



Health and Wellbeing Board Tuesday 20th January 2015

DEMENTIA STRATEGY DELIVERY UPDATE AND YEAR OF DEMENTIA 2014

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1. Summary

1.1.The Shropshire Dementia Strategy and Action Plan 2014-16 was jointly refreshed and developed by Shropshire CCG, the Local Authority and Local Health Economy partners; with the purpose to develop services for people with dementia which meet the anticipated increase in prevalence and more efficiently deliver key outcomes that reflect improved quality and cost effectiveness of care and support services.

This paper seeks to inform the Health and Wellbeing Board of:

- The progress of Shropshire's Dementia Strategy and Action Plan 2014-16 over the past six months and details of next steps.
- Provide an end of year report for Shropshire Council's "Year of Dementia".

Attached within the appendix (A) is Shropshire Dementia Strategy and Action Plan.

1.2. Shropshire's Dementia Strategy and Action Plan 2014-2016 aims to:

- Continue with and further develop work which has already been undertaken.
- Identify and implement new priorities for dementia across local health and social care services, taking into consideration and incorporating new national policy and guidelines including the Better Care Fund and the Care Act 2014.
- Deliver improved quality of care and health outcomes for people with dementia and their carers across Shropshire.

Shropshire Council's "Year of Dementia" objectives are:

- To raise awareness of dementia in Shropshire
- To co-ordinate the rollout of Dementia Friends information sessions across the local authority staff and other local residents.

1.3. Recommendations.

- 1.3.1. The Health and Wellbeing Board are asked to:
 - a) Review and comment on the progress of the implementation of Shropshire's Dementia Strategy and Action Plan 2014-16 attached within appendix A.
 - b) Review and comment on the end of year report for the "Year of Dementia" (section 3)
 - c) Ensure that work to support the "Year of Dementia" continues and that progress is measured against the objectives.
 - Approve Shropshire Dementia Action Alliance reporting to the BCF Service Transformation Group; creating stronger links to enable the Alliance to provide recommendations with regards to developing dementia services across Shropshire.

2. Progress against the outcomes for Shropshire's Dementia Strategy.

RAG rating –	Green	On track
	Amber	Meets requirements with minor/moderate issues.
	Red	Needs more work

Strategy Objectives:1. a) To raise awareness and understanding of dementia within communitiesb) To better identify those with and at risk of dementia

2. To ensure timely diagnosis and early intervention				
Outcomes	Measures	Achievements to date	Progress rating RAG	Next steps
1. Communities across Shropshire will have awareness and understanding of dementia.	Numbers of Dementia Friends and Dementia Champions across Shropshire	 Public Health England National Dementia Friends Campaign May 2014 – supported locally by SCCG and Shropshire Council, through distribution of dementia friends promotional materials across communities. Shropshire Dementia Action Alliance formed by patient representatives and representatives from local community organisations. Steering group formed. "Working towards dementia friendly" recognition achieved. 16 member organisations. Number of Dementia Champions in Shropshire as at July 2014 = 77; in November 2014 = 82. Number of Dementia Friends in Shropshire: July 2014 = 1594; November 2014 = 1924. 21% increase of Dementia Friends. <i>Source: Dementia Friends regional team, Alzheimer's Society.</i> 71 of Shropshire CCG's (SCCG) Young Health Champions are Dementia Friends. Dementia Friends session delivered to staff from Local Authority leisure centres and local walking groups. Awareness raising activity: Broseley Dementia Awareness day 14th September 2014. Organised by Broseley patient group and SCCG, supported by 		Continue to encourage development of dementia friendly communities through the local Dementia Action Alliance (DAA) – encouraging business to sign up to the DAA and create an action plan. Continue to raise awareness: DAA and partners propose organising a local awareness raising event autumn 2015. Continue to build on increasing numbers of dementia friends and champions including targeting transport organisations e.g. taxi drivers/public transport/voluntary community car drivers. The local Alzheimer's Society and partners including SCCG and Shropshire Council to organise awareness raising event in May 2015 for National Dementia Week. Work with local partners to engage with Shrewsbury Town Football club to

		 SCCG Young Health Champions. Craven Arms Dementia Awareness Day 28th October 2014. Raising awareness of dementia working in partnership with the local Alzheimer's Society and other local health and social care partners. December 15th 2014 Alzheimer's Society Roadshow in Shrewsbury square, successful awareness raising event with 23 people accessing information and support from the Dementia Support Workers on the day. Shropshire CCG Winter Stars campaign initiated, giving recognition to dementia friends and volunteers undertaking work within communities to support people with dementia. Many people accessed DAA information and 2 dementia friends' sessions were held in the Museum. The Alzheimer's Society has successfully bid to recruit two Information Workers for Shropshire and Telford & Wrekin for 6 months to raise public awareness in particular with obtaining a diagnosis. 	create a dementia friendly environment and undertake Dementia Friend's sessions. Further work with public health is required with regards to raising awareness of increased risk of dementia for those with diabetes, cardiovascular disease, MCI or hypertension. Information worker interviews to take place 30th January and proposed start date 2nd March.
2. Early access to support and intervention following a timely diagnosis	Feedback from primary care carer's support groups, dementia café's and diamond drop in sessions evidencing that carers and people with dementia feel better supported and able to live well with dementia.	Quarterly report from the Alzheimer's Society for SCCG commissioned services; Dementia Support Worker (DSW) patient and carer feedback obtained is very positive, showing that carers feel supported and are able to access information to help them make decisions. In Q2 there has been an increase in referrals made to the DSW by the Memory service. There is positive patient/carer feedback about the dementia café's in Ludlow and Oswestry and the Peer Support Groups in Shrewsbury, Church Stretton and Whitchurch. A new dementia support group and lunch club set up at Helena Lane, Ludlow. SSSFT Memory Services are developing the Expert Carer project, working with local Third sector organisations to help support carers and reduce risk of breakdown.	Continue to work with the Alzheimer's society to deliver high quality support services. Steering group has been formed to progress this work.
		Delivery of the Dementia Enhanced Service (Oct 2014) has been	Work will continue, in particular around

	Increased numbers of referrals into the memory service Reduce the variation of diagnosis rates between practices by 20%	 supported by SCCG, working with NHSE Local Area Team to improve identification of people who may have dementia and ensure accurate coding. 37 out of 44 practices signed up to the new Dementia Enhanced Service. All practices have been encouraged to undertake coding exercises and harmonisation of clinical records. As at 18th December, 25 practices have undertaken the harmonisation exercise with support from the Commissioning Support Unit. The Clinical Lead for dementia and the Vice Chair of the CCG have communicated with all practices during November and December to offer support and encouragement in working towards achieving the national ambition for diagnosis rates. 	supporting individual practices to improve diagnosis rates with a focus on practices that have a diagnosis rate within the lower quartile.
	Increased diagnosis rate	Shropshire CCG estimated dementia diagnosis rate has increased from 43.7% (June 2014) to 53.85% (November 2014). Shropshire Dementia Roadmap has been developed, this is a primary care online dementia resource developed nationally with the RCGP. A survey sent out to local GP's showed that of the 25 respondents 88% believed that the roadmap would add value to their clinical practice. A steering group has been formed and website content under development, stakeholders identified and the national roadmap team have set up the local website.	Website management training to be undertaken with roadmap team w/c 5 th January 2015. Promotion of the roadmap to be undertaken with support from the SCCG's Communications team. To add roadmap link/icon to all practice based websites and aim to embed link within EMIS systems with agreement from practices. Content management to be undertaken by SPIC administration and information will start to be inputted from January onwards with the aim that the roadmap will go live at the beginning of March 2015.
3. People with dementia receive care from staff appropriately trained in	Increased numbers of health and social care staff who have accessed the	Support/ensure continued raising awareness amongst staff within SaTH/SCHT & RJAH. All have signed up to the Butterfly scheme including the community hospitals. Helen Coleman, Dementia Lead Nurse and team from SaTH are working to ensure that there is a high profile for Dementia training	Raise the profile of dementia training. Increase the numbers of health and social care staff who are dementia friends and who receive dementia training either through the work led by the Dementia Lead Nurse or through the

dementia care	proposed local dementia training programme	and development for all hospital staff. To date there are approximately 3000 staff trained across SaTH (approximate total number of staff employed by SaTH = 5,000). In addition 120 volunteers have also been trained.	SPIC training programme.
		Shropshire Partners in Care (SPIC) have developed a modular dementia leadership programme for all health and social care staff. The aim is to develop knowledge and skills, ensure action planning undertaken and implemented to create organisational and cultural change.	SPIC plan to enrol first cohort beginning March 2015. Ensure programme is robustly evaluated. SCCG proposes to fund the programme for Shropshire health and social care staff for the first cohort, as a prototype with a view to inform commissioning intentions for the future.
		Health and social care staff (for example, The Uplands 75 staff members are dementia friends - and 30 members of staff, patients and family members from Churchill House, Ludlow) have undergone dementia friend's sessions.	Continue to roll out the dementia friend's initiative across health and social care organisations and the voluntary sector.
4. All people with suspected dementia receive assessment and full diagnosis from the memory service	Increased numbers of referrals into the Memory Service	A high level demand and capacity review of the Memory Service – to be undertaken.	Complete review. Collate findings and recommendations of review to inform future commissioning intentions.
5. A well- coordinated and seamless patient journey throughout the diagnosis process 6. People feel supported to live well with dementia	Increased diagnosis rates Increased numbers of referrals into the Memory Service	Pilot to integrate the Memory Service within practices across Shropshire continues within five practices, the aims are to: •Improve identification of patients at risk of dementia; •Improve diagnosis rates; •Provide access to the Memory Service closer to home; •Facilitate early diagnosis and intervention.	Evaluate pilot in February 2015 findings to inform future commissioning intentions.
7. Reduction in	Numbers of	The pilot Integrating the memory service into GP practices has the	As part of meeting the BCF dementia

episodes of crisis as a result of dementia, leading to admission into acute care	admissions made by GP's	 potential to reduce episodes of crisis through achieving its aims as outlined above; facilitating the case management of frail and vulnerable patients including those with dementia. The locally devised dementia performance metric for the Better Care Fund (BCF) has been agreed as: The number of admissions of patients with a diagnosis of dementia into The Redwoods as a percentage of the total number of people with a diagnosis of dementia in Shropshire. 		metric, evaluate numbers of dementia related admissions to the Redwoods and the impact of the pilot. Collate and analyse data to understand the reasons for admission and where to target support. Work with CSU to achieve this.
		with dementia and their carer's have access to high quality care and		ces.
Outcomes	Measures	Achievements to date	Progress rating RAG	Next steps
8. Ensure people have the information they need when they need it.	Feedback from primary care carer's support groups, dementia café's and diamond drop in sessions evidencing carers and people with dementia feel better supported and able to live well with	Cross reference with outcome 2. Shropshire CCG's Patient Self Care Programme set up in November 2013 aims to develop practice based patient/carer peer support groups for long term conditions including dementia and develop patient information materials; a peer group has been set up at Radbrook Surgery and Craven Arms Medical Practice. Patient information videos about dementia have been created. Shropshire Council's First Point of Contact (FPOC) signpost people to local dementia support services, FPOC now use the local dementia web prescription as a directory to assist signposting.		A new project manager to commence in January 2015 to further progress the programme and roll out practice based peer groups and patient education materials including dementia. To link FPOC with Shropshire Dementia Roadmap developments.
	dementia.	The Alzheimer's Society has successfully bid to recruit two Information Workers for Shropshire and Telford & Wrekin for 6 months duration initially to raise public awareness in particular with obtaining a diagnosis. Quarterly report from the Alzheimer's Society for SCCG commissioned services; Dementia Support Worker (DSW) patient and carer feedback obtained is very positive, showing that carers feel supported and are able to access information to help them make decisions.		Interviews to take place 30 th January and proposed start date 2 nd March.
9. Empowering people to self-	Alzheimer's Society quarterly reports	Cross reference with outcome 8. The Alzheimer's Society Dementia Support Worker commissioned		Continue to work with all partners to deliver high quality support services throughout 2015.

care maintain independence and reduce episodes of crisis.	showing number of positive patient stories and case studies.	by SCCG continues to provide high quality support for people with dementia including sign posting to a range of local support services to assist people to maintain independence. There are increased new referrals for one to one support; 61 in Q1 and 84 in Q2. Cross reference to outcome 2.	
		During Q3 Age UK have successfully held 18 diamond drop in sessions at their sites in Bicton (The Uplands), Monkmoor and Oswestry. Attendance rates from April 2014 to date 329 have attended the Uplands; 321 attended Monkmoor and 155 attendances at Oswestry. Both Shrewsbury venues have increased in numbers of attendances comparing Q3 data by 2% at the Uplands and 23% at Monkmoor.	
		Age UK have implemented a series of 5 monthly dementia friendly walks based on the walking for health model, these have been successful, attended by 24 people from the diamond drop in sessions and new people requiring support. Positive feedback was received. This work was supported by Shropshire Council.	
10. Increase knowledge and understanding of dementia	Number of carers attending CrISP courses delivered by the Alzheimer's	Cross reference with outcome 8. Two CrISP 1(Carer Information and Support Programme) courses commissioned by SCCG have been undertaken during Q2&Q3. Two further CrISP courses funded by Lloyds Bank one of which	CrISP course (funded by Lloyd's Bank) due to be delivered in February 2015.
1 To opouro po	Society.	has been delivered in October. e well with dementia and reduce risk of crisis.	
11. People	Numbers of	Cross reference to outcomes 8, 9, and 10.	
and their carer's feel included, valued and well supported 12. Ensure carer's are well supported and have a high quality of	carers receiving a needs assessment. Reduction in admissions due to dementia related crisis – measured by number of	Discussions have taken place to discuss how Shropshire Council's Let's Talk community hub sessions can be further utilized to support people with a diagnosis of dementia and their carers through carers assessments and signposting to information and local support services. This may be achieved through upskilling the community contact teams or developing greater links with the local Memory Service teams.	Further meeting to be arranged with P2P community contact team leaders to discuss current activity around supporting people with dementia and their carers and current team skill level and to undertake a gap analysis.
life	admissions made by GP.	The Rural Community Council are undertaking a project "Circles	Continue to monitor and support project

		of Support" which aims to develop peer network support to enable carers to have a break and to maintain health and wellbeing of carers. Currently being undertaken in Market Drayton. "Integrated Support for Vulnerable Carers" is a project jointly led by The Rural Community Council, Carers Trust 4 All and the British Red Cross. Carers referred (to include those caring for a person with dementia) are screened using the Carer's Strain Index and a personal support plan developed. The aims of the project include: improving quality of life and reducing admissions.	through the Better Care Fund (BCF) Service Transformation Group and BCF scheme lead David Whiting, Commissioner for Carers, End of Life and Cancer, SCCG.
13. Ensure the physical and mental health of carers is maintained	Development of a joint carer's strategy	Cross reference with outcomes 11 and 12.	To continue to work with the Carers Partnership Board and all health and social care partners to further develop support services for carers with regards to The Care Act.
14. Improved quality of care for people with dementia in general		All community hospitals, SaTH and RJAH hospitals have signed up to the Butterfly scheme and are implementing and embedding this across the organisations. Cross reference with outcome 3.	Support the continuation of embedding the scheme.
hospitals		SaTH CQUIN – Find, Assess, Investigate and Refer has been rolled out during 2014-15. RAID – The Rapid Assessment, Interface and Discharge type service provided by South Staffordshire & Shropshire Foundation Trust, commissioned by SCCG is a multidisciplinary team that work closely with hospital clinicians to provide specialist mental health assessments for patients including patients with dementia. The RAID team provides specialist support to clinical staff including increasing knowledge and skills around dementia. Discussions have taken place between RAID and the Memory Service Team to ascertain ways of developing existing links to effectively support people with dementia on discharge from hospital.	Continue to monitor performance and work with provider to continue to deliver CQUIN. Continuation of Dementia Contract discussions currently being undertaken regarding continuation of Dementia CQUIN during 2015-16 This is an opportunity to develop local variations e.g. to include people over the age of 65 instead of 75. RAID – Further evaluate for ongoing effectiveness.
15. People are supported to live in their own home rather than	Reduction in admission to care homes for people diagnosed with	Discussions have been held around developing existing links between ICS and the Memory Service to support the rehabilitation of people with dementia and their carers following discharge.	To explore notion of developing existing links between the Memory Service and ICS, including a memory service team member being present at ICS Board rounds where appropriate.

care home	transfer to a	dementia		
home staff are appropriately trained to provide care to people with dementia 18. Further reduction in use of antipsychotic medications.	16. Living well with dementia in care homes – people with dementia receive high quality, evidence based care with in care		Cross reference to outcome 3.	March 2015. Ensure programme is robustly evaluated. SCCG proposes to fund the programme for Shropshire health and social care staff for the first cohort, as a prototype with a view to inform commissioning
reduction in use of antipsychotic medications.	home staff are appropriately trained to provide care to people with		Cross reference to outcome 3.	As above.
	reduction in use of antipsychotic		care homes by undertaking regular medicines reviews, including review of the use of antipsychotic drugs and signposting care home staff to additional support resources e.g. Care fit for VIPs when ceasing antipsychotics <u>http://www.carefitforvips.co.uk/</u> . Supporting care homes to implement person-centred medication profiles to include alternative methods of managing behavioural and psychological	Shropshire CCG's medicines management team in accordance with NHS England's CCG Outcomes Indicator Set 2014/15. Ensure a consistent approach continues to be taken to involve and communicate with all clinical primary care staff to ensure successful cessation of antipsychotic drugs. SPIC's Dementia Leadership Programme includes a module to deliver education to health and social care staff regarding reducing the use of antipsychotic drugs and developing skills and competencies to manage

19. All people	Achievement of	Through the Better Care Fund and led by David Whiting,	Continue to monitor and support project
with dementia	preferred place	Commissioning Lead for Carers, Cancer and End of Life, for	through the Better Care Fund (BCF)
receive high	of death	SCCG; a scheme is being developed to deliver a high quality	Service Transformation Group and BCF
quality care at		service to support people approaching end of life (including	scheme lead David Whiting,
end of life		people with dementia) to allow them to die in their place of	Commissioner for Carers, End of Life
		choosing, this is likely to be outside of the acute hospital setting.	and Cancer, SCCG.
20. Carers		SPIC's Dementia Leadership Programme is developing a module	SPIC plan to enrol first cohort beginning
and family feel		for end of life care for patients with dementia; enabling health and	March 2015.
well supported		social care staff to develop skills and competencies in end of life	
		care.	
		Cross reference with outcome 19.	

3. Year of Dementia update

Shropshire Council's "Year of Dementia" took the form of a project called DATIS – Dementia Awareness and Training in Shropshire which was led by the Councils Graduate Team. The project had two core objectives: to raise awareness of dementia in Shropshire and also to co-ordinate the rollout of the Dementia Friends information sessions across Local Authority Staff and the local public.

As a result, more than 50 Shropshire Council staff are a Dementia Friend. The project team also ensured that a successful Dementia Friend's session took place for residents in

Oswestry, delivered by Dr Sal Riding, which was well attended including by many elected members.

The project team created and produced a Dementia friendly Communities resource pack which included information about the disease and local support services to help ensure that local people with a diagnosis of dementia can live well and feel supported.

Shropshire Council consolidated its commitment to helping local people with dementia by becoming a member of the local Dementia Action Alliance, developing an Action Plan and signing the National Dementia Declaration.

The project linked and fed into several other work areas including Shropshire CCG's Long Term Conditions Sub Group, Keele University Medical students (Cluster group 2), the Dementia Action Alliance and the Living Well project in Wem.

A key element of the project was to work with the local Alzheimer's Society and other partners to organise a Dementia Awareness Day at the Museum in Shrewsbury In May 2014. The event brought together many organisations providing local dementia support services and there were a variety of interactive sessions including Dementia Friends sessions, art therapy, "singing for the brain" sessions and two sessions run by the Solicitors for the Elderly in relation to Lasting Powers of Attorney and funding rights. A website was developed by the project team (<u>http://www.dementiaday.co.uk</u>) and the team also worked with the council and CCG's communications team to produce press releases and coverage by Shropshire Radio. The event was kindly sponsored by several local organisations including; Lunts Pharmacies, Marches Care, Rotary Clubs of Shrewsbury and Shrewsbury Darwin, Santander and the University of Chester. Over 100 members of the public attended this event.

4. Risk Assessment and Opportunities Appraisal

(NB This will include the following: Risk Management, Human Rights, Equalities, Community, Environmental consequences and other Consultation)

Risk	Impact	Mitigation
Shropshire has an ageing population and also faces challenges due to its rural nature. There is a risk that NHS and social care systems have not developed services to address the fact that dementia will become much more prevalent meaning people with dementia and their carer's will have greater health and social care needs.	People with dementia will not receive an early diagnosis and intervention. People with dementia and their carers will not be adequately supported to live well and independently. The level of awareness and understanding of dementia within communities will remain low. The stigma associated with dementia will remain a significant barrier to people seeking help.	Continue with and further develop existing and new work programmes to improve dementia services across Shropshire as outlined in a robust action plan.
Opportunity	Impact	Action
There is opportunity for health, social care, voluntary and private sector partners to work together to support the work	This aims to deliver improved quality of care and health outcomes for people with dementia and their carer's.	All partners to take a proactive approach to the delivery and implementation of the action plan with regular evaluation of

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streams identified within the	work undertaken in relation to
action plan.	the outcomes set. Ensuring that
	patient and public engagement
	and co-production is at the
	centre of delivering the action
	plan.

5. Financial Implications

5.1. By not addressing the challenges faced in Shropshire of an ageing population, there is a significant risk of:

- Increasing cost of emergency admissions to acute care and
- · Longer stays in hospital in comparison to patients without dementia
- Increasing costs of care home admission where provision of services at home would have prevented this.

The work outlined in Shropshire's dementia strategy and action plan will be continued during 2015-16 and aims to mitigate these financial implications.

6. Background

6.1. National context

Since the dementia strategy was presented to the board in July 2014, the Alzheimer's Society (Dementia UK second edition 2014) have recently released some updated figures showing that there are 850,000 people living with dementia in the UK and it is projected that this will rise to1,142,677 by 2025 which is more than the population of Birmingham. One in fourteen people over the age of 65 have dementia and one in six people over 80 have dementia.

The annual cost of dementia to the UK is estimated to be around £26.3 billion, £11.6 billion of this cost equates to unpaid care (Alzheimer's Society).

43% of carers say that they do not receive enough support and evidence suggests that too many people with dementia do not live as well as they could, with 40% feeling lonely and 34% do not feel part of their community.

6.2. Local context

Shropshire has an aging population and it is projected that of the county's population those aged 65 and over will increase by 42% by 2030 (POPPI).

According to the Dementia Prevalence Calculator, it is estimated that there are 5285 people in Shropshire living with dementia of which 3432 are living in the community and 1853 are living in a care home.

The latest figures released by the Primary Care Web Tool shows a diagnosis rate of 53.85% for Shropshire CCG, with the national ambition set at 67% by March 2015. There is still variation between practices ranging from

7. Conclusion

Shropshire Council would like to express thanks and gratitude to the graduates who successfully led the Dementia Awareness and Training In Shropshire project as part of the Council's "Year of Dementia", and also to all of the local Voluntary and Community Sector partners who continue to work with Shropshire CCG and Shropshire Council to deliver and develop quality services for people with dementia and their carers across the county.

A workshop is proposed for February 2015 for the Joint Health Economy Dementia Steering Group including local providers of dementia services, T&W CCG and Shropshire CCG commissioners, and patient and carer representation to agree a strategic vision to underpin further developing quality dementia care across Shropshire, Telford and Wrekin.

List of Background Papers (This MUST be completed for all reports, but does not include items containing exempt or confidential information)

Clinical Assurance Panel. Title: *Shropshire Dementia Strategy Implementation Plan*. Presented on 6th November 2013.

Clinical Assurance Panel. Title: *Shropshire's Dementia Strategy Update.* Presented on 2nd July 2014. Health and Wellbeing Board. Title: *Shropshire's Dementia Strategy Update.* Presented on 18th July 2014.

Cabinet Member (Portfolio Holder)

Councillor Lee Chapman, Portfolio Holder for Adult Social Services Councillor Karen Calder, Portfolio Holder for Health

Local Member

All – this is a county wide matter

Appendices

A – Shropshire's Dementia Strategy 2014-16

B – Action Plan