



**What makes a Dementia-Friendly
Community? Findings from the Dorset
Dementia-Friendly Community (DDFC)
project evaluation.**

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Presentation overview

1. Background and aim
2. Evaluation framework
3. Findings
4. Recommendations for success
5. Conclusions



Background and aim

- Launch of UK Prime Minister's dementia challenge - 2012.
- Develop seven independent initiatives across Dorset in:
 - Blandford Forum
 - Christchurch
 - Dorchester
 - Poole
 - Southbourne
 - Weymouth and Portland
 - Wimborne Minster.
- Raise public awareness of dementia and to create local Dementia Action Alliances (DAA) within these localities.
- Dementia Action Alliance Co-ordinators were employed to steer the work in each locality.



Evaluation framework

Evaluation process

The evaluation framework is based on the Alzheimer's Society (2013) framework which defines 10 areas that underpin a dementia friendly community:

The **progress of each locality** is **measured against** the Alzheimer's Society (2013) framework.

1. Involvement of people with dementia
2. Challenge stigma and build understanding
3. Accessible community activities
4. Acknowledge potential
5. Ensure an early diagnosis
6. Practical support to enable engagement in community life
7. Community-based solutions
8. Consistent and reliable travel options
9. Easy-to-navigate environments
10. Respectful and responsive businesses and services



Findings

- Focus on 2 of the 10 Alzheimer's Society (2013) areas:
 - challenging stigma and understanding;
 - respectful and responsive businesses.
- There was a clear increase of dementia awareness training - a total of 599 people across the project received awareness training.
- Local DAAs can become self-sustaining through a steering group of local people that are volunteering to commit to take this work forwards.



Recommendations for success

1. Actively involve people with dementia and their carers in the development of the DFC.
2. Define a clear structure from the outset.
3. Focus on the whole community.
4. Promote the role of a Dementia Action Alliance Coordinator when setting up a DFC.
5. Create a steering group with the right mix of people with a 'can do' approach.
6. Obtain support from key strategic figures within the community.
7. Understand the difference between being dementia aware and dementia friendly.
8. Develop and promote a launch event as a means of attracting good and stimulating local interest.
9. Promote a DFC as a community inclusive for all.
10. Share ideas and best practice across DFCs.



Conclusions

- Evaluation based on first year of project - establishing networks and connections within a community takes time.
- Every community is different and has individual members with diverse experiences and needs.



“A dementia-friendly community is one where people with dementia are empowered to have high aspirations and feel confident, knowing they can contribute and participate in activities that are meaningful to them”.

Alzheimer’s Society, 2013



Any questions?



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