

Building Dementia Friendly Communities in Hampshire

Dementia
Friendly
Hampshire



Background

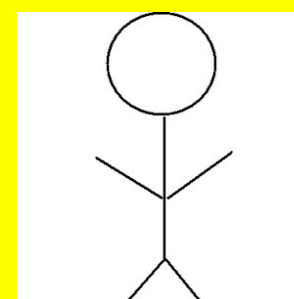
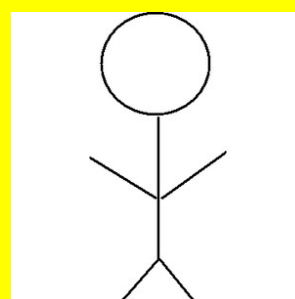
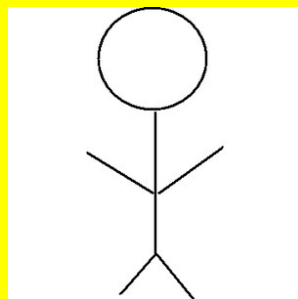
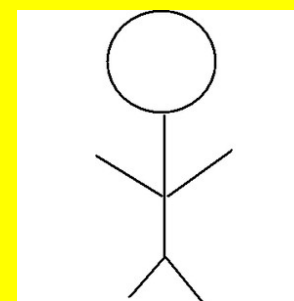
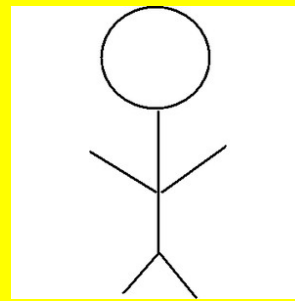
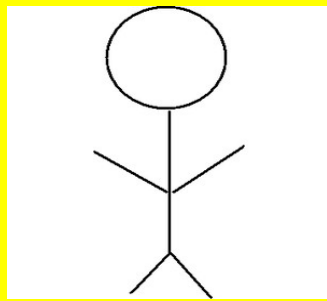
- 2011 - Hampshire County Council
- 2012 - Prime Minister's
Challenge on Dementia
- 2013-15 - Dementia Friendly Hampshire
Project (Phase 1)

What is a Dementia Friendly Community?

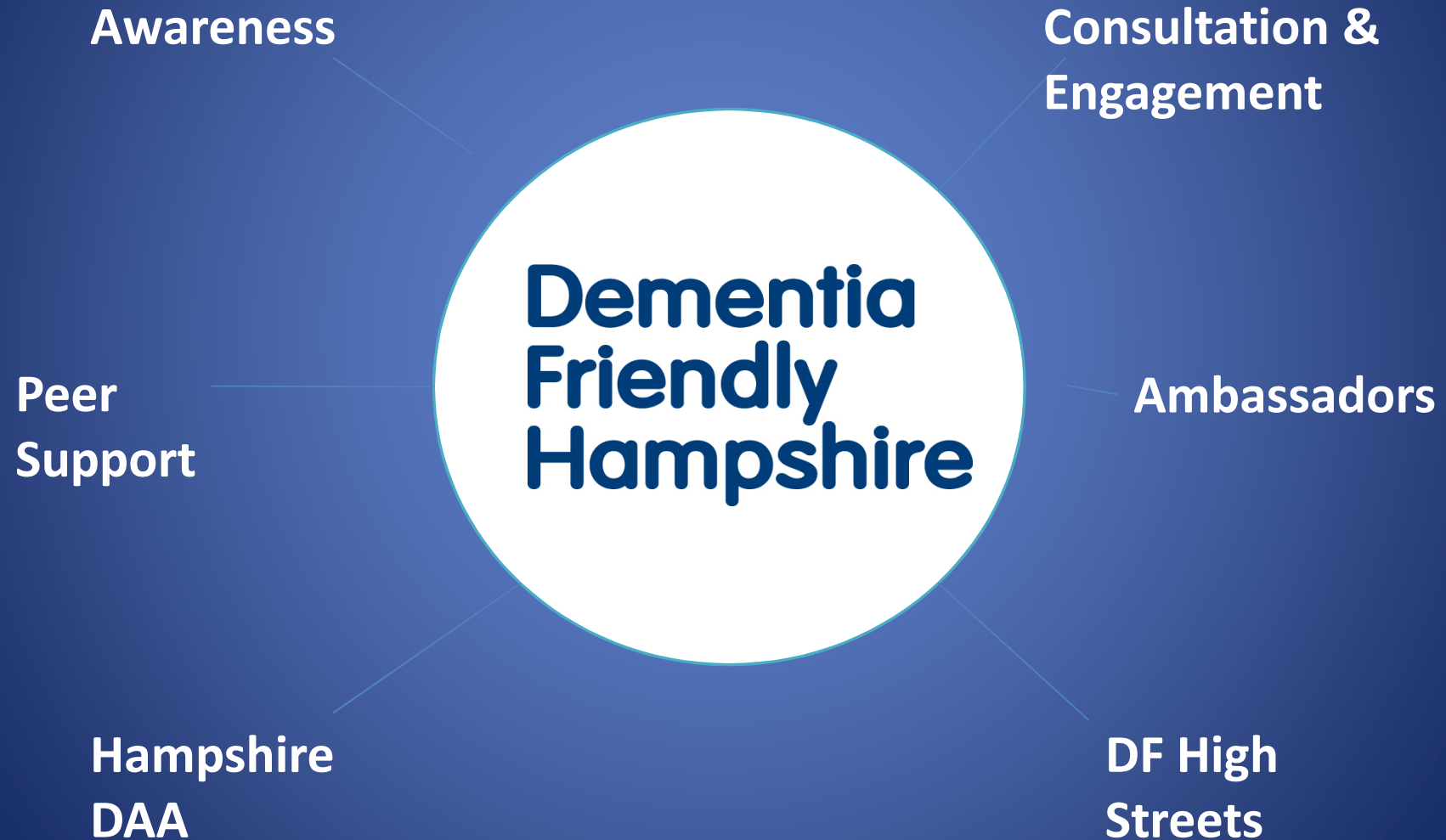
Where the greatest number of people:

- can live a good life
- can live independently and be part of their community
- are met with understanding and given support when needed

Steps to creating DFH



DFH -6 key objectives



Results – achieved

- C & E - 141 events, 1025 people
- Promotional Events - 249
- Dementia Ambassadors - 26
- Dementia Action Groups - 10 firm, 16 under development

Results – target v achieved

	Target	Achieved
• Awareness (Dementia Friends)	78	348 (3404)
• Peer Support - new groups	10	23
• HDAA	140	440
• DF High Streets	6	10

What went well....

- Awareness raising
- Range & scale of activities
- Dedicated team
- Timing
- Personal
- Community involvement

What could be improved....

- Engaging traditionally excluded groups
- Empowering people with dementia
- Reducing need for support
- No proven business case
- Sustainability
- Volunteer fatigue
- Success(?)

Where are we now?

- **Converting to a charity**
- **HDAA secretariat**
- **Support Dementia Action Groups & Forums**

Top tips for creating a Dementia Friendly Community

- Keep it personal
- Be flexible
- Sufficient resources
- Communication is key
- Let communities lead
- Involve everyone
- Enjoy!