

‘Making communities work for the most vulnerable: What can Age-friendly Communities learn from the dementia friendly movement?’

July, 2017

Natalie Turner, Senior Programme Manager – Localities
Centre for Ageing Better



Contents

- Introduction
 - Background, the issue, why we are where we are
- How do the frameworks align?
 - A gallery of different frameworks
 - What they have in common, and how they differ
- Some areas to pay attention to
 - Stigma and Awareness Raising, Including people living with dementia, Dementia Friendly Design
 - Case Study: West Yorkshire Playhouse
- Taking the next steps
 - How to better align initiatives
 - Further Reading

Introduction



“It is often said that, “a dementia friendly community is age-friendly, but an age-friendly community is not necessarily dementia friendly.” In fact, neither one wholly encompasses the other.”

Turner, N and Morken L, (AARP, 2016), Better Together: A comparative Analysis of Age-friendly and Dementia Friendly Communities



Why is it important?

46.8 million

People in 2015 living with dementia worldwide

This is set to double by 2030, and then triple by 2050

52%

Of people aged 60 and over..

named Alzheimer's their greatest fear
(compare to 39% in younger age groups)

\$1 Trillion

Global \$ cost of Alzheimer's

But cost is also human, most often caregivers are themselves older

How have we got to where we are?



- History
- WHO framework
- Issues around engaging and reaching ALL older people
- Differences in leadership and stakeholders

Age-friendly Communities: History and definitions



- WHO framework most understood and far reaching
- Underpinning documents (guide and checklist, 2007)
- Scaled globally through Global Network of Age-friendly Cities and Communities (2010)
- Remained relatively uniform and recognisable

- No single definition but WHO's commonly cited one is that it “encourages active ageing by optimizing opportunities for health, participation and security in order to enhance quality of life as people age. In practical terms, an age-friendly city adapts its structures and services to be accessible to and inclusive of older people with varying needs and capacities.”

Dementia friendly Communities: History and definitions



- Taken hold *globally* more recently (though efforts in Japan and Scotland for over a decade)
- G7, 2013 Dementia Summit helped promote, now initiatives across England, Australia, Canada, Germany, USA and further afield
- No single dominant framework though there are significant national models and broader typologies beginning to emerge
- Even greater variation in definitions though common to all is *an emphasis on the social over the medical, increasing awareness and challenging stigma.*

How do the frameworks align?

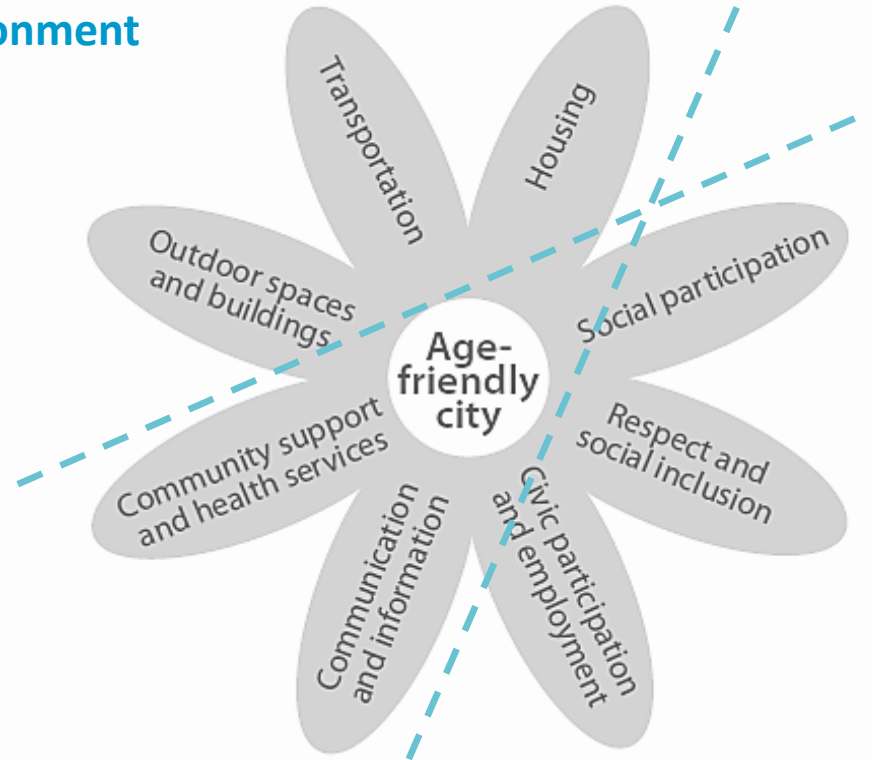
World Health Organisation: 8 Domains



Built Environment

Key Elements:

- Political commitment
- Multi Sector Partnerships
- Ownership by older people
- Equity



Social Environment

Dementia Friendly America: 10 Sectors

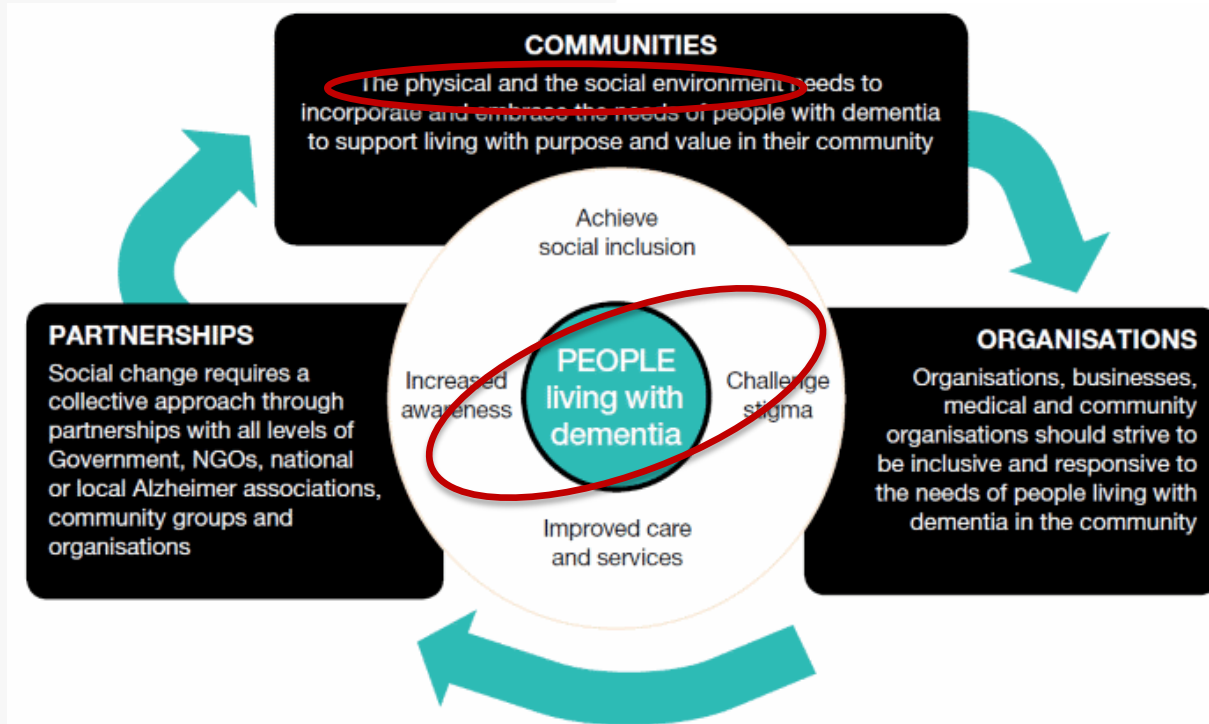


Source:

www.dfamerica.org

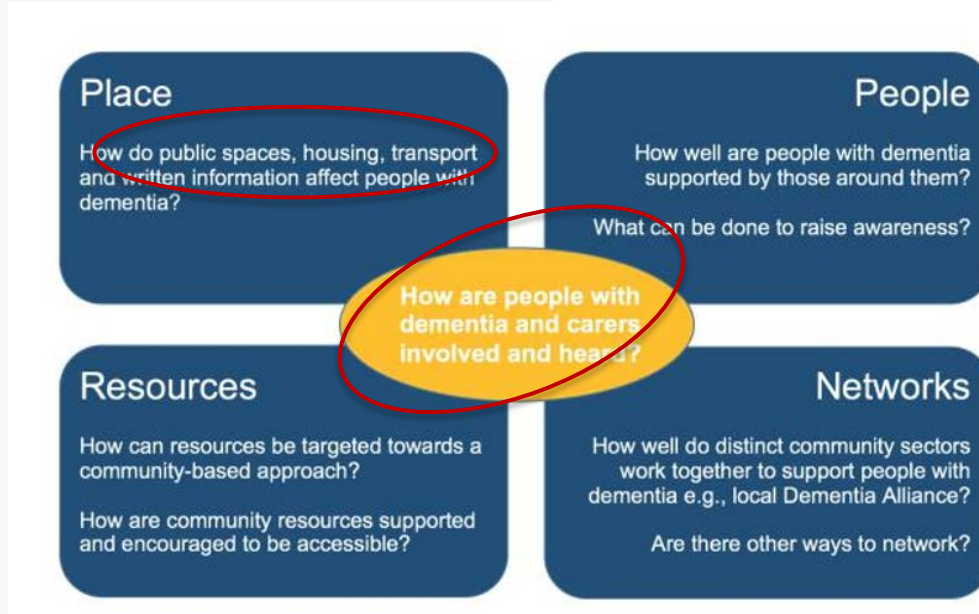
2015

Alzheimer's Disease International: 5 Principles



Source: <https://www.alz.co.uk/dementia-friendly-communities/principles>

Innovations in Dementia: 4 Cornerstones



Source: Imogen Blood & Associates Ltd and Innovations in Dementia , 2017

What do Age-friendly and Dementia Friendly Communities have in Common?



- Both have a focus on helping people remain independent and included in their own community, for as long as possible
- Both put people with lived experience at centre
- Both emphasise the social AND physical environment
- Both engage a broad set of multi-sector stakeholders



How do they differ?

- **'disease-specific' lens:** dementia friendly is by definition focused on disability
- **Combating stigma and raising awareness:** front and centre in dementia friendly
- **Timetable and Political commitment:** Age-friendly requires it, dementia friendly does not
- **Specific Actions and stakeholders:** Dementia friendly can be more prescriptive about who to engage to meet needs of people with dementia
- **Focus on prevention:** Age-friendly more grounded in public health principles
- **Engagement of Caregivers:** Much more central to dementia friendly

Some specific areas of focus





Challenging Stigma and Raising Awareness

- For people living with dementia, the **attitudes of staff** can often be higher priority than the physical attributes of local amenities.
- One of the key ways an age-friendly community can improve the lives of people living with dementia is by making **people who are living well with the disease** much more visible
- Examples of work:
 - Dementia Friends Initiatives
 - Training for transport providers

Inclusion of people living with dementia (and caregivers)



- 'Nothing about us without us' – not including people with dementia reinforces stigma
- People living with dementia and their caregivers have the expertise needed

Examples:

- Dementia Advisory Groups
- Dementia Friendly America guidance explicitly consider caregivers in each sector



Physical Environment (Dementia Friendly Design)

Good design can help mitigate issues affecting people living with dementia, in ways that are often above and beyond those addressed within age-friendly plans.

Examples:

- Signs
- Clearly contrasting surfaces
- Familiarity /ease of use
- Dementia friendly home adaptations
- Outside spaces

Case Study: Dementia Friendly Theatre from West Yorkshire Playhouse (UK)



- Grew out of a decade long programme with older people
- Adaptations include:
 - altering sound and lighting levels,
 - Adapting stage actions so storylines are easier to follow
 - engaging with audience before and after to aid familiarity
 - Consult with people living with dementia e.g. to 'give notes' on dress rehearsals
 - Choosing shows carefully and thinking about language.
- Allowing space for positive portrayal of people living with dementia have opened conversations and connections between the 'mainstream' ageing work

Next Steps



What steps can Age-friendly Communities take next?

- Ensure that people living with dementia and their caregivers are included in all steps of the AFC process (e.g. through dementia advisory group)
- Include dementia focused stakeholders on steering groups and work groups
- Align staffing resources from start (or take steps to coordinate if both are already well established)
- The 8 domains can act as a useful guide to adapt action plans to meet the needs of people with dementia (use guidance in models such as those in above)
- Consider developing a dementia friendly community initiative as an *additional* AFC domain
- Initiate a dementia awareness raising program such as dementia friends



Resources

- AARP, 2016 'Better Together: A Comparative Analysis of Age-Friendly and Dementia Friendly Communities' <http://www.aarp.org/livable-communities/network-age-friendly-communities/info-2016/dementia-friendly-communities.html>
- Innovations in Dementia, 2012 'Developing dementia friendly communities Learning and guidance for local authorities' <http://www.repod.org.uk/downloads/dfc.pdf>
- Alzheimer's Disease International, 2016 'Dementia Friendly Communities: Key Principles', <https://www.alz.co.uk/adi/pdf/dfc-principles.pdf>
- West Yorkshire Playhouse: Guide to Dementia Friendly Performances www.wyp.org.uk/wp-content/uploads/2016/05/Dementia-Friendly-Performances-Guide-DIGITAL-1.pdf
- DEEP, Guide to Involving people with dementia in advisory groups http://dementivoices.org.uk/wp-content/uploads/2016/03/DEEPGuidance_involvingpeoplewithdementiainadvisorygroups.pdf
- Dementia Friendly America, Toolkits and Sector Guides <http://www.dfamerica.org/>



Natalie Turner

Natalie.Turner@ageing-better.org.uk

@Ageing_Better

Centre for Ageing Better
Angel Building, Level 3
407 St John Street, London, EC1V 4AD

020 3829 0113
www.ageing-better.org.uk