



Tavistock Dementia Action Alliance: creating a dementia-friendly community

Newsletter: July 2015

Welcome to members and supporters of the work of Tavistock Dementia Action Alliance and our aspiration to become dementia-friendly community. Another six months has flown past – remember we had an election a few months ago?

A quick update on national matters which affect us and potentially the way we work and then local news overleaf.

National News

During the election campaign the Prime Minister announced his new 'Challenge' on dementia until 2020. Based upon the last five years including the work of Dementia Action Alliances and Dementia-Friendly Communities such as ourselves, people with a dementia and their carers have identified what is important to them. It is worth repeating their wishes here:

They want a society where they are able to say:

- I have personal choice and control over the decisions that affect me.
- I know that services are designed around me, my needs and my carer's needs.
- I have support that helps me live my life.
- I have the knowledge to get what I need.

- I live in an enabling and supportive environment where I feel valued and understood.
- I have a sense of belonging and of being a valued part of family, community and civic life.
- I am confident my end of life wishes will be respected. I can expect a good death.
- I know that there is research going on which will deliver a better life for people with dementia, and I know how I can contribute to it.

And our contribution to that is through our DAA, (don't you love acronyms especially when you can't immediately work out what they stand for or mean!) A reminder it is:



Further funding has now been released by the Department of Health and the Alzheimer's Society has appointed regional 'coordinators' - as result of which Action Alliances can now share information, initiatives, projects and news through a central point. In our case the base is in Cornwall. As I mentioned in the last newsletter perhaps a useful way of looking at it is to think of a

Dementia Action Alliance as a university which can award the 'Working to become Dementia Friendly' symbol:



Finally, on the national front, at last there is some guidance on what criteria you have to meet in order to become recognised as a dementia-friendly community. We took part in the national consultation and, as an example, there are now 10 priority areas for each community to concentrate upon:

Businesses
Children and young people
Civil society and faith
Emergency services
Health and social care
Housing
Opportunities to socially interact
Planning design and service
Public places and spaces
Transport

Of course we cannot tackle all of these things at once – but if we continue in our practical, pragmatic way I'm sure we can meet the criteria. The British Standards Institute has issued a Code of Practice regarding this and the full document will be published on our web-site soon.

Where are we now?

We have made over 35 presentations to raise awareness and understanding of dementia and over 420 people in Town are now 'dementia-friends', (hopefully proudly wearing their badge!).

Importantly, there are now 20 businesses, social organisations and churches recognised as dementia-friendly. We will continue to focus on businesses and social organisations and aim to have 50 'recognised' by the end of 2015



Whitchurch Women's Institute



Paladin Life Agency



Amano Technology



(Tavistock Community Hospital



Ann Pointer Solicitors



Tavistock Golf Club

Congratulations to all the above organisations who have recently received their award.

Community Sensory Garden

We have recently entered into a partnership with the Town Council, The Rotary Club, The Lions and Transitions Tavistock to create a community Sensory Garden in the Meadows.

This exciting whole community project will contain passive places designed to be calming but appealing to the senses; other areas which will stimulate activity and even those which can be used within therapeutic or educational programmes.

Active Arts for Life

We are also supporting a Community Interest Company project to assist healthy living for all people in the town through arts based projects – held initially at Harewood House. There are significant benefits for those with a dementia and their carers to actively participate in arts activities.

Date for your diary

Note that there will be a dementia Conference with all local speakers to be held at the Wharf on Tuesday 29th September. Full details will be circulated shortly.

Stop Press..... breaking news....

Discussions and negotiations are ongoing with three major organisations who all will contribute to our community life: The Wharf, Canal Road New Tesco Store, Plymouth Rd Dartmoor National Park.

And finally thanks to our Treasurer John Morton who is moving from the area and welcome to 'volunteer' Chris Palmer, Hansford Bell, who has been a member of the Alliance since its formation.