool and raising awareness of challenges faced by small community groups |
| Support those living with dementia and their carers | 1.Contribute to the implementation of the Dementia Forward Plan, continuing to challenge inequalities in health and access to services on behalf of those living with dementia and their carers, and advocating for the needs of our respective communities, to ensure equity across the city2.To continue to explore funding opportunities for the reinstatement of BAME Dementia Champions3. To fulfil the aims and objectives of our DEEP/University of Western England funded Food Culture project and work to incorporate the films in to a training toolkit for care staff.1. Work collaboratively to explore the development of Meeting Centres and ensure that they meet the needs of BAME communities
2. Continue to lobby for carers’ travel passes
 | Co-ordinating groupSURFDiversity groupDiversity groupDiversity groupCo-ordinating groupTransport group | OngoingOngoingSeptember 2020December 2020 | Services that better meet the needs of people with dementia and family carers from all communitiesInclusive community meeting spaces for people with dementia and carers |
| Work towards making Liverpool more dementia-friendly | 1.Through the Dementia Awareness Group, contribute to Liverpool City Region initiatives to promote dementia awareness and dementia friendly policies and practices, including housing and transport2. Establish LCR transport group to address strategic issues with providers and engage with people with dementia across the region3. Restart SURF’s Secret Shopper initiative4. Explore the development of a local leaflet for Pharmacies, GP and Dental Surgeries to raise awareness of dementia and to signpost people to diagnosis, support and information services5. Explore the production of a video about dementia diagnosis, support and living well with dementia, in conjunction with SURF members6. Promote Dementia Awareness Week and attempt to catalogue activities and events through all available media7. Promote the involvement of people with dementia and carers in all service planning initiatives8. Increase membership of the LDAA across all sectors | CEEGTransport groupTransport groupSURFCEEGCEEG/SURFCEEG/AllAll/co-ordinating groupAll | OngoingDecember 2020OngoingOngoingOngoing | People with dementia and carers report increased awareness about dementia in the cityLocal businesses become more dementia-friendlyIncreased awareness and activity to promote dementia-friendly initiatives |