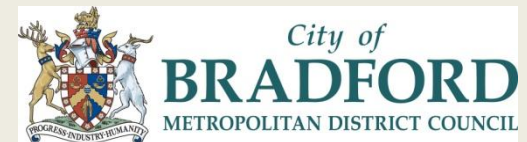




# Helping Make Bradford a Dementia Friendly City

**Paula Truman**  
**Ward Officer and Dementia  
Champion**

Department of Place  
Neighbourhoods and Customer Services

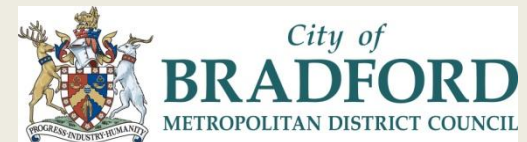


# What do you enjoy doing?

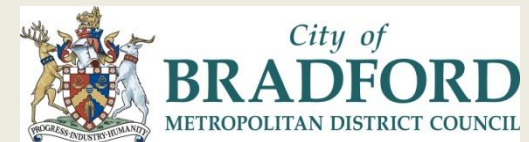


# Bradford's Journey since 2012

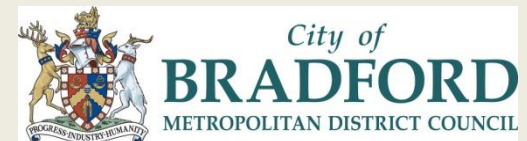
- Dementia Friendly Communities Project in partnership with Alzheimer's Society
- Funded by Bradford Council and Joseph Rowntree Foundation
- Co-ordinator appointed with focus on working with local communities and Council to establish Dementia Friendly Communities



- Obvious link with Neighbourhood Service
- Some Ward Officers made it an ambition in Ward Plans
- Around 20 different communities have engaged with scheme – geographical locations and communities of interest – LGBT and Sikh community

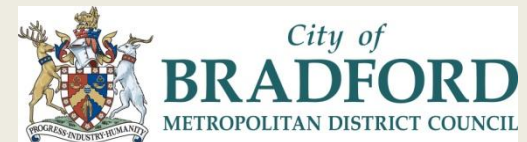


- Health Needs Assessment for District commissioned in 2015 identified plan for 2015-2020
- Two fundamental strategic aims:
- Keep people in own homes as long as possible
- Enable people to live well with dementia
- Fits in with aims of DFCs



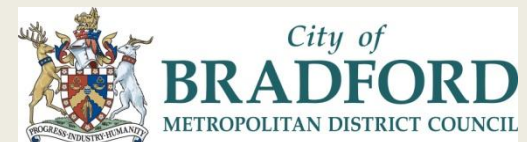
# What is a Dementia Friendly Community?

- A city, town, village or neighbourhood where people with dementia are understood, respected and supported
- With appropriate support people can live well with dementia



# Bradford geographically and culturally diverse

- Experience of dementia will be affected by factors such as:
- Economic circumstances
- Ethnicity
- Gender
- Important to remember that 65% of Bradford district is rural



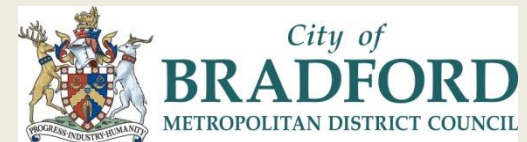
# Ilkley Moor





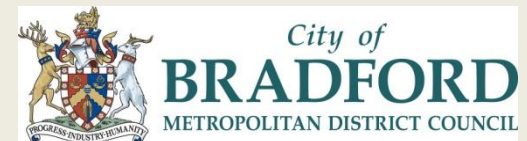
# How do we raise awareness?

- Through Dementia Friends Sessions
- These can be fun and engaging!
- Establish local Dementia Action Groups include people living with dementia
- Often those who have experience of disease will be motivated to support



# 5 Key Messages in Friends Sessions

- Not a natural part of ageing
- Caused by diseases of the brain
- Not just about memory loss
- There's more to the person than the dementia
- People can and do live well with dementia



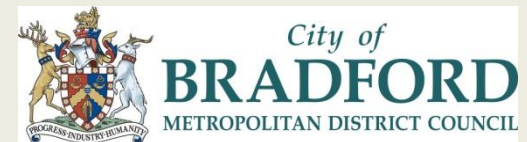
# Dementia Friends



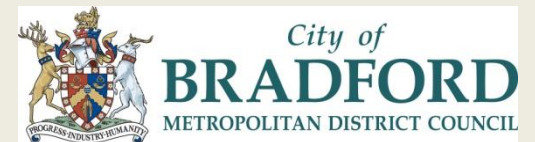
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# Delivered by Dementia Champions

- Volunteers trained by Alzheimer's Society
- Not experts– anyone can do it
- Anyone and everyone, all ages and backgrounds, schools, faith groups, businesses, Police, bus drivers, Library staff, hair dressers, taxi drivers

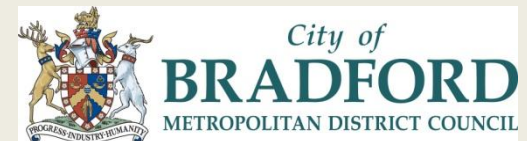


# Elf Day with Police



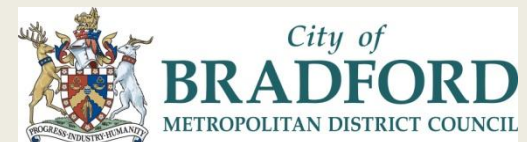
# Engaging Hard to Reach Sectors of the Community

- No word for dementia in some community languages - can be viewed as an inevitable part of old age
- DFC Co-ordinator worked with Sikh community
- Led to Gurdwaras of Bradford winning National Award in 2014 for a voluntary group

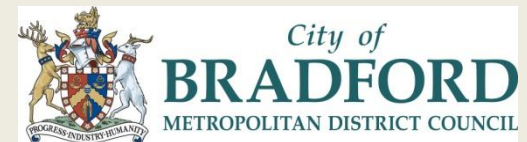


# Now mandatory for all Elected Members to become Dementia Friends

- Asian Elected Member for City Ward trained as a Dementia Champion in 2017
- Passionate about breaking down barriers and taboos
- Encourages community members to talk about dementia and mental health, signposts to services and support



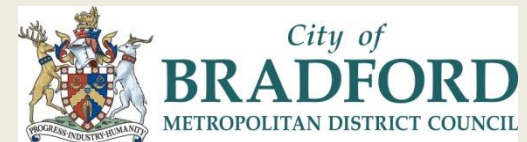
# Dementia Friendly Gurdwaras in Bradford Winner of 2014 Alzheimer's Society Voluntary Organisation Award





# Improvements achieved

- Now on lots of agendas
- Better signage and support
- Wellbeing Cafes and Memory Tree – good for later stages with carers
- Awareness raising with voluntary groups so members can be supported
- Faith groups – Dementia Friendly worship

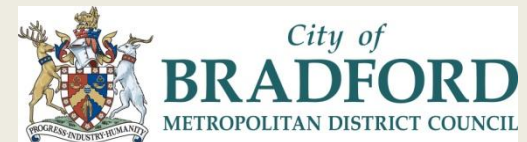


# Dementia Friendly Community of the Year 2017



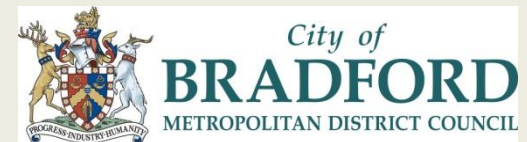
# FIT (Facing it Together) Group

- ‘Mystery Shopping’
- Invaluable in providing advice on shaping services for Council and others
- Consulted on design of new City Centre shopping complex
- Feedback on design of timetables, bus stops and stations
- Positive experience for members



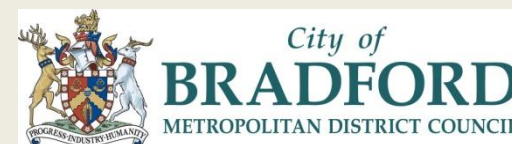
# Challenges overcome

- Funding – Community Partnerships 😊
- Model does not suit all communities – accept that and explore other ways
- Small steps can make a big difference – don't be disheartened
- Keeping it on the agenda
- Different views to partners

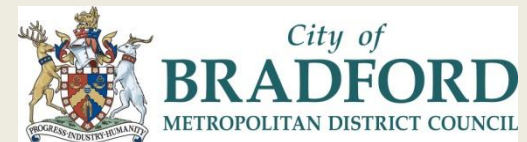


# Outcomes, Future Targets and Goals

- Over 150 Dementia Champions
- Thousands of Dementia Friends
- Involve more people living with dementia in developing and directing project
- Links with University – research on living well with dementia

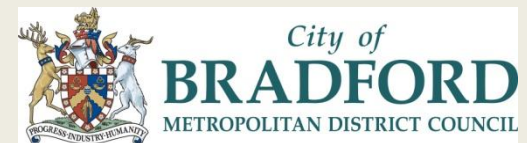


- All front facing staff to become Dementia Friends
- All communities are Dementia Friendly
- Those living with dementia shape development of more new services
- Recognise sense of purpose and achievement
- Ensure people have support to live well
- Focus on Arts and Dementia - Bradford is a Creative City



# Why Arts Engagement?

- Recognised that people living with dementia benefit from engaging in arts
- Music, singing, dancing, creative workshops, theatre, cinema
- Can be joyous and life enhancing
- Bradford, UNESCO City of Film and Arts for Dementia Capital of the North?!



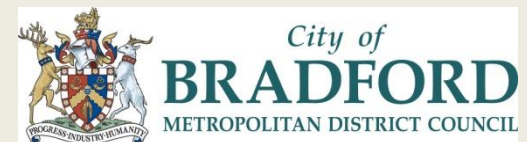
Remembering Yesterday  
Caring Today  
European Reminiscence  
Network





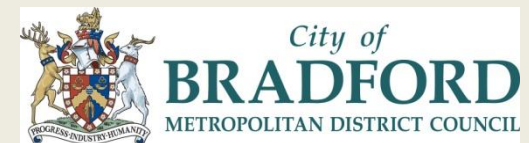
# Top Tips!

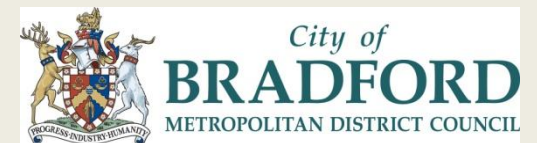
- Focus on what people can do rather than what they can't
- Recruit volunteers living with dementia
- Ensure they are well supported
- Tips and tricks
- Find a supportive journalist – Emma Clayton of Bradford Telegraph and Argus won Journalist of Year 2016

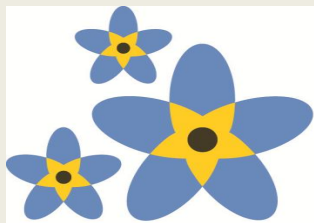


# Be Open to Learning

- Wendy Mitchell's Daily blog
- Read her book
- Talk to people living with dementia
- Remember people with dementia still have a sense of humour – have fun!
- Adapt sessions for children







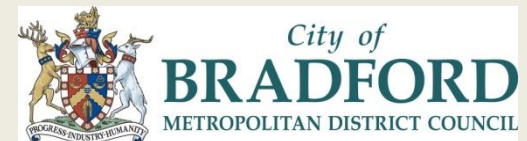
Working to become  
**Dementia  
Friendly**



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# Back to beginning

- Think about what you enjoy doing
- What support would you need to enjoy your favourite activity?
- Great examples – Bradford City Football Club, Sporting Memories
- Side by Side



- Questions?
- paula.truman@bradford.gov.uk

