



Gloucestershire **Dementia Strategy**

2015 - 2018

Gloucestershire Dementia Strategy 2015 - 2018

Introduction

Welcome to the Winter 2015 edition of the Gloucestershire Dementia Strategy 2015 - 2018.

The approach to dementia in Gloucestershire continues to go from strength to strength. Of our local population predicted to be living with dementia, we have increased the rate of diagnosis from 32% in 2007 to 66% in April 2015. We have made significant progress in challenging the stigma around dementia, helping to create more engaged, supportive and caring communities in Gloucestershire.

This has encouraged people with concerns about memory loss to come forward earlier, enabling access to timely diagnosis and earlier access to treatment and support. However, we are not complacent and we know that there is much to do for our vulnerable residents and their carers.

Our refreshed three year dementia strategy for 2015 - 2018 aims to ensure that we consistently deliver high quality, safe care that focusses on the needs of people living with dementia and their carers. To achieve this, and to continually improve services, we will need to secure a continued commitment to co-production and collaboration between those living with dementia and those delivering health, social care, community and voluntary services.

We believe this is achieved through openness, transparency and candour and our actions and behaviours must be congruent with our stated values and goals in providing consistently high standards of care for people with dementia and their carers.



Left Dr Hein le Roux, GP Clinical Lead for Dementia, NHS Gloucestershire Clinical Commissioning Group

Right Dr Martin Ansell, Older Age Consultant Psychiatrist, 2gether NHS Foundation Trust



Left Margaret Willcox OBE, Commissioning Director: Adults and DASS, Gloucestershire County Council

Right Mary Hutton, Accountable Officer NHS Gloucestershire Clinical Commissioning Group

Contents

Executive Summary	3
Local and National Context	4
Principles and Values; 5 themes	8
Programmes of Work	10
Appendix 1	12
Contributors	13



Executive Summary

Since the publication of the National Dementia Strategy in 2009, Gloucestershire Clinical Commissioning Group (CCG) and the Gloucestershire County Council (GCC) have combined a commitment of joint resources with a partnership approach to improve the local health and social care response to dementia.¹

Dementia is recognised as a long term condition that has a physical and mental health cost for the person with dementia and their carer/family, as well as wider social and economic implications for health and social care provision against the context of a growing ageing population.

This strategy builds on the actions developed as the local response to the National Dementia Strategy and anticipates the impact of the recently published *Prime Minister's Challenge on Dementia 2020* (DoH 2015). This strategy has 5 themes: ²

- 1. Dementia is everyone's business**
- 2. People living with dementia are engaged, involved and informed**
- 3. The person living with dementia and their carer/family are the key focus**
- 4. Dementia is a long term condition, ranging from prevention to end of life**
- 5. Ensuring that the county workforce has the right skills and knowledge**



¹ DoH, 2009. Living Well with Dementia: a national strategy
https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/168220/dh_094051.pdf

² DoH, 2015. Prime Minister's Challenge on Dementia 2020
https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/414344/pm-dementia2020.pdf

Local and National Context

Since the publication of the National Dementia Strategy in 2009, the Gloucestershire Clinical Commissioning Group (CCG) and the Gloucestershire County Council (GCC) have combined a commitment of joint resources with a partnership approach to improve the local health and social care response to dementia.

Dementia is recognised as a long term condition that has a physical and mental health cost for the person with dementia and their carer/family, as well as wider social and economic implications for health and social care provision against the context of a growing ageing population.

There are approximately 850,000 people living with dementia in the UK – the associated care and treatment costs the economy £23 billion a year. By 2040, the number of people with dementia is expected to double whilst the costs will treble (Dementia UK, 2007). It is estimated that by 2025 in Gloucestershire, there will be 12,000 people living with dementia costing the local economy an estimated £345 million a year.

Alongside this human cost, dementia has major implications for health and care services. One in four people in acute hospital beds has dementia, as do 40% of acute admissions in those over 75. Two thirds of long-term care residents have dementia and this figure is repeated for those receiving statutory social services. Dementia is often incidental to other acute or long-term conditions, causing complications and poorer outcomes.

'Whilst Gloucestershire is one of the healthiest counties in England, the proportion of older people is above the national average and increasing and this trend is expected to continue. According to the Office for National Statistics (ONS) 2010-based projections, Gloucestershire will have 78,300 more residents aged 65 years and over in 2035 than in 2010, an increase of just over 70%. Numbers are projected to increase steadily throughout this period. Over 65s will account for well over a quarter (28.4%) of the County's population at 2035, compared to less than a fifth (18.9%) at 2010'

**Your Health Your Care
NHS Gloucestershire Clinical Commissioning Group, 2013**

Gloucestershire Dementia Strategy 2015 - 2018

Figure 1: Projected rise in the number of older people in Gloucestershire up to 2035

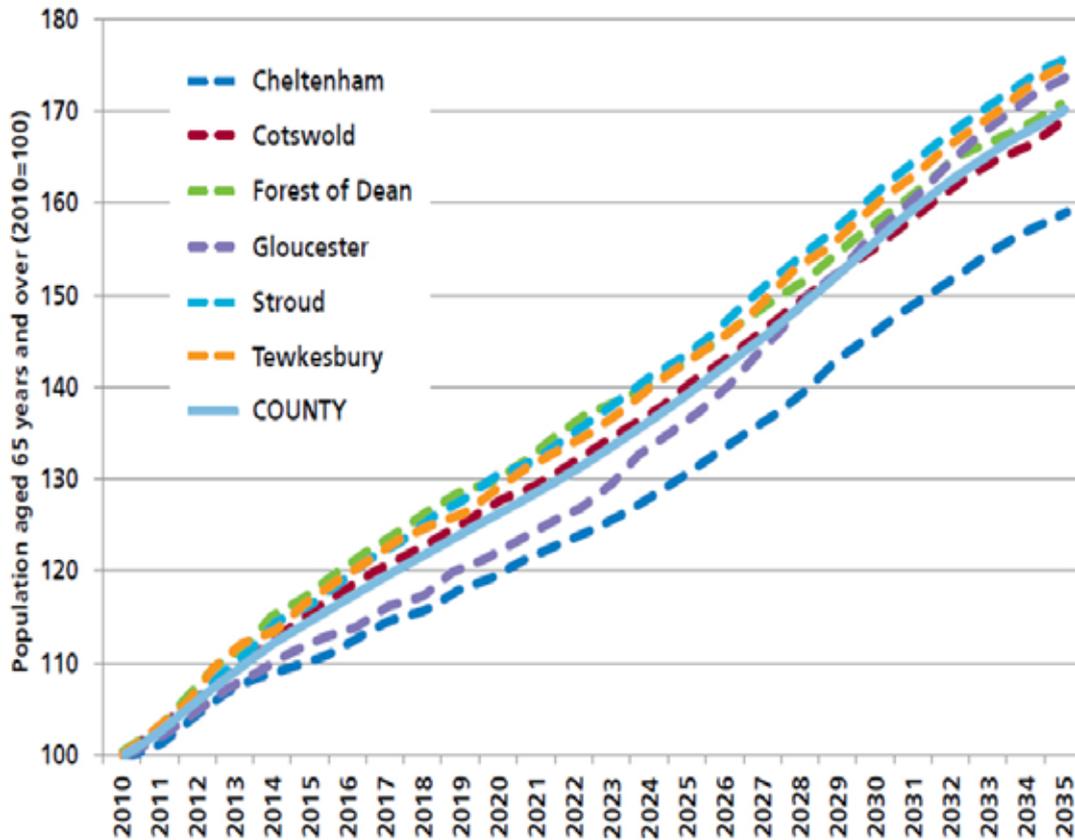


Table 1: Population of those over age of 65 with dementia in Gloucestershire

Year	2014	2015	2020	2025	2030
Gloucestershire	8,618	9,042	10,524	12,523	14,917

Identifying the number of people living with dementia in Gloucestershire is complex and a number of approaches are used to understand and calculate need, gap and impact. Table 1 gives an indication and projection of the growing numbers of people living with dementia. A key priority is to minimise the gap between those thought to have dementia and those who have received a diagnosis. The 2015 Dementia Diagnosis Rate (DDR) in Gloucestershire is 65%.

Source: Projecting Older People Population Information System (POPPI) 2014

Gloucestershire Dementia Strategy 2015 - 2018

In 2012, the National Dementia Strategy was strengthened by the Prime Minister's Challenge. Locally this saw significant local activity in the development of Dementia Friendly Communities and the Intergenerational Dementia projects. The Care Act 2014 and recent publication of Prime Minister's Challenge on Dementia 2020 (DoH 2015) gives further clarity on future direction of travel, and will be reflected in this strategy. For example:

- Focus on prevention of dementia
- Reducing waiting times for diagnosis
- Providing quality post diagnostic support
- Supporting carers
- Dementia training and education to improve workforce skills and knowledge
- Dementia Friendly Communities and Businesses
- Wider local Dementia Action Alliance sign up
- Increased research, and access to participate in research

The strategy will also align to, seek to influence and support local health and social care initiatives that affect dementia and older people. The Gloucestershire County Council *Growing Older in Gloucestershire* policy set out 4 steps to supporting people that ensures effective use of limited resources that are dependent on a partnership approach:³

- Active individuals
- Active communities
- Getting people back to independence
- Being there when we're needed

In order to ensure that people get the right support, there is a need to shift to more preventative and self-care approaches, and this strategy will align with the National Institute Clinical Excellence's *Dementia, disability and frailty in later life – midlife approaches to prevention guidance when it is published*.⁴



³ Growing Older in Gloucestershire

<http://glostext.gloucestershire.gov.uk/documents/s24587/8%20Growing%20Older%20in%20Gloucestershire%20Policy%20Document.pdf>

⁴ NICE July 2014: *Disability, dementia and frailty in later life – mid-life approaches to prevention*

<https://www.nice.org.uk/guidance/gid-phg64/documents/disability-dementia-and-frailty-in-later-life-midlife-approaches-to-prevention-supporting-documents>

Gloucestershire Dementia Strategy 2015 - 2018

The Growing Older in Gloucestershire Action Plan is linked to Better Care Fund outcomes:⁵

- Reduce numbers of people over 65 in residential care
- Reduce hospital admissions
- Ensure people are at home 91 days after hospital discharge
- Reduce delayed transfers of care
- Improve service user experience
- Improve quality of life for carers

The recently published Gloucestershire County Council's Market Position Statement for the Care of Older People is underpinned and supports the aspirations and expectations described above through analysis of the Older People's care and support services in Gloucestershire.⁶

The Gloucestershire Joint Health and Wellbeing Strategy Fit for the Future is a joint health and social care strategy that considers local priorities for wellbeing from birth to death. Dementia is a key area in enabling ageing well; the Delivery Plan 2014 – 2016 links to programmes of work described later in this strategy.⁷

Another key joint strategy recognises the contribution that carers make and sets out a commissioning framework to strengthen support for carers, based on the views and priorities of local carers; Joint Gloucestershire County Council and NHS Gloucestershire Carers Commissioning Strategy 2013-2016⁸



⁵ <http://www.england.nhs.uk/ourwork/part-rel/transformation-fund/bcf-plan/>

⁶ Gloucestershire County Council. 2015. Market Position Statement for the Care of Older People. <http://www.gloucestershire.gov.uk/CHttpHandler.ashx?id=63694&p=0>

⁷ Gloucestershire Health & Wellbeing Board. 2012. Gloucestershire Health and Wellbeing Strategy 2012-2032: fit for the future. <http://www.gloucestershire.gov.uk/CHttpHandler.ashx?id=56736&p=0>

⁸ Gloucestershire County Council and NHS Gloucestershire. 2013. Joint Gloucestershire and NHS Gloucestershire Carers Commissioning Strategy 2013 – 2016.

Principles and Values: Five themes

1. Dementia is everyone's business

The Gloucestershire National Dementia Strategy partnership has worked to consistently challenge the perception and stigma surrounding dementia, using the Gloucestershire Dementia Training and Education Strategy as the platform to raise dementia awareness and improve competency.

People living with dementia need support to access local services and increasingly, it is recognised this need is not necessarily best served by health and social care services; communities have assets and resources that can connect to those living with dementia. This is aptly highlighted in Gloucestershire County Council's policy paper *Growing Older in Gloucestershire*. It is therefore imperative that all statutory, non statutory organisations and community groups have a shared understanding of, responsibility for and commitment to dementia.

In order to develop strong, supportive communities with services that respond to the needs of people living with dementia, we will:

- Maintain and widen the partnership approach to supporting those living with dementia
- Aspire to make Gloucestershire a Dementia Friendly County
- Share learning and celebrate best practice

2. People living with dementia are engaged, involved and informed

The National Dementia Strategy and the local Gloucestershire Dementia Action Plan were shaped on wide stakeholder engagement. This strategy will continue to build on that principle, recognising that a communication strategy needs to underpin all the work programmes.

Effective communication also needs to reflect a commitment to listening and acting on those views, concerns or issues aired, and this strategy will endeavour to be outcome-orientated action by:

- **Informing**
- **Consulting**
- **Engaging**
- **Involving**
- **Collaborating**
- **Empowering**



3. The person living with dementia and their carer/family are the key focus

It is increasingly recognised that older peoples' health issues are complex, and that dementia may be one of several issues. This strategy's approach will be to aspire to a provision of local care that is person centred and accessible to all Gloucestershire residents, regardless of background.

Local carers have identified a key need for access to the right information, advice and support at the right time. The challenge is to underpin this approach with a county workforce which has the knowledge and understanding of services that support people living with dementia and are able to connect people appropriately.

There are a number of local approaches to integrated services across health and social care, and this dementia strategy needs to ensure that dementia is considered in the way that Gloucestershire shapes services in the future.

4. Dementia as a long term condition, ranging from prevention to end of life

Increasing life expectancy, combined with the demographic impact of ageing and dementia requires action to ensure that extra years are lived in good health. Healthy lifestyle choices are the key to reducing the risk of developing dementia, as well as improving the quality of life for those living with dementia. Promoting healthy ageing by focusing on making healthy choices would help to maintain physical and cognitive function for a longer time.

Identifying dementia and offering a timely diagnosis remain key national and local ambitions, particularly in ensuring that services match local need. Diagnosis offers timely access to treatment and support, whilst offering an opportunity to plan for the future. There will be a continued focus on Dementia Diagnosis Rates (DDR), recognising that this needs to be supported by quality and accessible post diagnostic support for patients, carers and professionals.

This strategy will build on the links with End of Life strategy and tools that have been developed locally; the Advanced Care Plan and Best Interests Tool.

5. Ensuring that the county workforce has the knowledge and skills

The local Dementia Training and Education Strategy is now well established and recognised as a quality resource. It consists of a comprehensive set of resources to meet the differing requirements of those providing informal and formal care for people living with dementia, and is delivered by a team of specialist education nurses. The local strategy has been widely adopted as good practice elsewhere, but continues to review local priorities in order to deliver training that creates a positive learning culture in Gloucestershire.

Programmes of Work 2015 - 2016

Theme	Programmes of work
<p>1. Dementia is everyone's business</p>	<ul style="list-style-type: none"> • Strengthening the links with the Health & Wellbeing Board, social care and Public Health • Increase Gloucestershire sign up to a Dementia Action Alliance (DDA) network, developing a model that supports local DAAs with county leadership • Widening access to Gloucestershire Fire & Rescue Service Home Safety Checks following diagnosis • Linking Intergenerational Dementia Project with young BME groups • Re-establishing the link with Dementia Friendly Community initiatives • Development of a partnership bid alongside the Gloucestershire Archives project that widens access for older people and BME groups through reminiscence
<p>2. People living with dementia are engaged, involved and informed</p>	<ul style="list-style-type: none"> • A communication strategy to underpin all programmes of work and using a wide range of media • Develop continuous programmes of listening events and activities • Partnership with Health Watch and Lay Champions
<p>3. Placing the person living with dementia and their carers/families at the centre</p>	<ul style="list-style-type: none"> • Developing peer support and befriending • Development of a carers pathway that provides the appropriate level of information and enables carers to access the right services at the right time • Development of BME community hub for older people • Engage, inform and influence other health and social care programmes that impact on dementia and older people <ul style="list-style-type: none"> • End of Life • Better Care Fund • Care Act • Learning Disabilities • Urgent Care • Integrated Community Teams • Reablement • Community, acute & mental health inpatients

4. Recognising dementia as a Long Term Condition

- **Care Homes**
- **Quality**
- **Clinical Programmes**
- **Cultural Commissioning**

- Improving dementia diagnosis rates and enabling diagnosis in primary care
- Increasing use of Gloucestershire Advance Care Planning (ACP)
- Improving time from referral to diagnosis in secondary care
- Strengthening post diagnostic support in collaboration with partners to provide a clear pathway from diagnosis to end of life
- Improving quality and access to information and data
- Responding to the NICE Prevention Guidelines
- Improving dementia clinical leadership
 - Improving frailty assessment and care planning
 - Care plans to support behaviours that challenge and recognising end of life; Gloucestershire 5 Step Approach
 - Reducing inpatient length of stay
- Introducing Amyloid PET scan and care for Young Onset Dementia

5. Ensuring that the county workforce has the knowledge and skills to provide high quality care for people living with dementia

- Continued development and investment of Dementia Training and Education Strategy
- Alignment of local resources with tiered training initiatives for both health and social care workforces
- GP Dementia Summit

NB – this strategy is continuing to develop and will be reissued quarterly to enable current development work to be reflected in the strategy. For example:

- Dementia and Learning Disabilities
- Public Health engagement to produce a local prevention strategy aligned to the anticipated NICE Guidance
- Updated Dementia training and Education Strategy priorities
- National guidance

For further information, please contact:

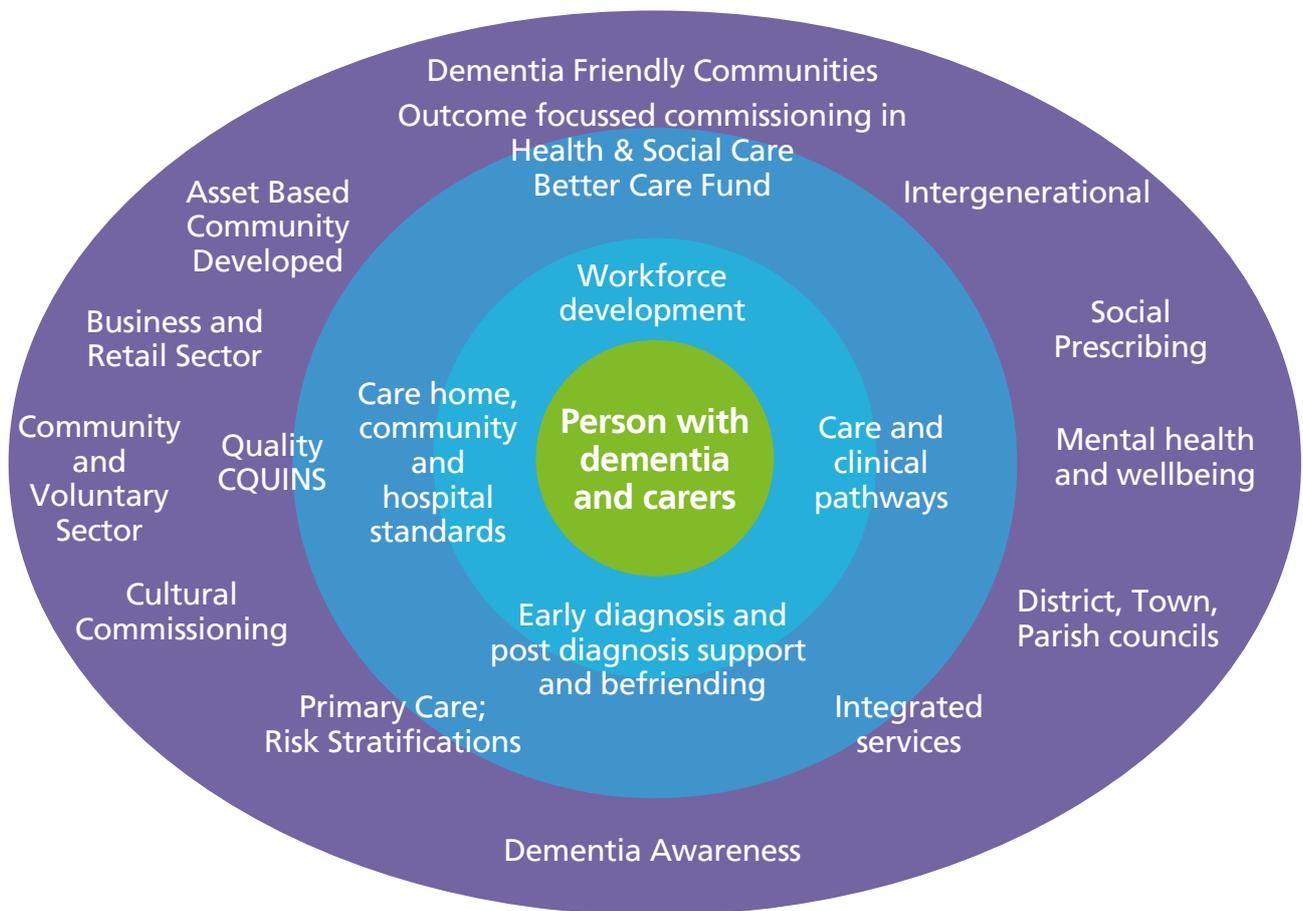
hein.leroux@nhs.net

helen.vaughan1@nhs.net

APPENDIX ONE

The design below shows an early representation of the themes and priorities for the refreshed dementia strategy that was based on the 2014 Gloucestershire NHS Health Community *Joining Up Your Care* consultation.⁹

Gloucestershire Dementia Strategy 2015 – Priorities



⁹ Gloucestershire Clinical Commissioning Group et al, 2014. Joining Up Your Care

<http://www.gloucestershireccg.nhs.uk/wp-content/uploads/2014/03/JUYC-5year-Strategy-1.6.pdf>

Contributors

Alison Curson
Alison Bradshaw
Angela Willis
Bill Wragge
Claire Ward
David Hearn
Dawn Allen
Des Gorman
Di Billingham
Dr Emma Phillips
Dr Hein Le Roux
Dr Ian Donald
Dr Martin Ansell
Gemma Slobom
Gina King
Glynis Symonds
Halaina Gillam
Helen Bown
Helen Chrystal
Helen Vaughan
Holly Beaman
Jan Courtney
Jan Furniaux
Jem Sweet
Jennifer Sanger
Julie Bruce-Watt
Julie Mitchell
Lee Hawthorne
Lena Maller
Kathy Holmes
Kathy Campbell
Katie Parker
Louise de Lloyd
Lynn Dhany
Lynne McEwan
Mandy Hampton
Margaret Willcox
Mark Thompson
Mary Keating
Mary Morgan
Nicky Partridge
Pamela Adams
Penelope Graham
Rachel Peak
Riki Moody
Rosaleen Taylor
Rose McDowall
Sally Waldron
Sarah Everitt
Sarah Riordan-Jones
Sarah Warne
Sola Aruna
Sue Keane
Tina Kukstas
Zain Patel

Gloucestershire Dementia Strategy 2015 - 2018

Dr Hein Le Roux, Clinical Lead for Dementia, NHS Gloucestershire CCG,
with his son and grandfather, who had dementia



"It was painful to see my grandfather declining. I think dementia is a very personal experience that spans the generations and that being a doctor or clinician who understands might just help that person on their journey a little."

Gloucestershire Dementia Strategy 2015 - 2018

