

2017/2018

# Tavistock Dementia Action Alliance: action plan

Steering Group

4/1/2017

## **Role of the Tavistock Dementia Action Alliance**

To facilitate and enable the development of a 'dementia-friendly' community in Tavistock to support people with dementia and their carers to live independently and well for as long as they are able.

## **Objectives of the Alliance**

The overall purpose and objectives of the Alliance are to:

- Relieve social isolation and loneliness of people with a dementia and their carers in Tavistock and the surrounding area
- Increase awareness and understanding of dementia by provision of free training to businesses and social groups
- Work in association and liaison with other charities and organisations to support people with a dementia and their carers.

## **Aims of the Alliance**

To achieve the objectives of the Alliance our aims and activities are to:

- Identify local needs of people with a dementia and their carers
- Develop greater awareness and understanding of dementia issues to all in our community
- Establish networks and links with voluntary and statutory, service providers as well as involving people with a dementia
- Provide free training and briefing to shops and businesses and including social, sporting and cultural organisations
- Aid coordination of material about dementia and the support available by providing free accessible information.

## **Functions of the Alliance**

The Alliance will achieve its overall objectives and aims by developing an Action Plan of activities with specific, clear and measurable objectives.

## Action plan

The key actions are highlighted in the table below.

The measures/indicators and targets will be used to evaluate the impact of Alliance activity on an annual basis.

Action/Aim	Delivery	Measure/ Indicator	Target(s)
Agree Action Plan for 2017/2018 with measures and targets.	Through Steering/Reference Group and Executive.	Agree Action Plan	January 2017
Contact all original signatories (shops/businesses etc.) to Action Alliance and arrange further briefing/training	Through Dementia Champions 'Training' Task and Finish group	Offer and deliver further briefing/training to original signatories and those who have achieved recognition.	10 organisations by September 2017
Continue marketing through Chamber of Commerce/BID, charitable and social organisations and personal contact.	All Steering Group members	Number of organisations signing Alliance Declaration to become 'supporters' (new category).	25 by December 2017
Produce Tavistock Dementia Alliance newsletters bi-annually to keep supporters/members/ public informed of activities	Through a 'Communication' Task Group	Newsletters produced bi-annually.	3 by March 2018
Present dementia awareness briefing sessions through qualified Dementia Champions	Through Dementia Champions 'Training' Task and Finish group	Number of 'dementia-friends' briefed in community.	450 by December 2017 525 by March 2018

Action/Aim	Delivery	Measure/ Indicator	Target(s)
Recognise various sector organisations as 'dementia-friendly'.	Through Dementia Champions 'Training' Task and Finish group	Number of organisations recognised under national scheme in Tavistock.	45 by December 2017 50 by March 2018
Include in above sector organisations those most frequently visited or engaged with those with a dementia and their carers.	Bank, Post Office, Dentist, female & male hairdresser, chiropodist, supermarkets etc.	Number of specific business organisations recognised under the national scheme in Tavistock.	10 by December 2017
Reduce social isolation and increase health and well-being by including more social groups and voluntary organisations in 2017 priorities.	Bridge Club, Churches, Walking Group, Golf Club, Tennis Club, Athletics Club, Bowls Club, 2U3A, Photography Club, Scouts and Cubs etc.	Number of specific social and voluntary organisations recognised under the national scheme in Tavistock.	10 by December 2017
Actively participate in Dementia Research through RE: cognition Health at Plymouth Science Park	Through Executive Group and Memory Café.	Number of recruits to dementia research provided by Tavistock residents	25 by September 2017
Update and develop website for Dementia Alliance to include local support available - similar to national Dementia Roadmap and Devon Pinpoint data.	Through a 'Communication' Task and Finish Group volunteers from Steering Group.	Web site updated	June and September 2017 March 2018

Action/Aim	Delivery	Measure/ Indicator	Target(s)
Develop the Tavistock community dementia sensory garden project in association with other 'partners'.	Through Steering group and volunteers	Final partnership finance raised with Town Council; Lions; REPOD and Transition to Tavistock	Community Garden opened to public by December 2017
Create series of activities for launch during Dementia Awareness Week	Chairman	Five separate activities launched on each day of Dementia-Awareness week	Media marketing April 2017 Dementia Awareness week May 2017
As part of above activities launch Dementia friendly swimming and Dementia friendly walking as on-going projects to combat isolation and loneliness	Through Steering Group and volunteers	Dementia Friendly swimming project launched Dementia friendly walking launched	September 2017 September 2017
Establish an on-line media presence through: website as above; Facebook; National Dementia Action Alliance site; and Twitter.	Through Steering group volunteers as above.	On-line presence – all sites - established and maintained regularly through nominated Steering Group volunteers.	June and September 2017
Monitor and evaluate activities and actions of the Dementia Alliance.	Through a 'Monitoring' Task and Finish Group	Report produced on progress and outcomes against activities biannually.	September 2017 March 2018
Apply for HMRC/Charity Commission charitable status for Alliance to facilitate and increase funding contributions.	Through Executive Group and website donations facility created.	Charitable status as CIO obtained. Website donation process inclusive of gift aid established.	January 2018