

The background of the slide is white and features several butterfly silhouettes. Some are solid light green, while others are semi-transparent grey. They are scattered across the page, with a higher concentration around the edges.

The Rocky Road to a Rural Dementia Friendly Community

Speaker: Ann Pascoe

Rural Highlands of Scotland



My husband Andrew



And Lollipop



View of the fields



And the rocks



AMP

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:

- don't confront
- don't contradict
- diffuse difficult situations
- look beyond the illness
- see 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

- **F**ear of dementia
- **I**nformation and knowledge
- **R**espect and Dignity
- **S**upport
- **T**each Caregivers

Community used

- innovation to **push up**
- to meet Strategy **filtering down ...**

Credibility

- **Stirling University**

- MSc in Dementia (2014)

- **Winston Churchill Memorial Trust Fellowship**

- Travel to Travel to Goa and Kerala, **India**
- ADI Taipei, **Taiwan**

- **Alzheimer Scotland**

- Carer Ambassador
- National Dementia Carers Action Network

- **Director/Trustee: Life Changes Trust**

- £25M Big Lottery Funding for Dementia

2012 Churchill Fellowship

7 weeks to **India** ...
1 week to **Taipei** ...

WINSTON
CHURCHILL
MEMORIAL
TRUST



Asset Mapping

- Identify list of local talent/resources within the community
- Link talents/resources
- Develop relationships
- Grow a shared vision

Identity



let's do this together...

Dementia Friendly Communities

Community Interest Company



Community Interest Company

Dementia Friendly Communities CIC

- Social Enterprise
- Company limited by guarantee

Profits into the community to:

- execute social **vision**
- fulfil company **mission**

Greatest challenge...

Most difficult aspect was pulling together:

- public (**government**) sector
- private (**business**) sector

To use the best of both worlds:

- public sector - **total transparency**
- private 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

Collaborative at work ...



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

The screenshot shows a web browser window with the URL www.adementiafriendlycommunity.com/?p=1468. The page features a header with the text "let's do this together..." and "Dementia Friendly Communities Community Interest Company". A navigation menu includes links for "home", "who are we?", "community", "events", "voices", "learning zone", and "join our fight". The main content area displays a post from February 5, 2013, titled "New! Black Isle Dementia Cafe". The post text reads: "A new **Dementia Cafe** for the Black Isle opens its doors this Thursday (7 Feb), offering a friendly place for people with dementia and their carers set up, relax over a coffee, and". To the right of the post is a social media sharing section with icons for RSS, Twitter, Facebook, and LinkedIn, along with a "connect" button. Below this is a search box labeled "Search this site" and an "Archives" section. The browser's taskbar at the bottom shows the date and time as 15:01 on 23/03/2013.

let's do this together...

Dementia Friendly Communities

Community Interest Company

home who are we? » community » events » voices learning zone » join our fight »

Feb 5, 2013 Posted by Peter on Feb 5, 2013 | 2 comments

New! Black Isle Dementia Cafe

A new **Dementia Cafe** for the Black Isle opens its doors this Thursday (7 Feb), offering a friendly place for people with dementia and their carers set up, relax over a coffee, and

Search this site

Archives

15:01
23/03/2013

A Carer's Voice

Recycle Bin

Spotify

Travelin

ADCC

The Co-d

alison

ScotRai

megabu


A Care Home Voice | we... x

A Carers Voice | To ensure x

www.acarersvoice.com

Directgov jobs and s... myjobsotland - Th... Jobs in Inverness | Jo... NHS Jobs YouTube - Broadcas... LF LOVEFILM | DVD Re... » Other bookm

No-one should ever have to do this journey alone


 **A Carer's Voice**
Remember us too...


Blogs » Care Homes » Carers » Community » Campaigns » India » Learning Zone »


Search this site...

“ We are turning East Sutherland into a model of dementia excellence ”

Our Latest Blog Entries
Click on the pictures to read our latest blog posts.







www.acarersvoice.com

14:56
23/03/2013



A Care Home Voice

We're in this together...



home care homes » residents » family » staff » voices learning zone



Oct 27, 2012

Conversations with Larry



... Larry Gardiner is one of a new breed of dementia activists – people with a diagnosis who have decided to create mutual support groups, speak openly about the experience of living...

[read more](#)

Oct 6, 2012

Creativity in Helmsdale Oct ...



I had first met Karrie Marshall, one half of the Creativity in Care partnership, at the launch meeting of Dementia Friendly Communities back in August, and eventually caught up with part..

[read more](#)

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

- to be ***engaged with***
- not ***isolated from***
- the community

Turning our rural community

- from one with little dementia support
- to a model of excellence

Bowling in Community Centre



Art and music...



Rural Memory Lane



What is it?

- Umbrella **concept** to promote social inclusion
- **Partnership** with stakeholders
- **Working together** to
 - get to grips with practical problems
 - prevent duplication of effort
- **Showcase** for good practice and innovation

Funding challenges

- Key is that whatever we do
 - must be sustainable
- **Can't expect government/charities**
 - to fund us forever
- Forced to find
 - innovative ways to bring in cash

Virtual Shop

- Merchandise our own butterfly products
 - Stationery
 - Clothing
 - 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
- Director: Dementia Friendly Communities CIC
- Director/Trustee: Life Changes Trust, Scotland

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Photography: Andrew Pascoe