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- 1. Peer Support Programme**
- 2. Whole Street of Support**

Peer Support Programme

- Commissioned by Brent's Clinical Commissioning Group (CCG) – Ashford Place is the provider
- 18-month pilot programme that recognises and values the skills and talents of people living with dementia

Our mission: to empower a team of dementia peer supporters (and their carers) to support their newly diagnosed peers

How will it work?

- **Peer Supporters** will share their experiences through the provision of advice, support and the development of enjoyable and culturally relevant activities
- These people can in turn empower and support their peers to live well and independently with dementia in the community within a wider social model of care

What are we doing?

- Working out a Peer Support project plan
- Deciding on the Peer Supporter role description
- Recruiting a Peer Support Coordinator, to be in place by mid-August
- Working in partnership with the CCG on the referral process
- Working with the Innovation Unit on the evaluation

Next Steps

- We are working with the CCG on the referral process and will have an agreement in place after the next Dementia Steering Group meeting
- When we have available referral information and leaflets, we will engage with each relevant service as referral agencies (including Dementia nurses, GPs, Memory clinic)

A whole street of support

- Mobilising the community and resources in a local area in order to help people to live well with dementia

Opportunity area: Creating an environment where people with dementia feel safe, confident and involved, playing their part

Our hypothesis

For people with dementia to be connected and be able to contribute, **people who are around them need to be aware of what it is to live with dementia and actively contributing** (engaging with individuals in their local area).



Users

Who is our key user?

> People diagnosed with dementia

"I can contribute my skills"

"I can do more things in my community"

> Carers

"There are more spaces we can go together"

Who else will benefit from our idea?

> People undiagnosed but with memory problems

"I know more about dementia and how to help"

"I can do more things in my community"

> Local businesses

"people with dementia have a positive experience with our service"

> Community groups

"people with dementia have a positive experience with our service"

> Police

"we are not called so often by people missing"

Outcomes

What are our desired outcomes?

People feel less isolated and more connected

People with dementia can access 'dementia friendly spaces'



Resource of people available who can train people in the community on dementia



Increase awareness and understanding of dementia



Increase awareness of what makes a space dementia friendly



More dementia friendly spaces



More people can live happily in the community, contributing and being active

Mapesbury Ward



Why have we selected this area?

- We have opportunities to test things
- We have access to people who are willing to shape the idea
- Work has been done engaging with people in the area
- We have the ability to “mobilise” in the short lead in to the sprints

Test 1 area audit

Understanding how dementia friendly the area is from the perspective of someone living with dementia.

What are the **people, places and experiences** that can have a positive effect?

What needs to change and why?

- What are the priorities for people with dementia to feel happy, connected & contribute?
- How aware of dementia are people and businesses/community groups in the area?
- Who are the key people in the area who could be our 'community champions'? And what do we do to attract them?

Engagement pack

Test 2: Community champion

What do we want to learn doing this test?

- What the best way to have conversations with the 'potential champions'?
- In what way do 'potential champions' see their role to improve the lives of people living with dementia?

Introducing ourselves:

"We are from a charity Community Action on Dementia".
First need to introduce them something to get their attention! Can either leave something with them and come back another time, or use it to open the conversation.

Explain: explain why we have decided to contact them

"We want to make this area a better place for people to live/working/live. We think that to make it better, everyone can do something, even if it's only something small. Your business here an important part of the community, and may be able to do something too."

Listening: in your experience, do you feel that people had part of the community here? Do you think that the community is helpful towards older people?

→ connecting with their personal experiences:

- Have you come across anyone who has memory loss/dementia? what have you done to help them?
- would you be interested in knowing more about it?

Introducing the idea of champions: asking for their interest in taking action

- Is there anything you think that your organisation could do to help make it easier for people living with dementia? (other champions like to train staff, invite someone doing with dementia to come up with ideas to make the space better and adapt it, offer a free service for carers, ...)
- Share the relevant storyboard
- What excites you about it? What could be better? What makes you hesitant?
- would you be interested in hearing about, or being involved with future initiatives that we are working on? Check their desired level of involvement

Active
L3 - champion
L2 - sign in to get information
L1 - interested
Passive

Thank you! Would you like to know more about dementia? If they want to find out more about dementia, give them the Dementia friend \$ for instructions to become a dementia friend.

Become a feel good Buddy

A friendly person living with dementia (or someone who is something).

individual champion

> who

- live in Cricklewood, Willesden, Kilburn
- interest to know about dementia or experience
- time to offer
- skills and knowledge to share

What excites you?

What makes you hesitant?

Join the curious club!

An organisation or community group that offers an inclusive activity (or space) suitable for people living with dementia.

organisation/ business champion

> who

- Organisation or community group based in Cricklewood, Willesden, Kilburn
- interested in becoming more dementia friendly
- have a named person we can work with

> What you do

- become a Dementia Friend www.dementiafriends.org.uk
- attend 1 hour Dementia Friends information session OR watch a 5 minute video online
- work to make your service/space more dementia friendly

> What you get

- free promotion (CAD Brent publicity; window sticker)
- new ideas for your business/ activity
- improved experience for ALL customers/ participants

What excites you?

What makes you hesitant?

Do you want to help make your area dementia friendly?

Have you come across anyone with memory loss?

Small actions mean big things to them!

A note to yourself!

Find out more how you can make a difference!

Marimba Carr
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COMMUNITY ACTION ON DEMENTIA

Gift flyer

Script

Community champion Roles – for co-design activity

Artwork of the **Neighbourhood connector** storyboard to share with people that can help us define the community champions roles.

<p>NEIGHBOURHOOD CONNECTOR</p> <p>Sarah has lived in Cricklewood for 10 years and knows many people in the area.</p> <p>She went to a local cafe and had a chat to become a community connector. She is intrigued!</p> <p>She decides to give it a go and attend a tea drop-in to find out more about it.</p> <p>She is excited about connecting people who might feel lonely to activities in the area to feel more connected.</p> <p>She knows a neighbour living with dementia and invites her to have a cup of tea to talk about some possibilities.</p> <p>Sarah and Doris meet again to try one of the activities they thought could be good. They go together!</p>	<p>why?</p> <ul style="list-style-type: none"> lives in Cricklewood, Willesden, Kilburn friendly person who meets with people who feel lonely learning new skills offers support to help find activities and meet people in their area has time to meet people helps overcome barriers helps make an activity better 	<p>what?</p> <ul style="list-style-type: none"> doing good for others with people who feel lonely meeting new people having a good time using your skills and knowledge 	<p>why?</p> <ul style="list-style-type: none"> do you want to be one? do you want to help us find and define the role of community champions? Get in touch! 	<p>what next?</p> <ul style="list-style-type: none"> We are testing what being a neighbourhood connector could be like. Do you want to help make your street dementia friendly? <p>COMMUNITY ACTION ON DEMENTIA</p>
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Images to understand the format of the storyboard

Folded

Unfolded

Do you want to help make your street dementia friendly?

Become a dementia friend!

Dementia friends gives people an understanding of dementia and the small things you can do to make a difference.

It's really easy to do!
Visit www.dementiafriends.org.uk to

Attend a face-to-face information session

Watch Gina's Story

Learn the facts

Help people join in

Use kind words

COMMUNITY ACTION ON DEMENTIA

Dementia Friends

Dementia friend flyer

Community champion Roles – storyboard of community connector

Test 2 community champion

How do we energise and align community champions to involve people with dementia in activities that are going on?

Approaching key people

Group	Lead	Type	Status
Scouts	Will	Community group	2. Information: session in October
Beacon Bingo	Danny	Business	1. Connect: first contact planned
Hairdresser	Marimba	Business	3. Support to take action
Pakistani community	Danny	Faith group	3. Support to take action
GPs	Angela	Health professional	3. Support to take action
Polish community	Angela	Community group	3. Support to take action
Slade Court	Marimba	Housing association	1. Connect: contact planned
Olive Road Street Party	Danny	Association	Access to residents

Test 3 Action – Community Activity

Aim:

Define a **set of offers** that support the local community to do things to improve the lives of people living with memory loss.

How:

- Customised Awareness
- Recognition
- Action



Next Steps

- Continue work started with organisations and individuals in Mapesbury Ward
- Start working in South Kilburn, using the lessons we have learned from Mapesbury
- South Kilburn – Regeneration Focus: how do we support people living with Dementia through regeneration of an area?