



Merton Dementia Action Alliance

ANNUAL REPORT 2017 - 18

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ALZHEIMER'S SOCIETY - MERTON DEMENTIA HUB | 67 WHITFORD GARDENS, MITCHAM, CR4 4AA

Foreword

Dr Dagmar Zeuner, Director of Public Health, Merton DAA Chair

Welcome to our first Annual Report of Merton's Dementia Action Alliance (MDAA) which outlines progress during 2017/18 to make Merton a dementia-friendly community. Merton's Alliance is formed of local organisations all committing to take action on dementia. We want people with dementia and their carers to be able to live as independently as possible, for as long as possible. It is therefore vitally important that we all take action.

It has been an interesting and busy year for the MDAA and we have focused on the day to day activities and everyday places that people with dementia and their carers interact with.

Our annual report is a time to reflect on how we do things and what we could do better. To that extent we have carried out a survey with MDAA Members and wider stakeholders to gain your views. One area where there is consensus is the need to ensure the voices of people with dementia and their carers are heard. We will be building on our work to date and I am very pleased to share this Foreword with Ann Guy, a Merton resident living with dementia.

Looking ahead we outline proposals for work to take forward during 2018/19. Our ambitions for the year ahead include focusing on new areas; inter-generational work with schools, children and young people and a focus on carers. We also celebrate our successes – we have been one of the country's fastest growing Dementia Action Alliances (DAA) during 2017/18 and impressively we have doubled our numbers! Finally we announce some really great news for Merton's DAA – do take a look at page 36.

To all our DAA members and stakeholders I would like to say we really appreciate your work and 'thank you' for your tremendous work and continued support this year!

Best wishes,



Dr Dagmar Zeuner, DAA Chair

Ann Guy, living with dementia in Merton

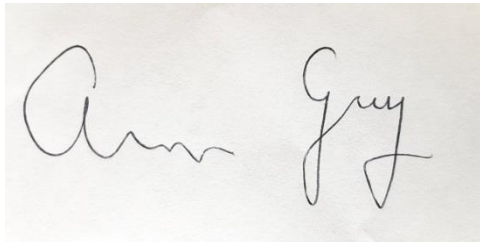
I was diagnosed around two years ago – my husband has passed away and I used to keep greyhounds but since my diagnosis I live alone. When I turn the key in the door there's no one there.

The Merton Dementia Hub is a wonderful place to come, it really is – I look forward to my visits. I come twice a week. I like to catch up with people, have a chat, and I love singing and dancing. All the men don't like to dance but they don't have a choice when I'm around, I get them up on their feet!

When I got my diagnosis I sat down and talked to my friends and neighbours about it and they were very sad. I didn't want that. I said, "Don't be sad, I'm just getting on with things." Now when I mention it they make a face and they'll say, "Oh, Ann's going on about dementia again!" They're not bothered by it and that's the way I want it.

More people are talking about dementia out in the community and that's good. My grandmother was 'mad' – she would get incarcerated regularly and we were never told where. Nobody talked about it. That was how it was back then, nobody talked about 'this thing'.

I'm so grateful I live in Merton, I just hope services like these carry on and things continue to get better for us all.

A photograph of a handwritten signature in black ink on a light-colored background. The signature reads "Ann Guy" in a cursive, flowing script.

Ann Guy

Acknowledgments

Thank you to all of the members of the Merton Dementia Action Alliance, listed below, who are working towards making the London Borough of Merton a dementia-friendly community.

- AFC Wimbledon
- Age UK Merton
- Alexandra Surgery
- Alexandra Surgery PPG
- Allied Healthcare Group (Merton)
- Alzheimer's Society - Merton Dementia Hub
- Am2Pm Quality Care Limited
- AmicusHorizon Ltd.
- Association of Directors of Adult Social Services
- Attic Theatre Company
- BAME VOICE
- Bishopsford Road Medical Centre
- Boots – Morden
- Boots – Raynes Park
- Boots – Wimbledon
- British Heart Foundation Mitcham
- Cancer Research - Wimbledon
- Care UK
- caremark Merton
- Central and Cecil, Merton
- Central Medical Centre
- Chique Pets Grooming Parlour
- Circle Housing
- Claire Edwards Eldercare Consultant
- Colliers Wood Surgery
- Costcutter – Raynes Park
- Cranston Pharmacy
- Cricket Green SEN school
- D Parry Pharmacy - Wimbledon
- Dementia Pathfinders Community Interest Company
- Ecklee Grill
- Ecklee Supermarket
- Ethnic Minority Centre (EMC)
- Every Home Matters
- Greenwich Leisure Limited (GLL) Wimbledon
- Griffiths Pharmacy
- Hallmark Care Homes, Kew House, Wimbledon
- Home Instead Senior Care Wimbledon and Kingston
- Iceland – Mitcham
- Iceland – Morden
- Jobcentre Plus
- Kingston Hospital NHS Trust
- Lambton Road Medical Practice
- Lavender Fields Surgery
- Lloyds Bank - Mitcham
- London Borough of Merton - Library, Heritage and Adult Education Service
- London Borough of Merton - The Canons House & Landscape 'Parks for People' Project
- London Borough of Merton Corporate Services
- London Borough of Merton Environment and Regeneration Department
- London Fire Brigade - Merton
- Love Wimbledon BID
- Marks & Spencer - Collier's Wood
- Merton Adult Learning
- Merton Falls Prevention Service
- Merton Greenspaces

- Merton Means Business (Merton Chamber of Commerce/Merton Voluntary Service Council)
- Merton Seniors Forum
- Merton Sutton & Wandsworth Local Pharmaceutical Committee
- MertonVision
- Metro Bank - Wimbledon
- Metropolitan Police - Merton
- Mitcham Library
- Mitcham Town Community Trust / Shine Merton
- Morden Hall Medical Centre
- Morden Library
- Morrisons - Mitcham
- Morrisons - Wimbledon
- Nationwide Building Society - Morden
- Nationwide Building Society - Wimbledon
- NHS Merton Clinical Commissioning Group
- NHS Property Services
- Public Health Team - Merton Council
- Ravensbury Park Medical Centre
- Right at Home Mitcham, Streatham & Dulwich
- Sainsbury's Local - Raynes Park
- Sima Brothers Ltd.
- Skills For Care SW London
- St George's Healthcare NHS Trust
- Stonecot Surgery
- Tamworth House Medical Practice
- The Rowans Surgery
- The Wimbledon Guild of Social Welfare
- Tuesday Rendezvous
- TWM Solicitors LLP
- Waitrose - Raynes Park
- West Indian Families and Friends Association Ltd.
- Wideway Medical Centre
- Wimbledon Civic Theatre Trust

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Introduction

Purpose

- 1.1 This report aims to update Merton's Dementia Action Alliance (MDAA) and wider stakeholders on the progress made during 2017/18 to make Merton a dementia friendly community. We will achieve this goal through the work and activity of our Members.
- 1.2 The MDAA is a group of local organisations all of whom have committed to take action on dementia. The aim of the Alliance is to improve the lives of people living with dementia, their carers and families. There are also a number of wider stakeholders who may also take action but are not yet formal members of the alliance.
- 1.3 This report also provides feedback from members and wider stakeholders on our approach, what we are doing well and what can be improved. It also outlines proposals for our work during 2018/19.
- 1.4 This Annual Report also celebrates our successes including a number of case studies and formal recognition by the Alzheimer's Society on progress made.

Dementia – it's everyone's business

- 2.1 The current data shows 850,000 people are estimated to be living with dementia in the UK. Around 460,000 have an official diagnosis – this figure has risen 115% since 2006.
- 2.2 The number of people living with dementia in the UK is set to double by the year 2050 to around 2 million. Health and social care costs are set to rise sharply from the current figure – the estimated yearly cost of dementia is £26 billion.
- 2.3 Therefore with dementia rates set to rise steeply in line with our ageing population profile and a health and social care system facing constant pressure, now more than ever it is important for society to tackle the issue of people with dementia being able to live in their communities and carry on leading the lives they want to for as long as possible.
- 2.4 This is the reason why nationally, regionally and locally we must focus on making our communities dementia-friendly.

Dementia is our biggest fear say Britain's over-55s

The fear of developing dementia in their old age is the biggest concern of millions of Britons aged 55 and over, according to a new report.

They are supposed to be the golden years of life, but for many Britons the prospect of ageing is being overshadowed by growing fears regarding what their old age may actually look like.

The latest research from consumer analysts Mintel reveals that the fear of developing dementia is the number one age-related concern for the over 55s. More than half - 56% - of UK consumers aged 55+ say that one of their key concerns for growing older is developing dementia, peaking at 59% of those aged 65-74.

Daily Express, Wed, Aug 16, 2017

2.5 A number of key infographics help inform our understanding of the national picture.



Figure 1 Source: Prince, M et al. (2014) *Dementia UK: Update Second Edition report* produced by King's College London and the London School of Economics for the Alzheimer's Society

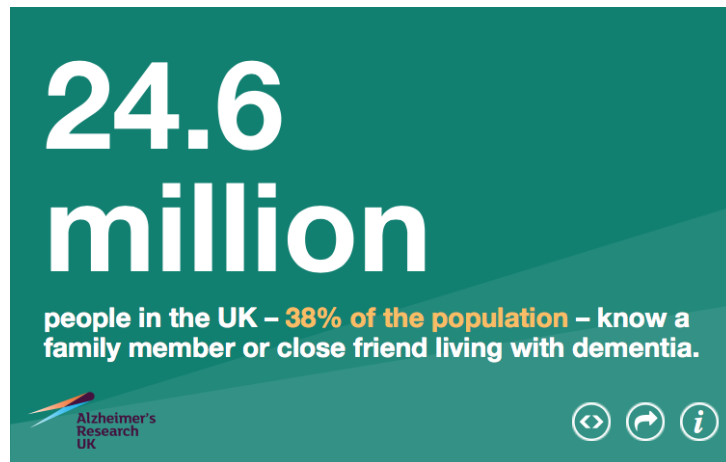


Figure 2 Source: YouGov polling for Alzheimer's Research UK 2nd – 5th May 2012 and ONS 2014 population statistic

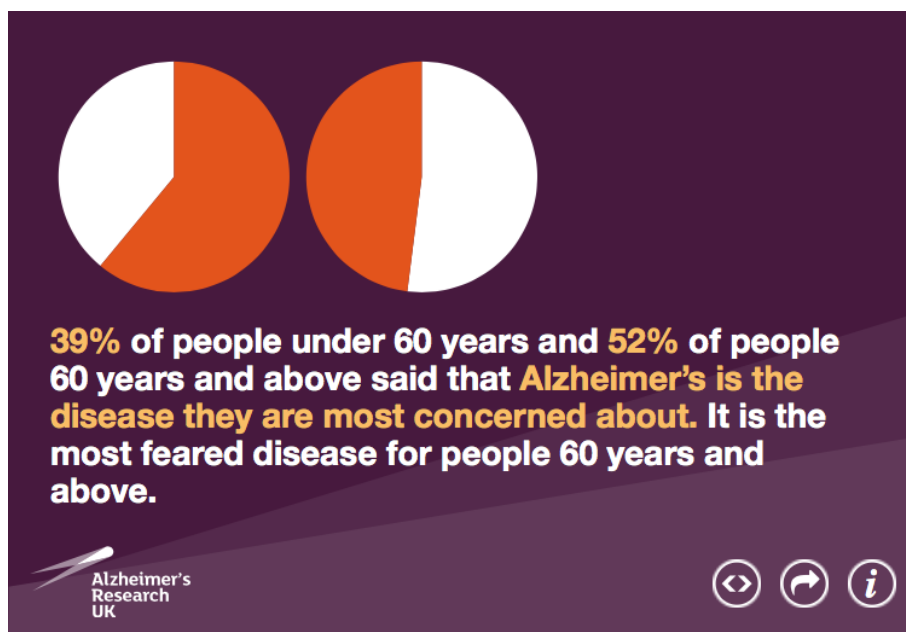


Figure 3 Source: "Alzheimer's the greatest concern for over-60s" (2015) YouGov poll



Figure 4 Source: Prince, M et al (2014) Dementia UK: Update Second Edition report produced by King's College London and the London School of Economics for the Alzheimer's Society

1 in 3 people born in the UK this year will develop dementia in their lifetime.

Alzheimer's Research UK

Figure 5 Source: Lewis, F: Estimation of future cases of dementia from those born in 2015 (July 2015); Consultation report for Alzheimer's Research UK

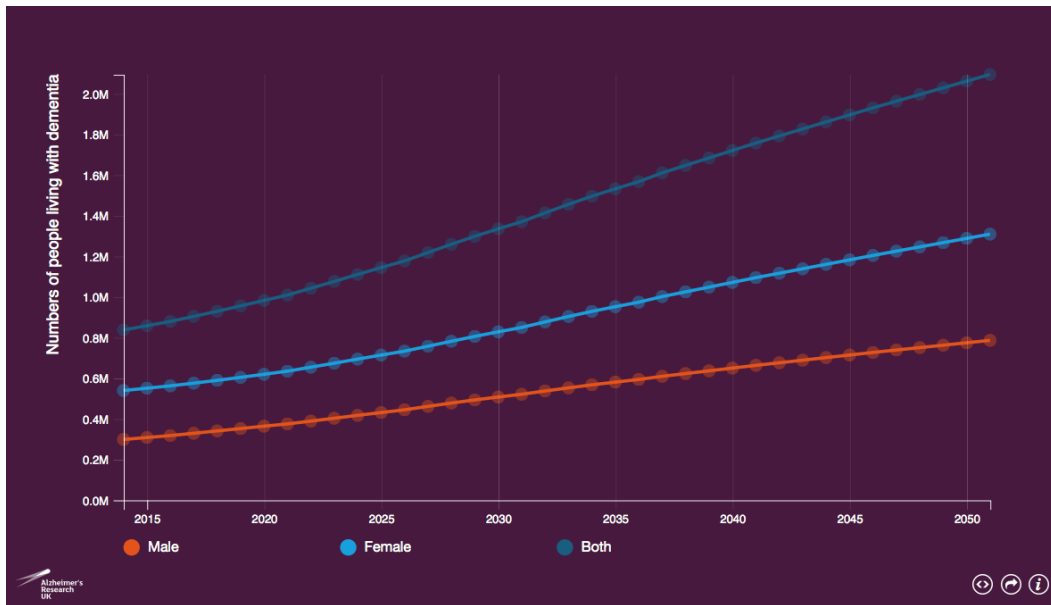


Figure 6 Source: Prince, M et al (2014) Dementia UK: Update Second Edition report produced by King's College London and the London School of Economics for the Alzheimer's Society

£26bn

The current cost of dementia in the UK.

Alzheimer's Research UK

Figure 7 Source: Lewis et al (2014). Trajectory of Dementia in the UK – Making a Difference, report produced the Office of Health Economics for Alzheimer's Research UK

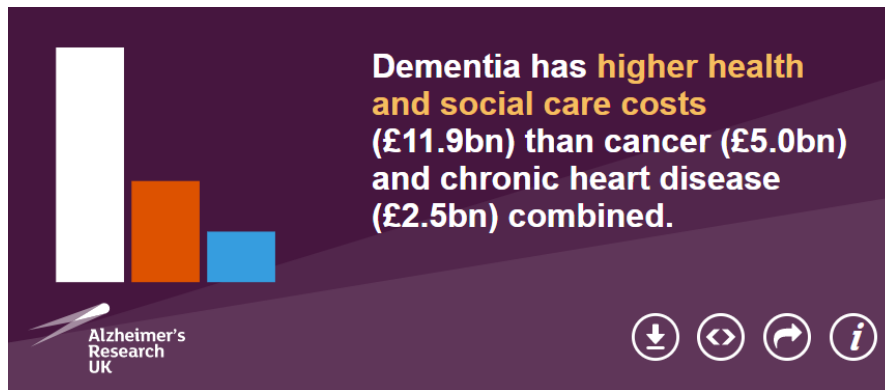


Figure 8 Source: Luengo-Fernandez R, et al. (2015) UK research spend in 2008 and 2012: comparing stroke, cancer, coronary heart disease and dementia *BMJ Open* 2015;5:e006648. doi: 10.1136/bmjopen-2014-006648

Merton Facts and Figures

2.6 Our Dementia Health Needs Assessment (DHNA) (2015) found that;

- Merton CCG has a dementia prevalence rate of 0.9% compared to 0.7% for London and 0.7% for England.
- The number of people with dementia is estimated at 1782 (in 2015).
- This is expected rise to 2017 people (a 13% increase) by 2020.
- The 2015 DHNA estimated there were 332 Black, Asian and Minority Ethnic (BAME) residents with dementia in Merton.
- Two thirds of people with dementia live in the community, of which nearly a third live on their own.

National Policy Context - Dementia 2020 and the National Picture

Prime Minister's Challenge on Dementia 2020

- 3.1 The Prime Minister's Challenge on Dementia 2020 set clear objectives to make England, by 2020 the best country in the world for dementia care, support, research and awareness. By 2020, England should be the best place for people with dementia, their carers and families to live and the best place in the world to undertake research into dementia and other neurodegenerative diseases.
- 3.2 The challenge set out to achieve the following;
- **Risk Reduction** – A campaign has been launched to improve awareness and improve understanding of risk factors for developing dementia and how those risks can be reduced. In a pilot project in partnership with NHS and organisations such as Alzheimer's Society and Age UK this campaign is now targeting people from the age of 40 upwards (previously it was 65 and over) .
 - **Awareness and Social Action** – A target of creating 2.5 million Dementia Friends by 2018 has been met and the intention of creating 250 Dementia-friendly Communities by 2020 has been far exceeded – in fact Merton is the 300th Dementia-friendly Community created in England.
 - **Dementia 2020 Citizens' Panel** – set up to build on wider engagement and provide first-hand reports to Ministers and senior management to determine if the government's actions are making the difference we all want to see.
 - **Research** – The government doubled funding on dementia research between 2012 and 2015 and are committed ensuring more research is undertaken, encouraging a wide range of backers and research organisations with the goal of accelerating progress towards disease modifying therapy, and ultimately a cure by 2025.
 - **Joined-up approach** – Ensuring the agencies within the public sector link up, understand the challenges involved and collaborate with others, including third sector partners, is vital.

Dementia Statements ('I Statements')

- 3.3 In 2010, the organisations that went on to form the national Dementia Action Alliance (DAA) asked people affected by dementia, and other key stakeholders, what type of care and support they would hope to receive in the future. Informed by

these conversations, they created the National Dementia Declaration, a set of seven expectations or 'I' statements of what life should be like for people with dementia. A lot has changed since 2010.

- 3.4 In 2016 a review on behalf of the DAA alongside people living with dementia was carried out to ensure the statements reflect what people want today. In April 2017, the Statements were welcomed and endorsed across Government, NHS and social care.
- 3.5 The new Dementia Statements (formerly known as I Statements) reflect the things people with dementia say are essential to their quality of life and champion the rights of people with dementia. They include;

The new Dementia Statements

1. We have the right to be recognised as who we are, to make choices about our lives including taking risks, and to contribute to society. Our diagnosis should not define us, nor should we be ashamed of it.
2. We have the right to continue with day to day and family life, without discrimination or unfair cost, to be accepted and included in our communities and not live in isolation or loneliness.
3. We have the right to an early and accurate diagnosis, and to receive evidence based, appropriate, compassionate and properly funded care and treatment, from trained people who understand us and how dementia affects us. This must meet our needs, wherever we live.
4. We have the right to be respected, and recognised as partners in care, provided with education, support, services, and training which enables us to plan and make decisions about the future.
5. We have the right to know about and decide if we want to be involved in research that looks at cause, cure and care for dementia and be supported to take part.

National DAA Activities

- 3.6 The National DAA has 152 Members whilst there are 285 regional and local Dementia Action Alliances in England. DAA members are committed to over 22,290 actions, a 26% increase since last year.

Dementia-friendly London

Dementia-friendly London Overview

How does dementia affect Londoners?

- 3.7 Dementia is the biggest health and social care challenge facing London today, with an estimated 72,000 people living with the condition in London. It costs the city over £2.4 million, placing a huge financial burden on individuals, families and public services. The types of challenges people affected by dementia experience depends on which borough they live in and the community they belong to. But whether or not someone is able to live well with dementia should not depend on a postcode lottery.
- 3.8 Londoners with dementia and their carers have told us the biggest challenges they face living in the capital are:
- transport
 - housing
 - health, care and emergency services
 - business and retail
 - social inclusion

What are we doing to change this?

- 3.9 In the capital, there are already 120,000 Dementia Friends, over 700 organisations and two thirds of London boroughs taking steps to improve the lives of Londoners with dementia and those who care for them. Alzheimer’s Society, supported by the Mayor of London, has launched an ambition to make London the world’s first dementia-friendly capital city. Below are a couple of examples of the latest actions on making London dementia-friendly.

Sadiq Khan Promises To Make TfL Services More Dementia-Friendly

Provisions for Alzheimer patients who use TfL services under Khan’s Transport Strategy were on the agenda during last week’s Question Time. Reiterating his commitment to making London the world’s first dementia-friendly capital, Khan paid special emphasis to improving Underground services to accommodate patients of dementia, especially staff training. “Since I became Mayor, TfL has hired 650 new staff; they’re all being trained in assisting customers with accessibility requirements, including people with invisible impairments. A trained Dementia Friends Champion is now also delivering information sessions throughout the organization.” Khan said.

Alzheimer’s Society Press release, October 16th 2017

Dementia-friendly London Summit, 21st May 2018

- 3.10 The Summit brought together 130 sector representatives and people affected by dementia, all uniting to take action and create a Dementia-friendly London. The aim of the event was to get leaders from prominent London organisations – such as Transport for London (TfL) and the Metropolitan police – to hear directly from people affected by dementia and make a public commitment towards achieving our vision for a Dementia-friendly London. It was both a celebration of what is working well and a chance to tell London’s senior figures what needs to change in order to make life better for everyone living with dementia in the capital.
- 3.11 As part of the event, the Greater London Authority (GLA) facilities team arranged for Sara, a Merton service user of the Dementia Hub, to paint in the lobby area alongside a display of her artwork.

Sara’s Story

Sara Smith, Illustrator Living with Frontotemporal Dementia

Sara Smith was born on 14th May 1957 in Croydon, the second of four children. The family lived in various parts of Southern England, returning to the London area where Sara finished her schooling and went to the Hornsey Art College. It was there she earned one of only four places at the Brighton Polytechnic (now part of Brighton University) to study Illustration.

In 1979, Sara was awarded a degree in Graphic Design and, in the same year, began her work as a professional illustrator for an article commissioned by The Guardian newspaper. Some years later, Sara visited California and subsequently moved to live permanently in the USA.

In the 1990s, she married Brian Smith. They are parents to twins – Zac, now in England and Carly, who lives in California.

In 2015, Sara began to suspect that she might have dementia. On 18th March 2016, Sara was diagnosed with Frontotemporal Dementia (FTD), by which time she had moved back to live in London.

Sara’s website: <http://www.vijitasarasmith.co.uk/>

Daniel Steiner, Alzheimer's Society Group Coordinator, met Sara at the Merton Dementia Hub

Shortly after he began working at the Alzheimer's Society, Daniel Steiner became intrigued by Sara. She seemed not to chat much or interact with other people. Daniel was told by the team that she was only 60 and had a rare type of dementia which progresses quite rapidly.

Daniel had previously worked in Brazil with a lady with dementia, where he had developed a specific method of using music to work and communicate with her. Daniel decided to get to know Sara's life story better in the hope of adopting a similar approach to connect with her.

In conversation with Sara's carer, Daniel was told that she was a graphic artist, who had specialised in portraits. One day, Daniel asked Sara if she would be happy to draw his portrait. She turned to him, looked him in the eyes and said: "I'd love to".

Daniel noticed that, as Sara concentrated on the drawing, she relaxed and began speaking more and more. She asked him questions about his childhood in Brazil and told him where she had visited. Sara felt more at ease to communicate with the world through the art – it was probably the longest she had ever chatted with him in one sitting.

Daniel said: "One of the characteristics of people with Frontotemporal Dementia is that they can appear apathetic and introverted, which Sara often does. However, it has been enlightening to see the difference in Sara when she is in the flow of artistic work.

"To access and connect with people with dementia is rather like having several keys and one lock in front of you. It demands time, persistence and patience. It is not always easy, but when we get the right key, there is nothing more rewarding."

When Sara was asked to exhibit her work, Daniel states that she was very pleased and excited. He also said that he had heard how important it was to her family and friends that she was being appreciated and she could show that as well as a past, Sara had a 'life going forward'. He also noted that since the event she has seemed more talkative, confident and engaged and has said that she would love to do it again.



Figure 9 Sara's art on display

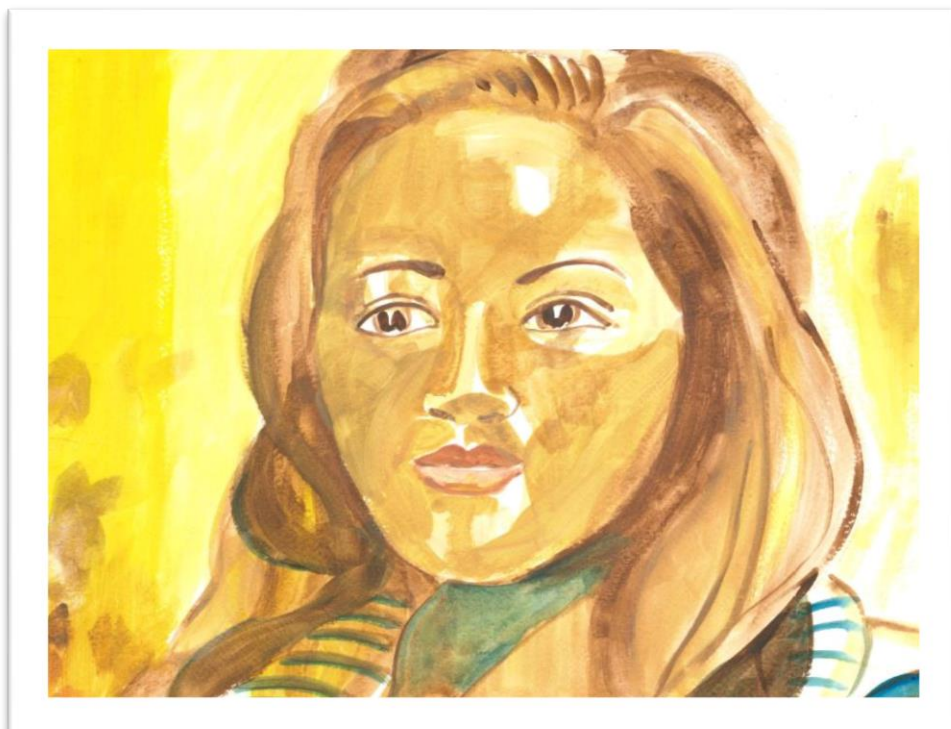


Figure 10 A wonderful portrait painted by Sara

A Review of Merton's DAA during 2017/18

- 4.1 During Autumn 2016 work was completed by Public Health on behalf of Adult Social Care to evaluate Community Dementia Services in Merton. This work-stream included a focus on reviewing Merton's Dementia Action Alliance (MDAA), (launched in 2014). It was clear that the alliance was in need of a refresh.
- 4.2 'Dementia-friendly Merton' was launched in February 2017 with a large number of Merton organisations joining together to commit to take action on dementia locally.

Work during 2017/18

- 4.3 In 2017/18 the MDAA focussed on increasing its reach and supporting the signing up of new organisations, as a result became the fastest growing Dementia Action Alliance (DAA) in the UK. Following consultation with people affected by dementia and MDAA Members, the Dementia-friendly Community Co-ordinators concentrated their efforts on three sectors:
- Arts, Culture and Leisure including theatres, community groups and the voluntary sector
 - Banking and Retail including banks, supermarkets and charity shops
 - Public Sector including GPs, pharmacies, council departments and personal care agencies.

MDAA Meetings

May 2017 Meeting – Planning for the Year Ahead

- 4.4 In May 2017 the MDAA met for the first time since the re-launch in February. 25 members met to agree the purpose of the alliance and the way that partners would work together. Terms of reference were agreed and a thematic approach to future meetings, with a focus on the lives of people with dementia and their carers. Esther Watts from the Alzheimer's Society also ran a workshop to help members prioritise work areas for the year ahead.

September 2017 – Arts, Leisure and Sport

- 4.5 In September 2017 the MDAA met at Queen's Court, a residential care home in Wimbledon. The theme of the meeting was arts, leisure and sport with 25 members

attending. Following a breakfast, Beatrice Allegranti presented on her work around early on-set dementia and dance and her event at Wimbledon Arts Space. The meeting also had feedback on table tennis from people with Dementia and a presentation from GLL leisure on their work making leisure centres more dementia-friendly;



Figure 11 Poster advertising Beatrice Allegranti Dance Event, 2nd December 2017

5th December 2017 - Legal and Financial issues

- 4.6 Kew House Care Home hosted the December meeting with 24 attendees enjoying a networking breakfast followed by a lively meeting. Subjects discussed were issues and new developments in banking and personal finances, plus there was a talk about legal issues such as lasting power of attorney. There was also a presentation about issues faced by people living with dementia needing to move into a new property and ways of downsizing and decluttering.

27th March 2018, Emergency Services

- 4.7 Merton Dementia Hub was the venue for the March meeting and 21 attendees discussed a new structure for local policing, the London Fire Brigade's initiatives to help people living with dementia and The Herbert Protocol (the joint strategy adopted by all emergency services to ensure people with dementia who go missing are found as quickly and efficiently as possible). A discussion about the upcoming Dementia Action Week also took place.

MDAA Newsletters

- 4.8 To date, three quarterly newsletters have been produced by the Dementia-friendly Communities team and sent out to current members of the Merton Dementia Action Alliance (MDAA) and other interested parties.
- 4.9 The newsletters open with a foreword from the Director of Public Health Merton, and then move on to a list of recent members and stories of interest. For example, the most recent March 2018 edition featured a story of our continued effort towards Motspur Park becoming Merton's first dementia-friendly parade of shops, supported by Gilli and Brian Lewis-Lavender (previously Councillors for LB Merton).
- 4.10 The inside pages of the newsletters feature stories from current MDAA members, prospective members, as well as members of the Dementia-friendly Communities team with updates on some of their activities. For example, the March 2018 edition featured:
- a story from Victoria Lowry (London Fire Brigade Fire (LFB) Safety Manager - Care Engagement & Dementia) covering the ongoing work towards making the LFB more dementia-friendly and hopes for future goals
 - a story from Dementia Friendly Communities Co-ordinator (DFCC) Patrick Gray on recent successes with Merton's council tax team
 - a story from DFCC Ryan Johnson covering some possible actions for GP surgeries
 - a story from former prospective member Lydia Simpson, Specialist Physiotherapist from Merton Falls Prevention covering dementia and falls
- 4.11 The newsletters aim to keep MDAA interest up between meetings and are a useful means to highlight recent activities and successes; they also demonstrate the rapid growth of the Alliance.

The Role of Merton Council within Merton's DAA

- 4.12 The Council is committed to make Merton a dementia-friendly community by 2020 and there is strong support from both Members and Council officers to deliver on this agenda. There are a number of reasons why the Council has taken this position;
- It is the right thing to do and will better support our residents to live good quality and more independent lives.

- The Council has a leadership / place shaping role – to take leadership on issues, to influence partners and support those most in need.
- The Council is one of the largest employers in the Borough.
- A ‘Dementia-friendly Borough’ is part of our wider objective to become London’s best council.
- It makes good business sense, with residents with dementia and carers more likely to use local services.
- It is part of our ‘Health in all Policies’ approach, (HIAP) is a way of working to maximise the positive health impacts across all council functions and to improve outcomes for residents. A key action within HIAP is to make Merton a Dementia-friendly community and get as many teams and organisations to sign up to the Alliance.

What has the Council done this year?

- 4.13 During Dementia Action week in May 2017 we carried out a rolling programme of ‘dementia friends’ training sessions for Council staff (with over 50 new dementia friends) and worked with our partners (CLCH and Alzheimer’s Society) to raise awareness with the public at Wimbledon Plaza.
- 4.14 On the 30th October 2017 we held an event with the Senior Leadership Team, made up of all the senior managers across the Council. The workshop, ran by the Alzheimer’s Society, allowed managers to understand why the Council should take action and more pragmatically how as teams and departments they could join Merton’s Dementia Action Alliance (MDAA). This was followed up a week later with a Dementia Friends training session for senior managers on the 6th November run by a MDAA Member.
- 4.15 Our library service has been at the vanguard of training with all staff undertaking dementia friends training and training two staff to become dementia champions. Our Human Resource team have also become dementia friends at two training events. Additionally our Environment and Regeneration department have joined the Alliance.
- 4.16 Our Council Tax department have worked with the Alzheimer’s Society and Public Health Team to provide easy to understand advice around Council Tax discounts available for people with dementia and their carers. Also a number of teams within this department were trained as Dementia Friends including Recovery, Bailiffs, Revenue, Business rates and Sundry debts teams.

4.17 The prevention agenda is a key strategic priority of the Council, where support/interventions are provided earlier, with the aim to reduce ill health for Merton's residents. Prevention also reduces demand for more costly health and social care services. As part of our approach to prevention the Public Health Team commissions the local NHS health checks service. During Dementia Action week the provider encouraged proactive conversations around dementia risk reduction as part of the health check process, utilising NHS guidance on how to engage residents and talk about dementia risk reduction.

Key Risk Reduction messages

It is estimated that up to a third of cases of dementia may be avoidable by modifying lifestyle.

Some of the actions that can be taken to reduce the risk of developing dementia are:

- *Doing regular exercise of 30 mins per day – (this can include brisk walking).*
- *Not smoking or giving up smoking.*
- *Eating a healthy balanced diet.*
- *Maintaining a healthy weight.*
- *Not drinking too much alcohol (drinking within the governments recommended limits).*
- *Keeping socially and mentally active.*

These same actions are also helpful in reducing the risk of developing cardio vascular disease.

'What's good for the heart is good for the brain'

London Borough of Merton (LBM) plans going forward

4.17 The Council will during 2018/19 work to get more teams to join the Alliance and continue to run Dementia Friends training sessions, with the aspiration that all Council staff become dementia friends. We will also look to run a session for Councillors, following recent elections in May 2018.

Gaining the views of MDAA Members & stakeholders: Findings from the Questionnaire

- 5.1 As part of Dementia Action week and to inform the Annual Report, a short survey was completed to evaluate members and non-members views on Merton's Dementia Action Alliance and its meetings.
- 5.2 The Survey was carried out using a popular online survey platform and consisted of a maximum of 23 questions. Some questions were targeted at members and others at non-members (who were involved with the MDAA in some way or had expressed some interest) looking at how stakeholders find being members and achieving their 3 targets, but also looking at reasons why people may still not be members. Questions also looked at both groups views on the meetings themselves. There was a total of 29 respondents, 19 from members and 10 from non-members.
- 5.3 Key views of Members included
- Approximately 79% (15) of the 19 members thought their organisation had become more dementia-friendly, suggesting the work of the alliance is of value.
 - Nearly 90% (17) of members felt they have the knowledge to continue to make their organisations dementia-friendly.
 - 58% (11) of members thought their 3 pledges were easy to achieve, however, the remainder neither agreed nor disagreed.
- 5.4 Questions to non-members were intended to gain views on potential barriers to becoming a member but also their views on what the alliance does and whether they feel it is important to their organisation. The questions began with attempting to ascertain why respondents had not joined the MDAA. Key responses included;
- Only 2 respondents (20%) thought their organisation did not have to be dementia-friendly.
 - 4 respondents (40%) did not feel they had the knowledge/ resources to be a member.
 - 5 out of 10 respondents (50%) were not sure what they could offer to be dementia-friendly.
 - However, only 2 people (20%) thought they do not have enough support to be a dementia-friendly organisation.
- 5.5 The third section of the survey was on meetings and was open to members and non-members to gain insight about what we're doing well and areas of potential

improvement. (Note that the vast majority, although not all respondents, answered every question).

- 74% of respondents believed the alliance to be an effective and useful organisation and 88% thought Merton was working towards being a dementia-friendly borough.
- 62% of people found the meetings informative and worthwhile while the remainder neither agreed nor disagreed.
- 17 respondents (63%) believed meetings to be relevant to their organisation, however the remainder neither agreed nor disagreed.
- The majority of people (85%) knew who to contact if they had questions regarding the MDAA.
- The frequency of meetings was thought to be just right for only 48%, while 44% neither agreed nor disagreed.
- 85% thought it was important to hear from someone directly/ indirectly affected by dementia in the MDAA meetings

5.6 From the findings we have developed a number of proposed recommendations

- Whilst Members seem well supported more work can assist Members, with a focus on action planning or refreshing of actions.
- There is still work to do to support non Members to join the Alliance, including supporting organisations with information on the type of actions they could commit to.
- Feedback on meetings seems overall positive so we will continue with the thematic topic approach but try to ensure meetings over the year do also reflect Member organisations portfolio/interests.
- We will ensure that the voices of people affected by dementia (either directly or indirectly) are heard at MDAA meetings (e.g. agenda items, individual feedback, focus groups).

Involving People Living With Dementia

5.7 For the re-refresh of the Alliance in February 2017 and during 2017/18 we consulted with people living with dementia and their carers on a number of occasions. This included

- **Informing MDAA Priorities** - in January 2017 we held a focus group with people with dementia and their carers with a focus on shops, getting around

to use local shops and services, transport, social isolation and treatment by others. This helped inform our priorities and focus for 2017/18.

- **Emergency services** - Prior to the March 2018 MDAA meeting, groups of people with dementia and partners/carers were asked for their experiences of the emergency services, and also what they would like to see. Their thoughts were fed back to the meeting and reported directly to representatives of the services.
- **Self-adhesive signs** - The Merton hub co-production panel (made up of people living with dementia and carers) on March 13th 2018 were consulted about self-adhesive dementia-friendly signs for the home being developed by the Alzheimer's Society. These signs provided useful support to people with dementia (such as 'socks' stickers to put on a chest of drawers). Their invaluable feedback on a first set of small signs has been used to develop a set of larger ones.
- **Dementia-friendly London / Dementia Action Week (May 2018)** - Groups of people attending the Merton Hub were consulted ahead of the launch of both the Dementia-friendly London and Dementia Action Week campaigns. Some of their thoughts were used to help produce the 7 suggested actions which became an important part of the week.

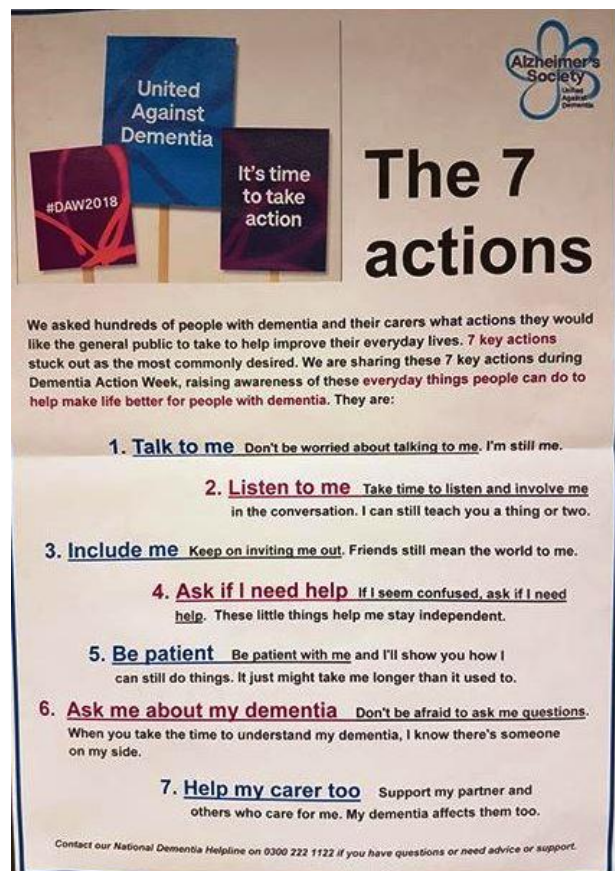


Figure 12 The list of actions produced at the launch of Dementia-Friendly London and Dementia Action Week campaigns

Measuring Success

MDAA Members

6.1 As part of measuring our impact we can see an increase in MDAA Members during 2017/18. Membership increased from 45 members in May 2017 to 81 members at the end of March 2018.

6.2 Members have committed to 224 actions to date.

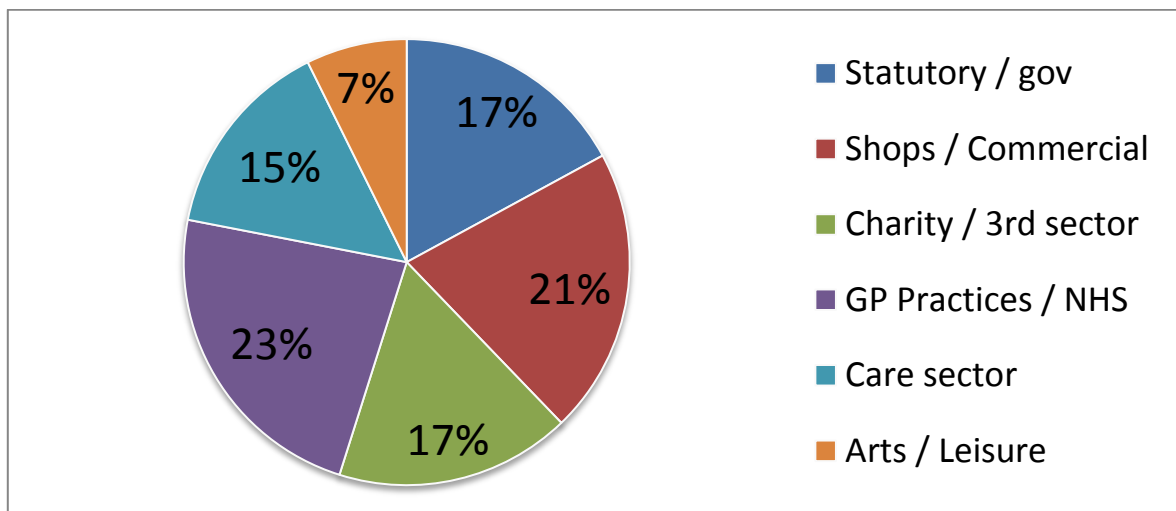


Figure 13 Data as at end of March 2018

Dementia Friends and Dementia Champions

6.3 The Dementia Friends awareness sessions are a key action for most members. Between April 2017 and April 2018 we increased the number of Dementia Friends in Merton from 4694 to 6004, an increase of 1310 Dementia friends!

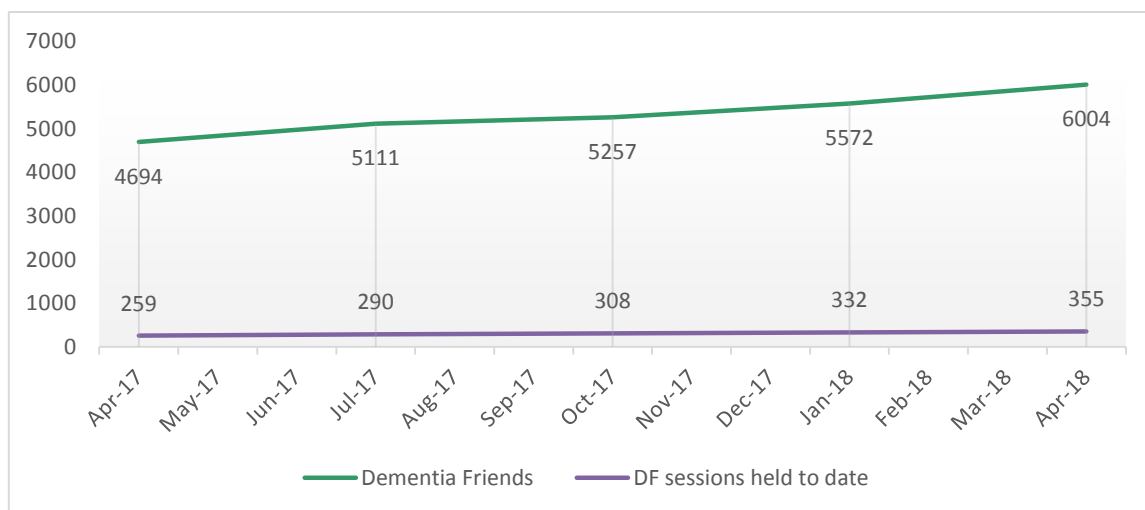


Figure 14 Data as at end of March 2018

6.4 There are currently 37 registered Dementia Friends Champions* in Merton.

6.5 The following section provides sector profiles of MDAA Members, including highlights, challenges and forward planning.

* A Dementia Friends Champion is a Dementia Friend who has undergone a one day training course to enable them to deliver Dementia Friends sessions to others as a volunteer.

Banking & Retail

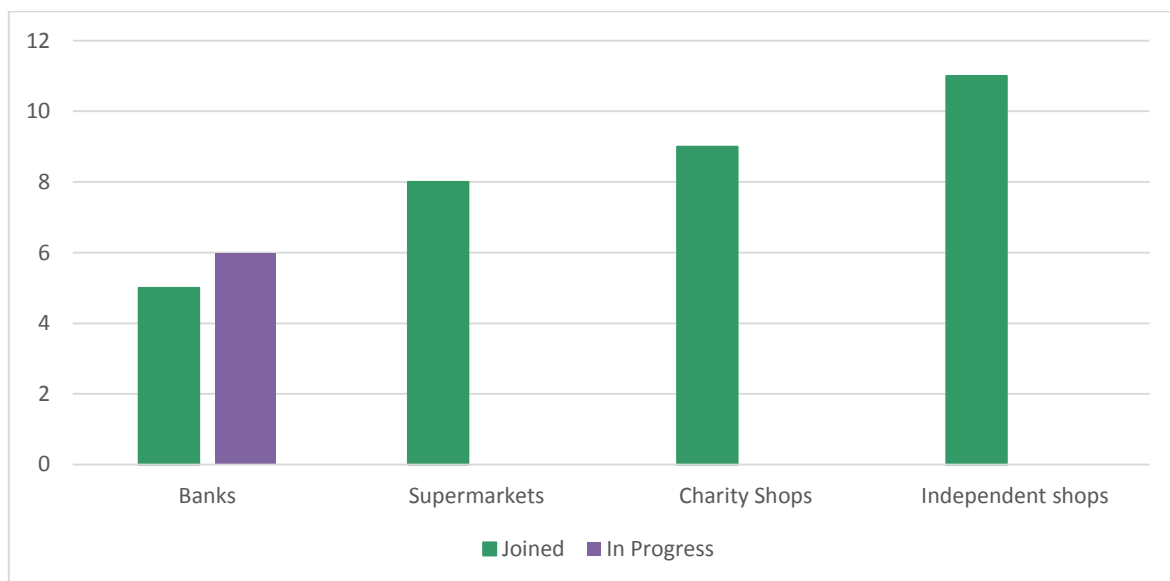


Figure 15 Data as at end of March 2018

Highlights

- Merton Chamber of Commerce introduced a number of organisations to the alliance and supported the MDAA by wider promotion to Merton businesses.
- A number of small independent shops were signed up as a result of the Motspur Park 'High Street Blitz'.
- 'Love Wimbledon' provided Wimbledon Plaza free of charge for Alzheimer's Society, CLCH and Council staff to promote dementia awareness during Dementia Awareness Week in May 2017. They also arranged for Dementia Friends training sessions for shop staff within Centre Court shopping centre.

Challenges and forward planning

- Follow-ups to ensure establishments can make good on their pledges will be paramount during 2018/19 – a large number of Dementia Friends sessions will take place to ensure the good work is continued.
- It is also important that Dementia Friends Champions, especially in the larger establishments, are created – this is due to high staff turnover – it will be necessary

for more Dementia Friends to take place in future to keep the same level of awareness.

Public Sector (including health and social care organisations)

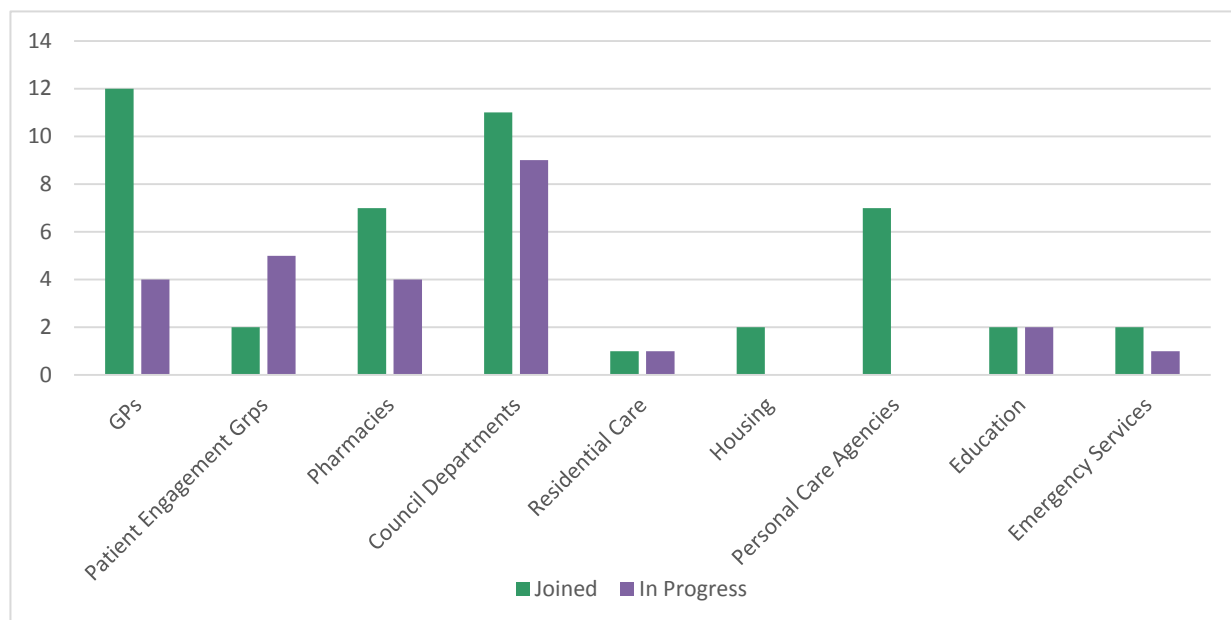


Figure 16 Data as at end of March 2018

Highlights

- 12 GP Practices are currently in the process of ensuring all staff are Dementia Friends via individual session at practices and also through training afternoons such as was held on 18th April 2018 when 35 practice managers and reception staff received training.
- Pharmacies are ensuring staff become Dementia Friends, have access to the Alzheimer's Society 'Guide to Customer-Facing Staff' and stock Alzheimer's Society awareness raising materials.
- London Fire Brigade rolling out Dementia Friends for all staff, starting with four watches at Mitcham Fire Station. They are also developing their protocol for when they encounter someone in their work who is affected with dementia and the issues brought about as a result.
- Hallmark Care Homes in Wimbledon have run dementia friends sessions at Cricket Green School in Mitcham and with Raynes Park 13th Beaver Scouts. Children from the school and scouts now visit on a regular basis to generate intergenerational friendships. Hallmark plan to continue this work in 2018/19.

Challenges and forward plans

- The ambition to ensure each department in London Borough of Merton (LBM) remains at the forefront of plans for the coming year and it will be paramount to ensure that levels of engagement increases.
- We want to ensure that key personnel are given the opportunity to learn and upskill, such as by becoming Dementia Champions, in order to embed the ethos of a dementia-friendly organisation with accessibility at the heart.
- A challenge for the next year will be effectively engaging the large number of member organisations involved in care, including supporting them to achieve more community engagement, especially where it crosses over with MDAA objectives such as intergenerational work.

Arts, Culture and Leisure

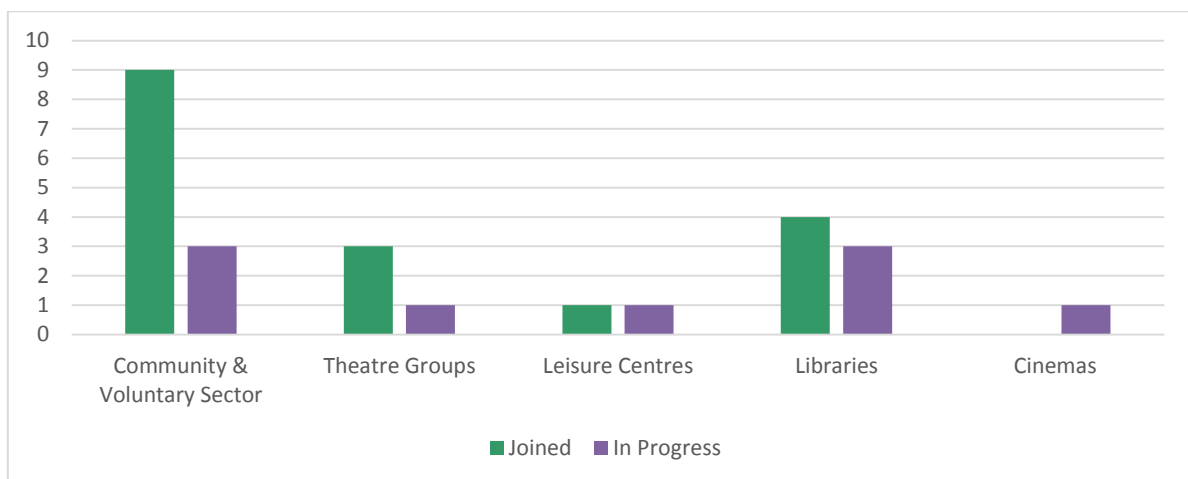


Figure 17 Data as at end of March 2018

Highlights

- LBM Libraries commitment to become dementia-friendly including dementia friends sessions, environmental audits of premises and helping promote Dementia Action Week, hosting four information stands and three Dementia Friends sessions for the public across the borough.
- GLL Leisure developing and promoting Dementia-friendly inclusive activities. All GLL staff are in the process of becoming Dementia Friends.
- Beatrice Allegranti dance company event at Wimbledon Arts Space in December 2017, focusing on early onset dementia and dance.
- Wimbledon Community Theatre Trust project in collaboration with Alzheimer's Society – developing a dramatic production by young people based on the memories of people attending the Tuesday activity group at the Merton Hub.

Challenges and forward plans

- Engaging stakeholders has been difficult with some establishments unwilling or reticent to work with us, some sports and leisure clubs especially difficult – it would be useful to find out why this is (whether it is stigma around dementia, concerns they will be too busy, or have costs attached). This could be countered by making the economic/business case for being dementia-friendly and using case studies of existing members working in leisure.
- Plans to facilitate a partnership between AFC Wimbledon, Sporting Memories and the Merton Dementia Hub are underway
- Canons House Development group are in the process of joining the alliance and hope to develop an intergenerational project pairing people living with dementia and school pupils to record local social history.

Proposed Priorities for 2018/19

6.6 In 2018/19 we propose key priorities to be;

- **Consolidation:** work with existing members of the MDAA to help them to achieve their actions and develop new ones.
- **Listening to the voices of people with dementia and their carers:** Continue to engage with people affected by dementia to steer the direction of the alliance and feedback on how the borough can become more dementia-friendly.
- **Increasing membership:** an additional 20 organisations/teams join the alliance.
- **Increasing representation:** of BAME organisations and faith groups on the MDAA.
- **Dementia Friends:** continue to create dementia friends with a year on year increase in numbers and a target of 1000 new dementia friends.

6.7 Going forward we propose our key projects will be;

- **Primary care:** Continue to liaise with GPs and Patient Engagement Groups in the borough to raise awareness of the MDAA and actions that can be taken to make their surgeries dementia-friendly.
- **Intergenerational projects:** including working with local schools.
- **Carers:** ensuring issues important to carers are addressed and embedded in DAA work activity during the year.
- **Council Teams and commissioned services are signed up to the alliance:** continue progress to get Council teams signed up to the MDAA.
- **Dementia-friendly High Street:** build on our success at Motspur Park with another dementia-friendly parade of shops.

- **Arts & Culture projects:** three projects including supporting Beatrice Allegranti's dance company project on Young Onset Dementia in Merton, supporting people living with dementia and their carers to engage with the 'Film Merton' project and supporting the Wimbledon Community Theatre Trust project with young people.

6.8 The rationale for proposing these activities includes;

- **The voice of people with dementia and carers:** our survey response clearly highlighted this as an important priority going forward.
- **Identified gaps in activity:** there has been little MDAA activity in certain key areas, namely around carers and inter-generational work with schools.
- **Need to consider innovative approaches to increase dementia awareness in Merton:** inter-generational work with schools could increase the reach of the alliance with Merton residents, as children speak to and raise awareness with parents.
- **Supporting ongoing projects/consolidation:** projects with GPs and Pharmacies, arts and leisure and Council departments has been started and we need to continue to support them going forward. There is also a need to consolidate our work with existing/new members and this also came out as an issue in the stakeholder survey.
- **Incremental approach to High Streets:** a focus of one Dementia-friendly high street per year is a realistic means to spread our Dementia-friendly High Street approach whilst balancing competing demands.

6.9 We also consulted the Merton co-production group for their priorities for the year. They thought it was important for us to focus on;

- **Young People:** It was agreed that giving younger people a greater understanding of dementia was hugely important in helping create a dementia friendly generation. The group felt that children being aware of dementia could help awareness spread amongst family and society as a whole. Rather than "just serving tea", it was suggested that young people should work together with people with dementia on projects in order to help create a more positive atmosphere – *"doing with, not to"*.
- **Supermarkets and shops:** Carers in particular singled out supermarkets to be an area which was very important – *"knowing they have taken steps to becoming more dementia-friendly makes me feel more comfortable to visit."* Measures suggested to concentrate on were Dementia Friends sessions for security staff, 'relaxed' checkouts and improved signage in toilets.
- **Dentists:** The group welcomed the work done with GP practices and added dentists in particular, but also thought audiologists and opticians were important.

Case Studies

Dementia-friendly Motspur Park

7.1 The following section provides four case study examples from our partners to demonstrate practical ways that they have worked during 2017/18 to make Merton more dementia-friendly.

Background

7.2 Brian and Gilli Lewis-Lavender, then councillors for the area, worked with the MDAA to concentrate on one particular community, attempting to make the entire area a 'dementia-friendly hotspot'. In January 2018 staff from Merton Alzheimer's Society went out with the councillors and to take part in a 'High Street Blitz', targeting as many businesses and organisations in the geographical area of Motspur Park as possible. These establishments included:

- 10 cafes/restaurants
- 5 independent shops
- 1 library
- 1 pharmacy
- 1 sports facility*

7.3 MDAA representatives spoke to as many people as possible and asked them to commit to small actions to improve the lives of people in the area living with dementia. Examples of actions suggested were

- Dementia-friendly Environment – clear signage and a layout easy to navigate.
- Download and make available the Alzheimer's Society 'Guide for Customer Facing Staff'.
- Staff becoming 'Dementia Friends' online. (Ten minute video).
- Organisations to join the alliance and let others know about the initiative.

Results

7.4 The level of engagement was high and included many smaller businesses (such as Ecklee Grill and Ecklee Supermarket). A lot of conversations about dementia were held, with the High Street Blitz personnel helping raise a general awareness around dementia in the locality.

Conclusion

- 7.5 A majority of establishments have committed to at least a small amount of actions and of the establishments not yet signed up a commitment has been made to follow up later in the year (for instance a school, taxi firm, local railway station).



Council Tax

Background

- 7.6 Following a correspondence between Patrick Gray, Dementia-friendly Communities Co-ordinator and a carer who happened to hear about it on a BBC News report last year, a meeting was held with stakeholders at London Borough of Merton (LBM) and the Alzheimer's Society. The focus was to investigate issues people living with dementia face in accessing reductions and exemptions to council tax they may be legally entitled to.

The facts

- 7.7 Under category U of the Discounts and Exemptions for council tax (severe mental impairment) a person with dementia is entitled to a discount or exemption – qualifying proof is a letter from a GP confirming diagnosis and their entitlement to receive a benefit such as invalidity pension, attendance allowance and employability allowance.
- 7.8 The exemption or discount works as follows:
- If the person is living alone they are entitled to a 100% exemption from council tax.
 - If they are living with a carer the discount is 50%
 - If they are living with a partner/spouse the discount is 25%

Key points discussed

- 7.9 Prior to the meeting, Patrick underwent a ‘user journey’, attempting to access information as if he were a person living with dementia or carer. Even though the exemptions and discounts were listed on the London Borough of Merton website, dementia is not specifically listed under category U, so would not have been found by a visitor searching for information specifically around dementia. Upon conducting a search of the LBM website for the word ‘dementia’ very little useful local information came up, and a cross referenced search for ‘dementia’ and ‘council tax’ brought up no results at all.
- 7.10 The wording of the category U exemption is ambiguous and definitive description of what a ‘severe mental impairment’ is has been difficult to pin down.
- 7.11 As well as the issue of possible exemptions and discounts, this needs to be reapplied for yearly – the yearly review is currently written in law and cannot be changed. As once a diagnosis has been made it is assumed the recipient’s prognosis will only be of the symptoms worsening, a suggestion was made that this process be as simplified and streamlined as possible so the onus of reapplying does not solely rest on the shoulders of the recipient.
- 7.12 People may be experiencing debt issues due to their dementia – underpayment or sometimes even overpayment of council tax. The identification of this problem may be one of the first definitive evidential signs of dementia, and one the person may be hiding from family and friends. The telephone call or knock on the door from a LBM representative may be the tipping point which may lead to a diagnosis, so a level of understanding and some knowledge of dementia for those staff is important.

The solutions

- 7.13 LBM have agreed to review the information on their website in order to make the information clearer and simpler around council tax. The LBM website will also be reviewed ensuring more practical links to services are signposted via the website such as links to information on Council tax and the services available at the Merton Dementia Hub.
- 7.14 The yearly review process will be streamlined and the form made as simple as possible to complete – also LBM will ensure assistance is given for people, especially those with dementia living alone, helping to ensure applications are renewed.
- 7.15 LBM ensuring dementia is part of their ‘Vulnerability in Debt Policy’ and teams understand issues around dementia and debt. When a problem with council tax arises the revenue or recovery department are notified and if someone with dementia is flagged at this point the process will go on hold and the team from the Dementia Hub will be notified.
- 7.16 The following teams joined the alliance and went to Dementia Friends sessions: Recovery, Bailiffs, Revenue, Business rates and Sundry debts.

The demystifying of these issues for people living with dementia, carers and families should make life a little easier – and this process will hopefully set a best practice precedent for other councils to follow.

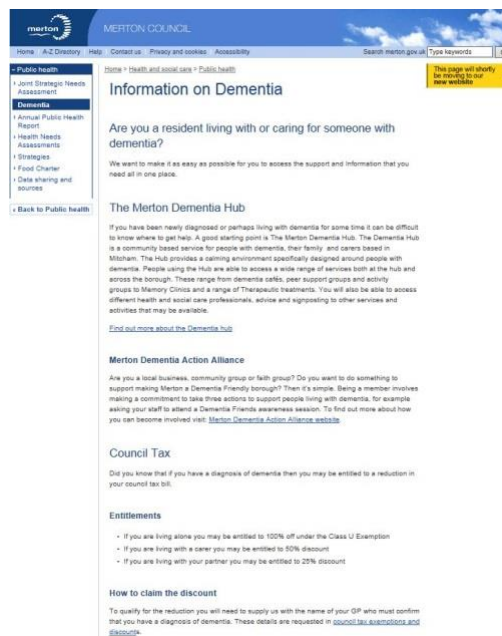


Figure 18 Following Patrick's meeting; Merton Council reviewed and updated their 'Information on Dementia' webpage to include useful information on accessing local support services and council tax entitlements. Accessible at <https://www2.merton.gov.uk/health-social-care/publichealth/dementia.htm>

GP Case Study – Lambton Road Medical Practice

- 7.17 First contact was established with Lambton Road surgery in July 2017 when Dementia Hub staff visited in person and asked to speak to the practice manager. The manager was unavailable at the time, but an information pack for prospective GP members was left with reception to be passed on. Over the following weeks, follow up phone calls and prompts were unsuccessful in getting through. Recognising that GP surgeries face many requests and GP staff are extremely busy we decided to shift our focus from Lambton Road over to other practices to see if they would be willing to join; in the hopes that greater GP numbers would attract those who had previously been tentative.
- 7.18 However, by February 2018, Steven Hunt had become interim Practice Manager at Lambton Road and a meeting was arranged over the phone for mid-March. Steven was extremely enthusiastic and recognised the benefits for his dementia patients of the practice becoming dementia-friendly. At the meeting Steven then agreed an impressive five actions as follows:
- **Dementia Friends:** Arrange for the delivery of ‘Dementia Friends’ information sessions to improve understanding of the condition and how to best assist patients. (Status: Delivery)
 - **Dementia Guides:** Arrange for the delivery of up to 25 free copies of the ‘Dementia Guide’ for each GP to give to patients recently diagnosed with dementia (Status: being implemented).
 - **GP Information Packs:** Ensure GPs have up to date information and referral forms for services at the Merton Dementia Hub available for people with dementia and their carers living in Merton. (Status: planning).
 - **Dementia-friendly Environment:** Use the ‘dementia-friendly environment checklist’ to review patient areas and make changes where possible. (Status: delivered).
 - **Flu/Blood Clinic Presence:** arrange for Alzheimer’s Society Dementia Advisors/Information Workers to have a presence at the surgery on a semi-regular basis at busy times. (Status: delivery).
- 7.19 Steven Hunt then left his role in April 2018 to be replaced by permanent Practice Operations Manager Laura Borne, who then became the main contact for completing actions. Laura was just as enthusiastic as Steven and following a Dementia Friends session which was carried out in early June for ten receptionists and admin staff, she added the following further three actions. Lambton Road Medical Practice is the first GP practice to have an amazing 8 actions!

- **EMIS Alerts:** Use EMIS alert systems to notify staff of patients with dementia. By the time this is implemented, staff will have become dementia friends either online or through face-to-face sessions. (status: initial scoping).
 - **Caller Priority:** people with dementia and their carers will automatically skip the surgery automatic phone system. (Status: incomplete).
 - **Awareness raising materials visible in the waiting room:** keep stock of Alzheimer’s Society leaflets. (Status: delivery).
- 7.20 MDAA continues to build strong links with Lambton Road Medical Practice, and Laura Borne remains committed to carrying out the actions as soon as possible. In the coming year the aim is to support the completion of the surgery’s actions and learn from the experiences in order to develop a ‘best practice model’ to assist the dementia-friendly development of other GP Practices in the borough.

Greenwich Leisure Ltd (GLL)

- 7.21 Upon joining the alliance, GLL Merton made certain pledges, some of which are listed below:

Local objectives/actions:

- Host Dementia friends training session at one of the Merton leisure centres
- Create a partnership between the Merton Dementia hub and the Better leisure centres in Merton
- Support Dementia awareness week and day as well as any local/national campaigns

GLL Merton is working through a check list to ensure buildings are dementia-friendly with examples being;

- Clear signage
 - No trip hazards
 - Sufficient seating
 - Appropriate flooring
- 7.22 GLL has taken positive action to listen to service users living with dementia to improve their experience, raise awareness and support initiatives both nationally and locally.
- 7.23 Targeted sessions are important but the overarching belief is in creating activities that cater for a plethora of user groups. This can be achieved by ensuring staff have the adequate level of skills, knowledge and support and by GLL engaging in active partnerships.



Figure 19 Canons Leisure Centre

Development of 'Dementia Swimming' sessions

7.24 Following consultation with people living with dementia, carers, other MDAA members and colleagues with experience of Dementia Swimming sessions in Barnet, it was decided that rather than create a session especially for people living with dementia, GLL would work to ensure an existing session was as dementia-friendly as possible and promote further inclusivity. So far sessions earmarked as dementia-friendly include Mondays and Tuesday at Canons Leisure Centre, Monday mornings at Wimbledon Leisure Centre and Wednesday afternoon at Morden Park Pools.

Future Plans

7.25 In the coming year new activity offers are being considered including Boccia, badminton and table tennis and there are opportunities to partner with other MDAA members such as the falls prevention team, AFC Wimbledon and Sporting Memories to provide activities which are accessible and engaging.



Figure 20 Canons Leisure Centre Pool

Beatrice Allegranti – Participatory Dances

7.26 Beatrice Allegranti is Associated Professor in Dance Movement Psychotherapy at the University of Roehampton and founded and directs the Centre for Arts Therapies Research in the department of psychology. As part of a project funded by an Arts Council England grant Beatrice and her team worked with people living with young onset dementia and their partners/spouses/family carer. Over the course of a number of sessions bespoke Participatory Dances were developed, based on conversations between the participants about experiences from their lives. The culmination of this was a performance of a piece based on the Participatory Dances, 'I've Lost You Only To Discover I Have Gone Missing' which was performed at Merton Arts Space on 2nd December 2017.



Merton achieves Dementia-friendly status

- 8.1 On May 18th 2018, it was confirmed that Merton Dementia Action Alliance (MDAA) had been successful in our application to be recognised officially as a Dementia-Friendly Community and awarded the ‘Working Towards’ status.
- 8.2 This means key criteria have been met to date – the ‘Working Towards’ status points out that the work is not over and will not stop, to ensure people living with dementia feel welcomed, included and confident to live the lives they wish to lead in the community. The diagram below outlines a few of the aspects of what it means to be a dementia-friendly Community.



Figure 21 Diagram courtesy of Act on Alzheimer's. Accessible: <http://www.actonalz.org/dementia-friendly-toolkit>:

Definition of a Dementia-friendly Community

'A city, town or village where people with dementia are understood, respected and supported, and confident they can contribute to community life.'

In a dementia-friendly community people will be aware of and understand dementia, and people with dementia will feel included and involved, and have choice and control over their day-to-day lives.'

What does this mean?

- 8.3 MDAA members will be able to use and display the logo below to indicate they are part of the initiative. Welcome packs explaining further actions and including certificates, logo kits and door/window stickers will be sent to participants in due course.



Figure 22 DAA members will be able to use this to show the public that they are taking positive steps towards becoming more Dementia Friendly

- 8.4 The Dementia-friendly status will be monitored on a six-monthly basis to check the progress of member organisations and ensure the work of the alliance continues to meet with the criteria and maintains a course on a continuous improvement pathway.
- 8.5 Gaining 'working to become dementia friendly' status is a great step to meet our commitment for Merton to be a dementia friendly community by 2020, where the lives of people with dementia, their families and carers are noticeably improved.

Conclusion

- 9.1 Progress since last year on making Merton a better place for people living with dementia has been rapid and the results are very encouraging. It is clear that this is largely due to a shared focus and integrated approach across the board, with MDAA members representing a variety of different sectors. The close relationship between London Borough of Merton (LBM) and the Alzheimer's Society has contributed to a wholesale 'buy-in' to a dementia-friendly ethos at LBM and associated partners and this holistic approach is to be welcomed.
- 9.2 The recent success of Merton gaining official recognition as a Dementia-friendly Community should be lauded and all those involved can take a brief moment for congratulations. However, this is not a *fait accompli* - the work, and the drive behind it, must not abate.
- 9.3 The case studies really bring to light the work that all MDAA members have taken to make Merton more dementia-friendly.
- 9.3 Ensuring those living with dementia every day are always at the centre is vital and we must always listen to them to inform the direction we need to take and how far we still need to go. Of course people living with dementia doesn't only mean those with a diagnosis – carers and families are also important stakeholders and a dementia-friendly community must involve and support all of these.
- 9.4 Priorities in the coming year will include continuing to promote the fact that one size doesn't fit all, so different approaches must be taken to include younger people with dementia, those in BAME communities, LGBT+ groups and facing the issues dementia raises for people from all walks of life.
- 9.5 Chris Roberts of the 3 Nations Dementia Working Group said, "When I was diagnosed, it wasn't just me – the entire family received the diagnosis of dementia." With this in mind Merton DAA will make an effort to raise awareness and speak to a larger age range than just the over 65s. Intergenerational work with schools and colleges and other community groups will take priority in the year ahead.
- 9.6 Merton's Dementia Action Alliance has been one of the fastest growing in the country over the past year with almost 100 member organisations. This growth needs to continue but it isn't just about quantity, we must ensure existing members are supported and develop to support one another to improve knowledge and awareness – a lapel badge or a door sticker won't mean anything unless the quality of life for those living with dementia is noticeably improved. The road is long but this report demonstrates we are travelling in the right direction, and we're travelling together.

Glossary

Alzheimer's Disease

Alzheimer's disease is the most common cause of dementia.

Alzheimer's Society

The Alzheimer's Society is the UK's leading care and research charity for people with dementia and those who care for them. The Dementia Action Alliance (DAA) is an Alzheimer's Society initiative.

BAME

Black, Asian, and minority ethnic (used to refer to members of non-white communities in the UK).

Central London Community Healthcare NHS Trust (CLCH)

Organisation responsible for providing the majority of adults and children's community healthcare across the borough of Merton.

Dementia

The term describes a set of symptoms that may include memory loss and difficulties with thinking, problem-solving or language. These changes are often small to start with, but for someone with dementia they can become severe enough to affect daily life. A person with dementia may also experience changes in their mood or behaviour. Although dementia is more common amongst people over the age of 65, younger people can get dementia too.

Dementia Action Alliance (DAA)

An alliance of organisations across England who connect, share best practice and take action on dementia.

Dementia Champion

A Dementia Friends Champion creates more Dementia Friends by organising local sessions for private organisations or the general public. Many Dementia Champions are volunteers who have attended a Champions induction and are supported by Alzheimer's Society.

Dementia Friendly Community (DFC)

The Dementia Friendly Communities programme, an initiative of Alzheimer's Society, aims to meet the targets outlined by the Prime Minister's Challenge on Dementia 2020 in order to create communities around the UK which make daily living and activities easier and more accessible to people living with dementia.

<i>Dementia Friends</i>	Alzheimer’s Society’s Dementia Friends programme is the biggest ever initiative to change people’s perceptions of dementia. It aims to transform the way the nation thinks, acts and talks about the condition. Anyone can become a Dementia Friend either by attending a face-to-face session, or by watching the Dementia Friends video online.
<i>Dementia Statements (‘I Statements’)</i>	Informed by conversations with people affected by dementia and key stakeholders, the original Dementia Statements of 2010 laid out seven expectations of what life should be like for people with dementia.
<i>Frontotemporal Dementia</i>	Dementia caused by damage to the frontal lobe and/or the temporal parts of the brain. These areas are responsible for our behaviour, emotional responses and language skills.
<i>Health in all Policies (HIAP)</i>	HIAP is a way of working to maximise the positive health impacts across all council functions and to improve outcomes for residents. A key action within HIAP is to make Merton a Dementia Friendly community and get as many teams and organisations to sign up to the DAA.
<i>Lesbian, Gay, Bisexual, and Transgender (LGBT+)</i>	Abbreviation for Lesbian, Gay, Bisexual, and Transgender. An umbrella term that is often used to refer to the community as a whole. The plus denotes inclusion and awareness of Queer, Intersex and Asexual as well as myriad other communities this umbrella.
<i>Local Dementia Action Alliance (LDAA)</i>	An easy and proven structure for creating a dementia-friendly community (DFC). LDAAs are comprised of local organisations from a wide range of sectors who have come together to create a DFC.
<i>Merton Clinical Commissioning Group (CCG)</i>	CCGs are responsible for the local health care budget and commission local healthcare services on behalf of the local population.

Merton Dementia Action Alliance (MDAA)

1 of 354 Local Dementia Action Alliances (LDAAs) created to help transform the London Borough of Merton into a dementia-friendly community (DFC). Chaired by Dagmar Zeuner, Director of Public Health, Merton and delivered by Alzheimer's Society, Merton.

National Dementia Declaration (NDD)

Produced in 2010, the NDD was informed by conversations with people affected by dementia and key stakeholders. It was comprised of a number of expectations of what life should be like for people with dementia. It was reviewed by the Dementia Action Alliance in 2016, and in 2017 an updated list of statements were endorsed across Government, the NHS and Social Care.

Prime Minister's Challenge on Dementia 2020

Initiated by the government in 2012 and revisited in 2015, set clear objectives to make England, by 2020 the best country in the world for dementia care, support, research and awareness.