

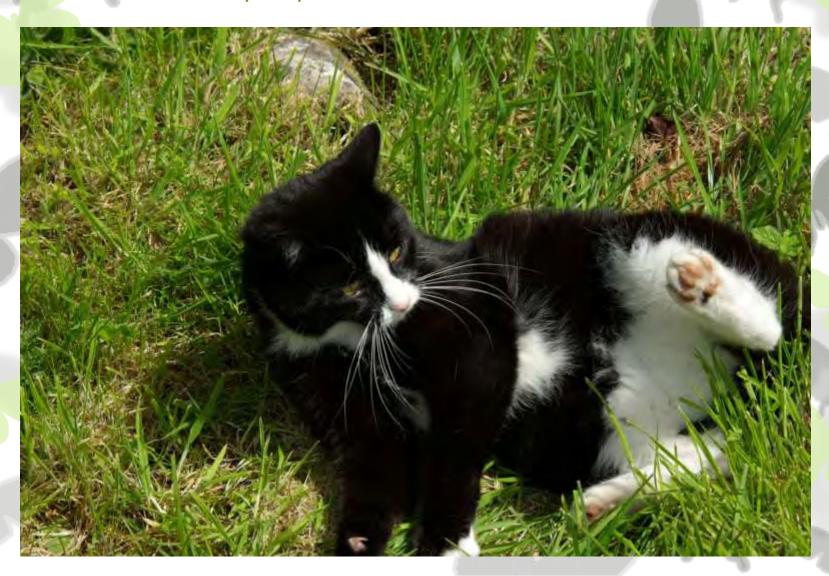
Rural Highlands of Scotland



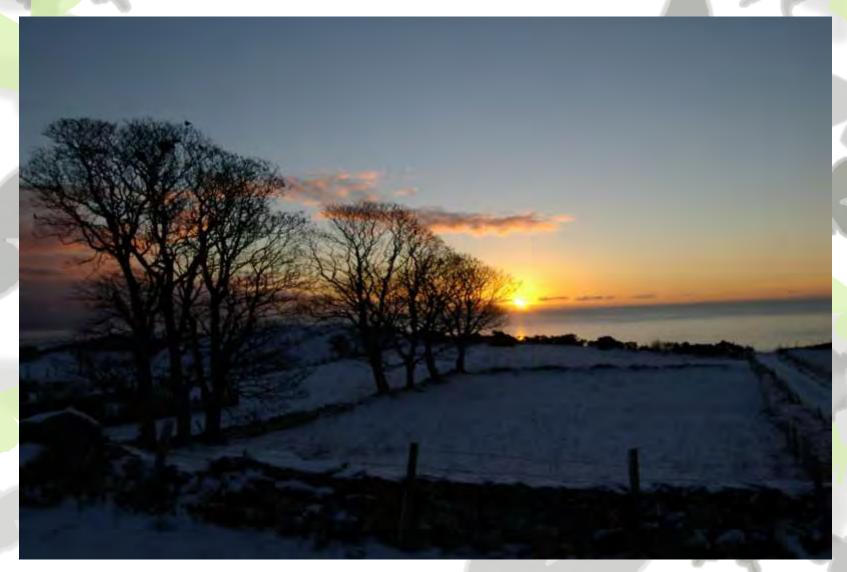
My husband Andrew



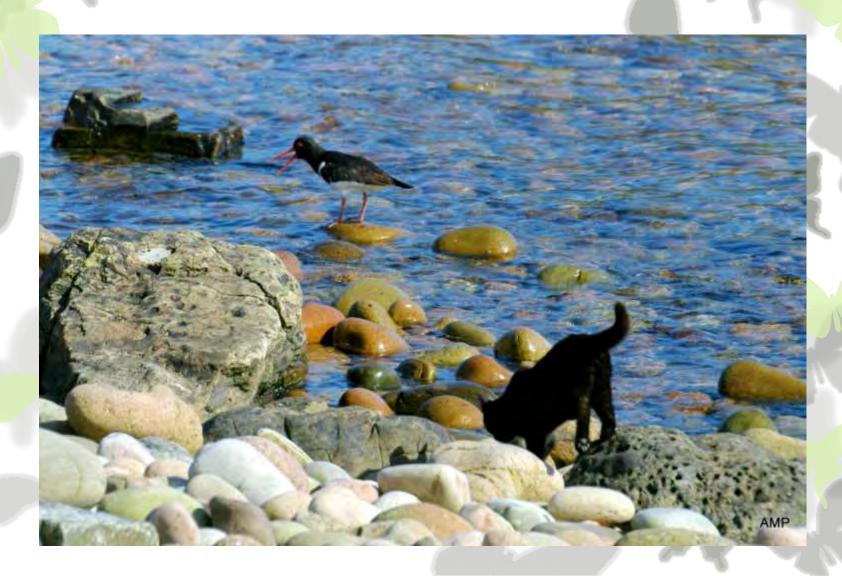
And Lollipop



View of the fields



And the rocks



And our garden



Then disaster...

- 7 years ago
 - at age 58
- Andrew was diagnosed with vascular dementia
- Suddenly thrown into this lonely world of dementia
- Decided to change things ...

Speaking out



Scottish Dementia Strategy

- Based on concerns around:
 - Support
 - Care
 - Treatment

- Laying down basic rights for:
 - People with dementia
 - Caregivers

1. Fear of dementia...

Myths/stigma prevent early diagnosis

With a diagnosis you can:

- •Tell family your wishes
- •Put financial affairs in order
- Have community support

2. Information and Knowledge...

Key community information:

- Odon't confront
- don't contradict
- diffuse difficult situations
- look beyond the illness
- Osee the man ...

He really is still there ...

3. Respect and Dignity...

- Betrayal of respect and dignity
 - for dementia families

- Single most important reason why there is:
 - •fear of dementia
 - stigma
 - denial of the illness

4. Support...

General healthcare services struggle to respond well to

- People with dementia
- Caregivers

Stress levels in families should be

- •from anguish of supporting a loved one with dementia
- Not from stress
 - of living with someone who has an illness
 - that no-one wants to say is an illness

5. Teach Caregivers...

- Caregivers feel guilty asking for help
 - •cannot care 168 hours/week

- Don't wait for crisis
 - leading to unprecedented
 - •stress related disorders

Because then who will care for the person with dementia?

The Solution?

5 key issues to put dementia families

FIRST

- Fear of dementia
- Information and knowledge
- Respect and Dignity
- Support
- Teach Caregivers

Community used

- Oinnovation to push up
- O to meet Strategy filtering down ...

Credibility

- Stirling University
 - MSc in Dementia (2014)
- O Winston Churchill Memorial Trust Fellowship
 - Travel to Travel to Goa and Kerala, India
 - O ADI Taipei, Taiwan
- O Alzheimer Scotland
 - Carer Ambassador
 - National Dementia Carers Action Network

- O Director/Trustee: Life Changes Trust
 - £25M Big Lottery Funding for Dementia

2012 Churchill Fellowship

7 weeks to India ...

1 week to Taipei ...





Asset Mapping

• Identify list of local talent/resources within the community

• Link talents/resources

• Develop relationships

• Grow a shared vision



Community Interest Company

- Dementia Friendly Communities CIC
 - Social Enterprise
 - Company limited by guarantee

- Profits into the community to:
 - Oexecute social vision
 - Ofulfil company mission

Greatest challenge...

Most difficult aspect was pulling together:

- Opublic (government) sector
- Oprivate (business) sector

To use the best of both worlds:

- Opublic sector total transparency
- Oprivate sector not for private gain

DFC Collaborative

In partnership with people with dementia and their caregivers:

- Fine tune asset mapping
- Locate people with passion/influence
- Engage around the dementia agenda
- Establish task groups to make projects happen





Task Groups

- •Awareness tool
- •NHS short film mapping Collaborative work
- Website voices
- •Care homes into heart of community
- •Telecare services
- •Prevention versus crisis
- •Local newspaper campaign

Voices for change

To complement our work in the community

we created a series of

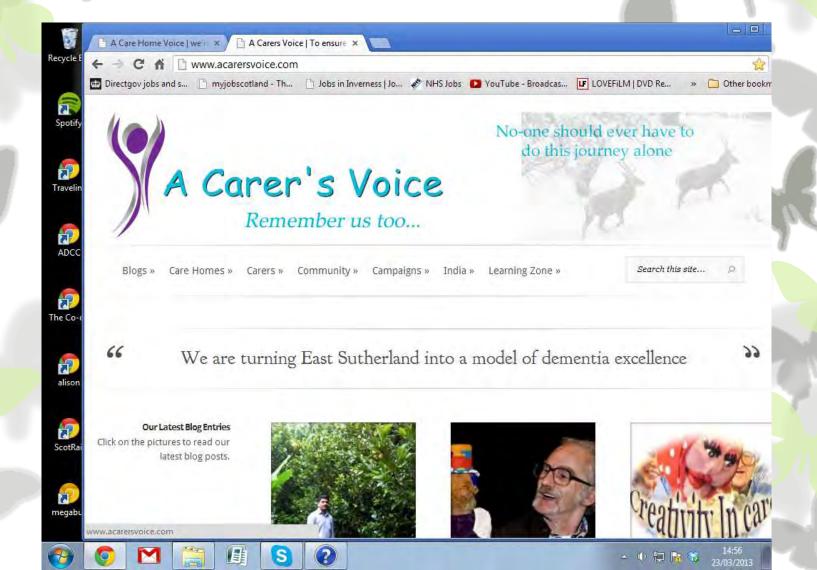
- online resources
- virtual meeting places

- to bring together
 - lived experiences
 - views
 - sources of support

Dementia Friendly Community Voice



A Carer's Voice





A Dementia Voice

- Andrew took photos in Goa
- Used these to blog
- Created a stir out there
- With readers enjoying looking into his mind ...



Beacon of excellence

By allowing dementia families

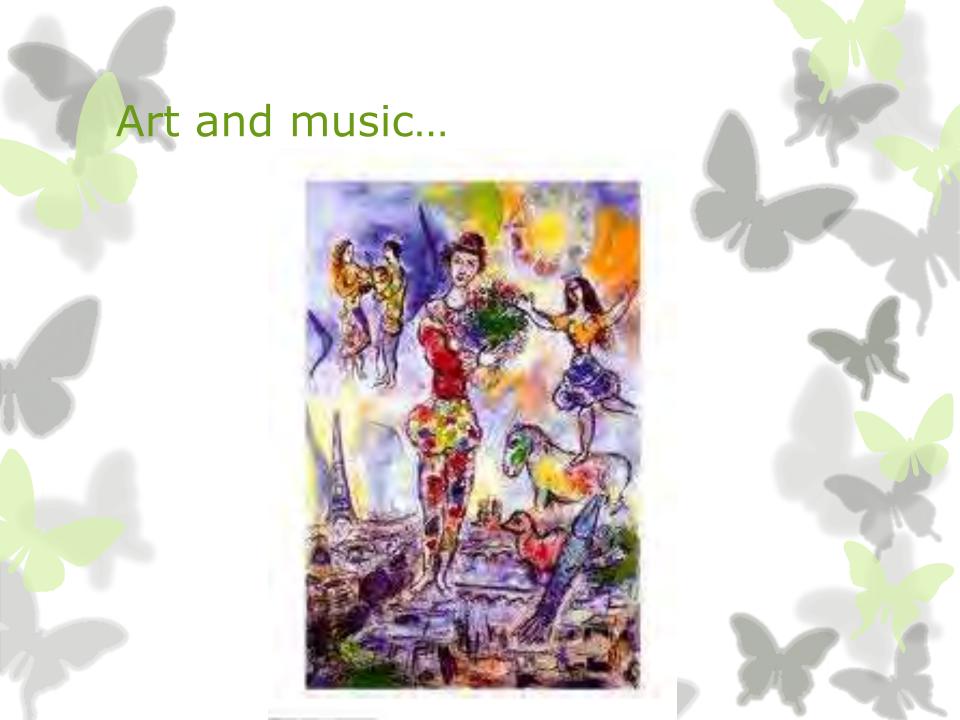
- Oto be engaged with
- Onot isolated from
- Othe community

Turning our rural community

- Ofrom one with little dementia support
- Oto a model of excellence

Bowling in Community Centre





Rural Memory Lane



What is it?

- Oumbrella concept to promote social inclusion
- OPartnership with stakeholders
- O Working together to
 - oget to grips with practical problems
 - •prevent duplication of effort
- O Showcase for good practice and innovation

Funding challenges

- Key is that whatever we do
 - •must be sustainable

- Can't expect government/charities
 - Oto fund us forever

- Forced to find
 - innovative ways to bring in cash

Virtual Shop

- Merchandise our own butterfly products
 - Stationery
 - Clothing
 - O Gifts

- A vehicle for moving project merchandise
 - baking/preserves from a working kitchen
 - produce from a sustainable garden
 - refurbished tools from a 'men in sheds' project

Conclusion

By speaking out about dementia we are turning our rural community into a Dementia Friendly one

- by combining business savvy
- with local resources
- locking into the talents/passion/influence
- of people in our community

The Rocky Road to a Dementia Friendly Community

Speaker: Ann Pascoe

- Caregiver to husband with vascular dementia
- Carer Ambassador (Highlands) for Alzheimer Scotland
- •Member of NDCAN (National Dementia Carer Action Network)
- Winston Churchill Memorial Trust Travel Fellowship
- ODirector: Dementia Friendly Communities CIC
- ODirector/Trustee: Life Changes Trust, Scotland

Contact

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Photography: Andrew Pascoe