

PUBLIC HEALTH

Rapid Health Needs Assessment - Dementia Support

October 2022

East Riding of Yorkshire Council
Joint Strategic Needs Assessment (JSNA)



Rapid Health Needs Assessment - Dementia Support (including MCI)

1. Strategic Overview

All partners involved in this needs assessment are part of the East Riding System and as such the governance operates under the Mental Health and Dementia System Strategy. Oversight of actions delivered under this strategy is by the Dementia Delivery Group chaired by Adult Social Care. This group meets quarterly and includes representation from Public Health, East Riding Health and Care Partnership, Humber NHS Teaching Foundation Trust, Voluntary Sector and Adult Social Care.

This needs assessment supports priorities within the Dementia Workstream as informed by the Mental Health and Dementia Strategy. This needs assessment provides an update to previous intelligence gathered prior to the Strategy development in 2018 to continue to support the aims and objectives around the needs of people with Dementia. The focus of this Needs Assessment is around the provision of support for people affected by Dementia and Mild Cognitive Impairment, prior, during and post diagnosis, with particular emphasis on community and VCS assets to inform future co-produced approaches.

2. East Riding of Yorkshire Population Description

Demographics

This section provides general demographic information for the East Riding and includes the provision of population estimates, population projections, ethnicity, an urban/rural overview and deprivation information.

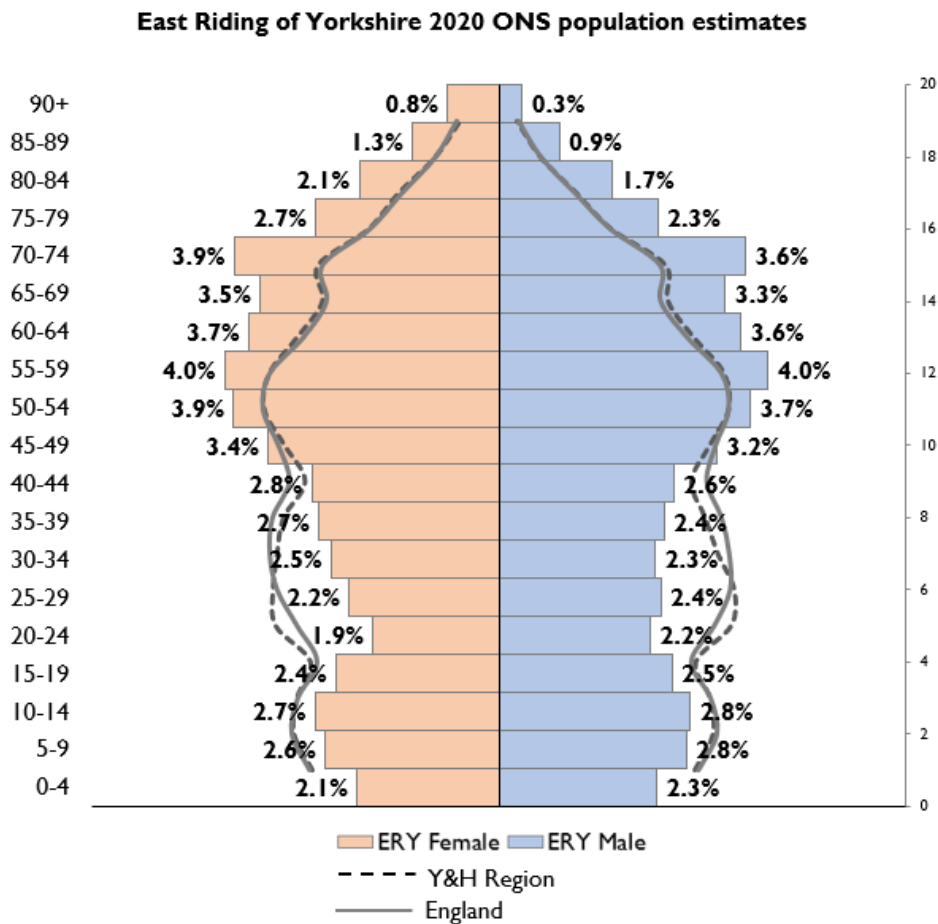
2.1 Age and gender profile

The ONS 2020 mid-year estimate for the total ERY population is 343,201 and is divided into 5-year age bands in Figure 1 on the next page.

The ERY is clearly shown to have a higher proportion of residents aged 50 year and over, than both regional and England averages. Residents aged 65 years and over make up 26.4% (90,631 residents) of the ERY population, a proportion significantly higher than the England average (18.5%). Females account for 51% of the ERY population (174,829 female residents) and males account for 49% (168,372 male residents). This is the same proportional split seen in the national population.



Figure 1. ONS population estimates for the East Riding (2020)



2.2 Population Projections

Population projections can benefit commissioning of services by demonstrating the potential demand, although any kind of projection must be used with caution owing to the increasing likelihood of error the further into the future the projection is made.

2.2.1 All ages

The East Riding population is projected to rise by nearly 15,000 people between 2020 and 2040, rising from 343,200 people to 358,300. This is an increase of 4.4%.

2.2.2 65+ years and over

Figure 2 on the next page shows population projections for the 65+ age group, comparing the East Riding to the region and England, for the years 2020 through to 2040. The table displays the count of persons and the percentage of 65+ year olds as a proportion of the total population underneath.

Between 2020 and 2040, the East Riding 65+ year old population is projected to increase from over 90,600 persons to in excess of 122,000. As a proportion of the overall population, this equates to an increase from 26.4% to 34.2% and the East Riding is projected to remain having a significantly higher 65+ year population than both region and England.



Figure 2 Population projections of 65+ year olds in ERY, region and England

Population 65yrs+	Year				
	2020	2025	2030	2035	2040
ERY	90,631 (26.4%)	99,078 (28.4%)	109,537 (31.1%)	118,130 (33.2%)	122,536 (34.2%)
Y&H	1,042,314 (18.9%)	1,133,317 (20.2%)	1,244,730 (21.8%)	1,342,697 (23.2%)	1,394,451 (23.8%)
England	10,464,019 (18.5%)	11,449,350 (19.7%)	12,697,007 (21.5%)	13,815,475 (23.0%)	14,527,073 (23.8%)

2.3 Ethnicity (all ages)

According to the 2011 Census: 96.1% of the ERY population is British White, compared to 3.9% being Non-British White. 1.6% of the ERY population are Other White, 0.9% are Asian/Asian British, 0.7% Mixed Ethnic, 0.2% Black/African/Caribbean/Black British and 0.2% other ethnic group.

2.4 Urban and rurality overview

The East Riding local authority area covers approximately 930 square miles, making it one of the largest unitary authorities in the country. It is predominantly rural with over half the population living in dispersed rural communities. Figure 3 on the next page shows the rural/urban classification for the ERY LSOAs as of 2011. In total, there are 333 settlements, ranging from large towns to small, isolated hamlets and farmsteads. The largest town in the East Riding is Bridlington. Other major settlements are Beverley, Goole and the Haltemprice area to the west of Hull.

2.5 Deprivation

Overall, the East Riding is generally considered to be an affluent area, however, there are substantial variations in deprivation levels within the local authority area. The most deprived communities can be found in areas of Bridlington, Goole and South East Holderness. Figure 4 on the next page divides the ERY into national indices of multiple deprivation (IMD) deciles.



Figure 3. Map showing urban and rural areas in the East Riding

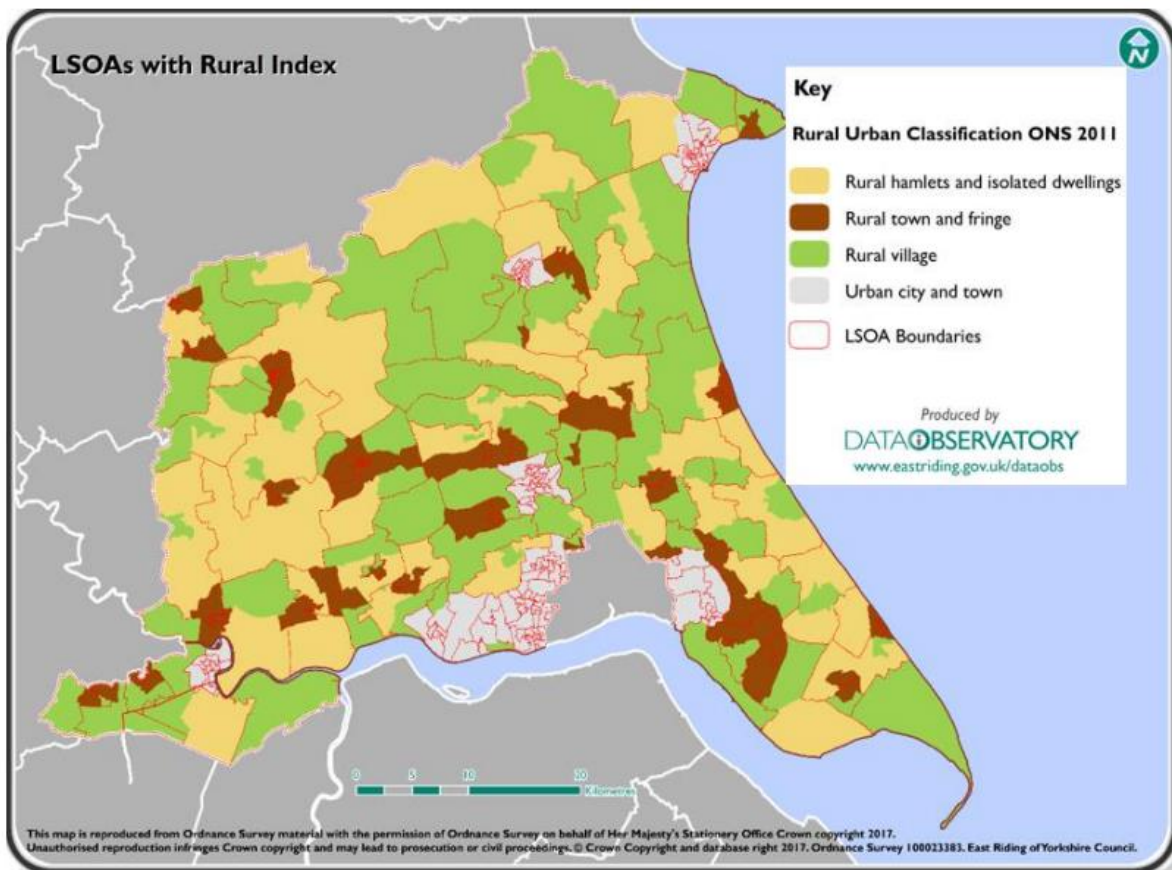
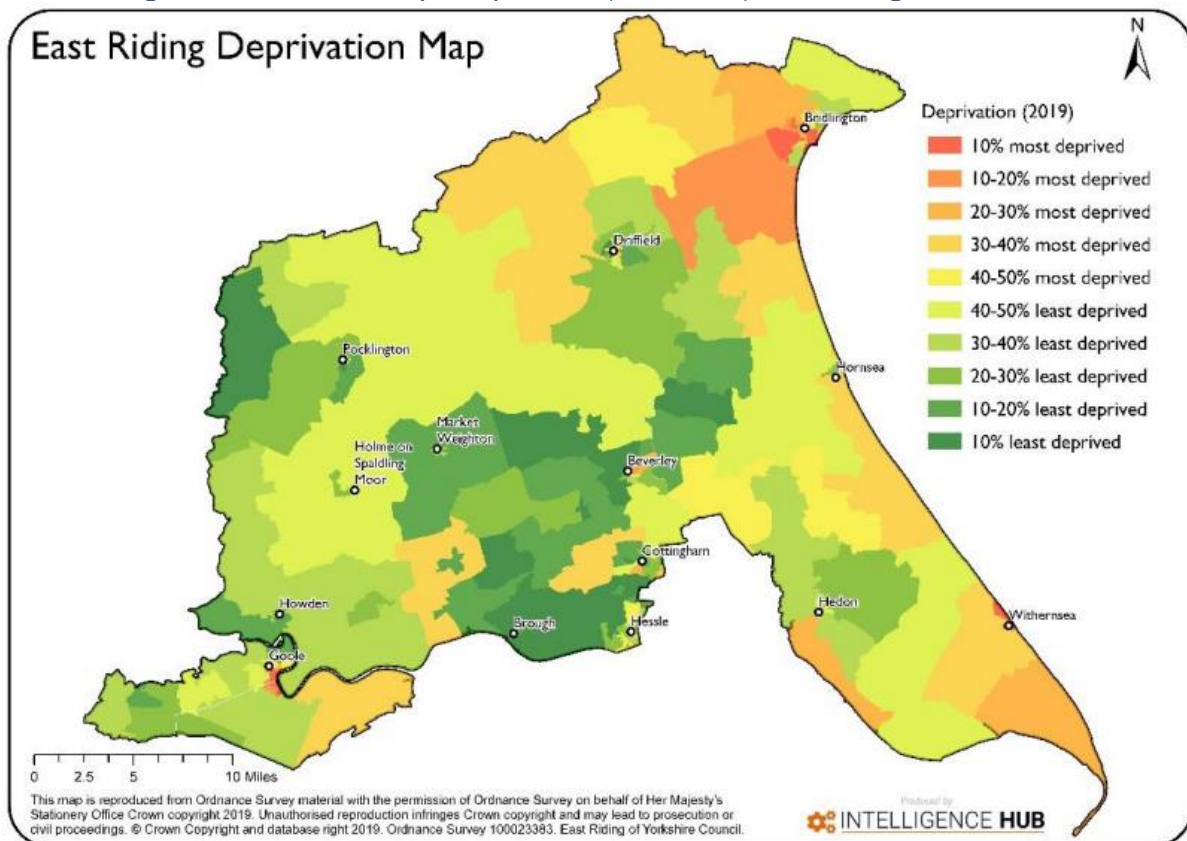


Figure 4. Indices of multiple deprivation (IMD 2019), East Riding of Yorkshire



3. Extent and Impact of disease

3.1 Diagnosis Rates

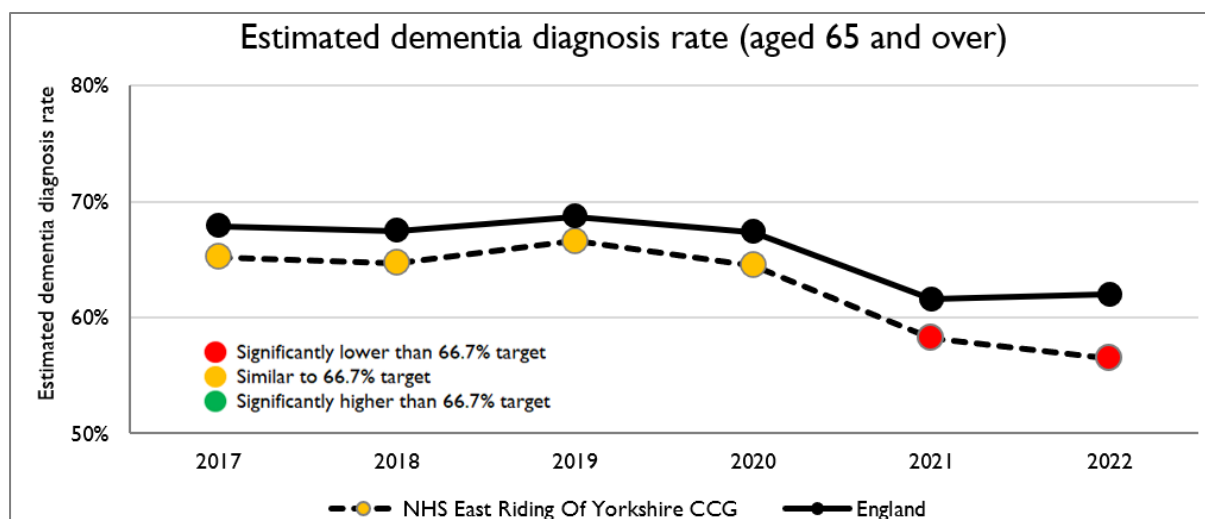
Figure 5 shows the numbers of people 65+ with a recorded diagnosis of dementia in the East Riding of Yorkshire. Estimated prevalence is calculated from demographic data and a government target set to have 67.7% of those estimated to have a diagnosis. Diagnosis rates are shown for East Riding and also the Humber Coast and Vale (HCV) region.

Figure 5. Extent of Dementia

Month	People 65+ with dementia diagnosis	People 65+ estimated to have dementia	Target %	Diagnosis rate %	HCV rate %
Oct-21	2884	5136	67.7	56.2	58.3
Nov-21	2879	5142	67.7	56.0	58.0
Dec-21	2886	5151	67.7	56.0	57.6
Jan-22	2857	5156	67.7	55.4	57.2
Feb-22	2890	5165	67.7	56.0	57.3

The annual trend (between 2017 and 2022) of estimated dementia diagnosis for NHS ERY CCG and England is illustrated in Figure 6. The NHS ERY CCG diagnosis has been decreasing since 2019; in both 2021 and 2022 the diagnosis rate was significantly lower (i.e. worse) than the 66.7% target (at 58.2% and 56.5% respectively). The HCV rate (not shown) in 2021 and 2022 was also significantly lower than the set target, at 58.5% and 57.5% respectively.

Figure 6. Estimated dementia diagnosis rate, NHS ERY CCG compared to England.



The Projecting Older People Population Information ([POPPI](#)) website produces health related prevalence estimates, based on long-term subnational population projections and past trends. They estimate that, if recent trends continue, the numbers of East Riding residents aged 65 years and over with dementia (both diagnosed and undiagnosed) will increase from 6,180 in 2020 to 9,830 by 2040.



3.2 The Impact of the Covid-19 pandemic on Diagnosis Rates

The figures in Figure 5 and 6 (extent of disease) demonstrate some of the impact of the pandemic, as pre-Covid, the rate was much closer to the targets. Partners across the system are working to improve diagnosis rates. There is evidence that improving post diagnostic support should be incorporated in the pathway so that referring primary care professionals and the public affected by dementia have good reason to seek diagnosis.

3.3 The Impact on Alzheimer’s Society Services

The Alzheimer’s Society reported in September 2020 that Dementia was the most common pre-existing condition in deaths involving Covid-19 during March to June 2020. People with Dementia were surveyed about lockdown and 46% reported that it had a negative impact on their mental health, when carers were included 82% reported a deterioration in the symptoms of people with Dementia. Unpaid carers also reported a negative impact on their mental and physical health with many extra hours being spent taking care of people with Dementia.

The local Alzheimer’s Society is commissioned by East Riding of Yorkshire Council to provide advice, information, support and signposting to people affected by Dementia. They explained that the pandemic has been hard hitting for all their service users, not having access to regular groups, peer support and health and social care have left many feeling further isolated from society and deeper loneliness. One Team Member states:

“The pandemic has impacted greatly, seen rapid progression in our service user’s dementia, relating to isolation and reduced opportunities, fear of catching Covid so limited mixing. Also, the effect on caregivers – respite being limited – therefore an increase in caring responsibilities, and the knock-on effect this has with stress, wellbeing and mental health”

3.4 The Impact on Memory Assessment Services

During the initial Covid period it was necessary for MAS to step down assessments for a period of four months with staff being diverted to support care homes. During this time every effort was made to contact every person open to the service and on the waitlist in order to complete welfare checks and offer support or onward referral where identified. Referrals continued to be received within the service during this time however no face-to-face assessments were conducted to maintain patient safety. Following the discontinuation of the lockdown the service saw a rapid increase in the number of suppressed referrals. Vacant nursing hours added to COVID related absence across the staff group contributed to a high number of waits for people seeking diagnosis.

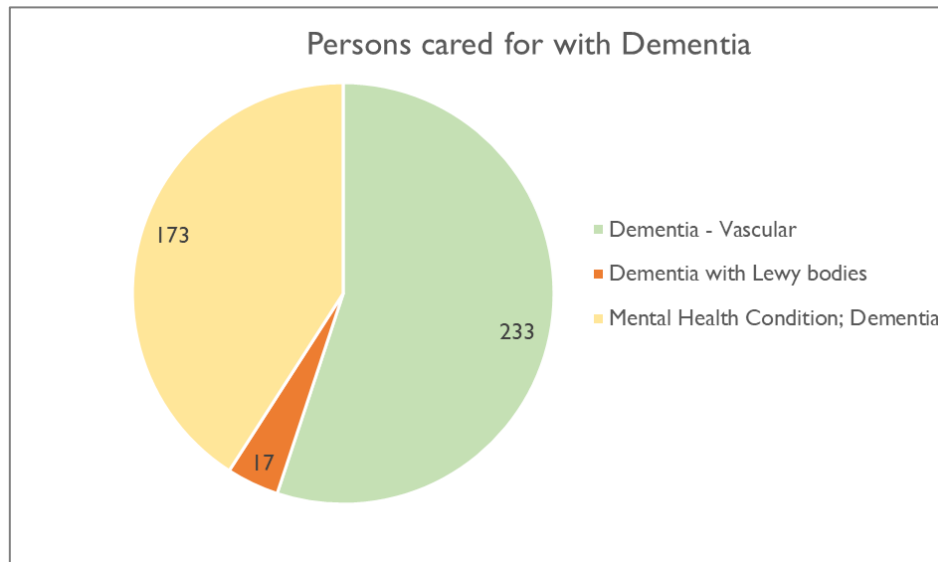
When a patient is referred to MAS and the referral does not result in a diagnosis of Dementia, the patient is most likely to be diagnosed with Mild Cognitive Impairment. In cases such as these, the patient will need to be re-assessed in future for dementia. Concerns have been raised within the system that there is no register for MCI, and MCI patient would benefit from an annual review as much as a Dementia patient at Primary Care level. Concerns were also raised regarding whether the patient would be likely to return for to MAS for assessment later in their journey.



3.5.1 Unpaid Carers

Figure 7 displays the numbers of registered unpaid carers caring for someone with Dementia in the East Riding.

Figure 7. Persons cared for with Dementia



As of 28.03.22 the Carers Support Service has an approximate wait time of 3 months. All referrals received are screened to look at urgency and are then prioritised to prevent carer breakdown. A letter is sent to all awaiting allocation/assessment to acknowledge receipt of referral and provide signposting information and advice, signposting (Carers Digital Platform) and contact telephone numbers should the carer wish to make contact.

Dementia has an impact on the lives of the carer and the person they care for from the carer's perspective. Constantly to watch over to make sure that they are safe. Repetitiveness of conversation and dealing with challenging behaviour. Lack of respite and care provision for the person cared for and face to face support – as community services are only just starting to open again. This has had an impact on the deterioration of the person with a dementia not receiving the stimulation they would have had from services/support.

In terms of the impact of the pandemic on carers caring for a person with Dementia – Loss of friendships which were in place before COVID – time lapse has now resulted in a loss of friends which has ended in isolation and loneliness. Some carers have become paranoid about keeping the person they care for safe to prevent them from contracting COVID.

There has been a lack of support for medical professionals GP's etc no home visits. Some receptionists have no understanding of the barriers that come with caring for someone with a dementia. One being not able to attend appointment or a venue to receive the COVID vaccination. This could be for many reasons one being the person with a dementia could become challenging and disorientated.



Assets that are currently in place to support carers or being developed include:

- The opportunity to have a carer break for carers at the Cottage at Sewerby or at one of the 2 Caravans available at Southcliff Caravan Park is available. This must be identified as an outcome of a Carers Assessment.
- Provision of new Befriending Service to support carers emotionally over the telephone. This service is managed by the Smile Foundation and will hopefully further develop in where befrienders will be able to visit carers face to face in their own home.
- Funding for is currently being sought for 2 x Dementia Support Officers who will support all carers who are caring for someone with a dementia. They will also provide specialist training and develop specialist support groups for carers. This will enable carers to share their experiences and gain peer support from others in the same situation.
- Carer Support groups are available across the East Riding but are not condition specific.

4. Assets

An asset approach to community wellbeing proposes to assess and build on the strengths and resources in a community to increase resilience and social capital, developing better ways of delivering health outcomes. The Alzheimer's Society explains that a Dementia Friendly Community is one where people with dementia are understood, respected and supported. Involving people with Dementia should be part of this, hearing what people's experience are and what they say they need. This is important to provide support and services for people with Dementia and Mild Cognitive Impairment, pre, during and post diagnosis. Co-produced approaches are a way of working that ensures people who are affected by strategy and policy and access services are working together with those who create and provide them.

There is a growing network of VCS organisations and groups who are connected via the Dementia Friendly Communities working group across East Riding:

4.1 Innovations in Dementia

This organisation shared information from the York Minds and Voices group in relation to what a Dementia Strategy should include:

- A space for ongoing and consistent engagement with people with dementia – not one-off engagement exercises. This could be through the expansion of numbers of peer groups of people with dementia across an area. Groups that are growing, evolving interested and engaged. It is no accident that the people in Minds and Voices are always keen to get involved in projects and research – it's born of a freedom and a sense of belonging to a group, that seems absent from other groups that might me more 'done to'.
- A network of groups across the area to gather a stronger, more representative collective voice of people with dementia. A network that taps into and responds to the experience of people with dementia, whatever the intensity of their condition so as to ensure a more diverse voice is heard and responded to – to match the desire to support people through to end of life
- A space to address the needs of families AROUND the time of diagnosis with a relationship-centred self-management approach, given that we cannot move in with families and hold their hand through this.



- A space to address that post diagnostic no-man's land of support and information. We have heard for too long the feeling of being 'on the edge of a cliff' following a diagnosis. Co-produced information courses can form a practical part of a post diagnostic pathway from which graduation to the local peer support group can logically follow.
- People with dementia at the heart and start of services and support, by properly accommodating people on steering groups, using the local network of users. Having an ongoing open dialogue, a listening ear if you like. The idea of a one-off consultation drive to see what should go into a strategy is extremely limited at best, tapping into opinions at any given moment rather than over a lifetime of living with dementia.
- A consistent level of knowledge and understanding amongst all stakeholders and providers to ensure smoother 'transition' (in out hospital/ respite/ long term care). And that training needs to involve people with dementia in the delivery. Including the provision of basic awareness with local businesses/providers etc.
- A human-rights focus. The United Nations Commission for the Rights of People with a Disability (UNCRPD) is very clear on the rights of people with a disability and any strategy should rightly see dementia as a disability, which it is, and respond accordingly.
- Ownership by all stakeholders –so that all providers (health, social and third sector) can ensure a collaborative approach before, in and around , and following the diagnosis. It can be owned by people with dementia and their care partners equally to ensure personalised diagnoses, and services and support that matches their agenda.
- The potential to feed into and feed off what is happening nationally and internationally to benefit the population with and without dementia.

In the East Riding of Yorkshire Innovations in Dementia work closely with people affected by Dementia and in partnership with Stakeholders. Resources and Publications can be found at <http://www.innovationsindementia.org.uk/resources/>.

In particular in the East Riding of Yorkshire people access the A Good life with Dementia course, a facilitated information course delivered by people with Dementia, for people newly diagnosed with Dementia. Tutors and participants have gone on to form the East Riders Group, who meet monthly for peer support. Group members are also active in providing their views on actions for the East Riding of Yorkshire Mental Health and Dementia Strategy and looking at ways to influence delivering of local services to better include people with Dementia. The Getting Along approach is also offered in East Riding to provide relationship support for people affected by Dementia.

Innovations in Dementia are demonstrating and advocating an approach where people with Dementia are being truly recognised and supported as assets in their own right in terms of creating and delivering successful approaches to Dementia support for themselves and others and influencing the system to adopt this co-produced approach.

4.2 Alzheimer's Society

Dementia Support Workers (DSW) and Dementia Advisers (DA) offer information, advice, and support to people with dementia and those that support them. This service is available by phone, email, virtually and in person. The Dementia Adviser and Dementia Support service are part of the East Riding Memory Assessment pathway and all those diagnosed and those that support them are offered a referral to a DA or DSW for post diagnostic support. This



service is not time limited, and people can self-refer into the service whenever they need support.

As well as referrals from the assessment pathway and individuals, referrals are received from professionals.

Face to face appointments take place Goole Health Centre, Manor Road Surgery in Beverley and East House in Bridlington and Church View Surgery in Hedon. Home visits or appointments in a venue that the service user feels comfortable in are also offered. Keeping In Touch (KIT) calls are now offered to people once their outcomes are met and there is not a need for on-going support, these are proving successful. As well as daytime support, an evening session is also offered.

Companion Calls continues are a service offer available to all who use our services, linking a trained volunteer with a carer or person with dementia for a weekly phone call to chat about whatever the service user wants. These are not support calls, any issues raised during the conversation that the volunteer feels needs a call from a Dementia Adviser or Support Worker will be flagged to the appropriate worker who will contact the service user. The Companion Call service is managed centrally and all requests for call backs come from the volunteer's manager.

The Alzheimer's Society in East Riding also leads on activity to mark Dementia Action Week, raising the profile of dementia and how to seek a diagnosis in the East Riding area. The organisation also contributes to actions under the Mental Health and Dementia Strategy for East Riding of Yorkshire and is a member of the relevant working groups including supporting Dementia Friendly Communities across East Riding and contributing to Good Life courses.

Dementia Connect Support Line is a national service which via telephone and online which provides clear, comprehensive, and accurate information on all forms of dementia, on caring, legal, and financial matters, social and health services and benefits.

www.alzheimers.org.uk/get-support/dementia-connect

There are 7 monthly activity groups run by the Alzheimer's Society taking place across the East Riding. These are held in Beverley, Market Weighton, Hessle, Preston, Bridlington, Willerby and Driffield.

Dementia Talking Point is an online community where anyone affected by dementia can ask questions anonymously, get information and share practical tips with people who understand. People can connect with someone who is going through a similar experience, receive valuable support, and feel less isolated. www.alzheimers.org.uk/talkingpoint

CrISP Course - The Carer Information and Support Programme aims to improve the knowledge, skills and understanding of those caring for a person with dementia, by providing effective support and up-to date, relevant and evidence-based information. The Programme facilitates peer support and a shared learning experience led by trained Society staff and volunteers in a safe, accessible, appropriate environment.

Dementia Friends Ambassador is a new volunteer role in England, 'Dementia Friends Ambassador' replaces the previous Dementia Friends Champion role. Dementia Friends



Ambassadors will become full Alzheimer's Society volunteers and as well as delivering Dementia Friends Sessions, they'll also support fundraising, acting as an ambassador in the local community and supporting Community Fundraisers. More information please contact: dementiafriends@alzheimers.org.uk for more information.

Dementia Action Week is an awareness raising campaign. Each year, we work with individuals and organisations across the UK to encourage people to 'act on dementia'.

This year's campaign will run from 16-22 May and focus on the theme of diagnosis.

<https://www.alzheimers.org.uk/get-involved/dementia-action-week>

Campaigns and research

- As of January 2022, we have more than **165,000** campaigners.
- In 2021 our campaigners took more than **220,000** actions – these actions included sharing their experiences with us, contacting politicians and decision makers, and sharing our campaigns with family and friends. As part of these actions' campaigners wrote to their MP's **39,100** times and signed our petitions and open letters **170,400** times.

The **Public Affairs team** provide regular briefings for MPs on issues affecting people with dementia that can be found here - <https://www.alzheimers.org.uk/get-involved/our-campaigns/reports-briefings>

Dementia Friendly Communities

A Dementia Friendly Community is a city, town or village where people with dementia are understood, respected and confident they can contribute to community life.

The DFC programme is about bringing together local groups of individuals, organisations and community groups to build and deliver action plans that will deliver real change in a community for people affected by dementia.

A few examples of what a Dementia Friendly Community might do are: set up a local memory café, run social groups for people affected by dementia to get together or campaign for local businesses to make changes to things like their signage to be more accessible.

Our Dementia Friendly Communities recognition scheme is there to support DFCs on that journey, help them to build action plans and evaluate and report on their progress. And we currently have over 400 active DFCs across England and Wales. The County of East Riding of Yorkshire is registered as a dementia friendly community, in addition locality areas can work towards their local recognition, Market Weighton has achieved this and in 2022 Bridlington are working towards this goal.

Dementia Voice

Dementia voice offers opportunities to people affected by dementia to use their personal experiences to help shape the work that Alzheimer's Society does. It is also often referred to as 'user involvement'. To find out more visit:

<https://www.alzheimers.org.uk/get-involved/dementia-voice/what-is-dementia-voice>

Dementia Together magazine

Dementia together is a magazine to support with raising funds, creating dementia-friendly communities, campaigning or living with the condition in day-to-day life. It includes real-life stories and updates ideas packed to help people take action to make a difference. This can be



downloaded from the website or via subscription for a hard copy.
<https://www.alzheimers.org.uk/get-support/publications-and-factsheets/dementia-together-subscribe>

4.3 Butterflies Memory Loss Support Group

This Voluntary Sector Organisation provides support for people with Dementia and their families and offers groups which welcome both and include a range of creative and physical activity. Butterflies has a base in Hull and offers support to people from Hull and East Riding. In East Riding there is a support group that meets in Cottingham and people from East Riding also attend the Hull base, with transport provided by Butterflies. They also run a men's group and participate in research and co-produced activities. Their experience includes providing advice and support needed for people experiencing young onset dementia where life stage and situations can be very different from people who are older. Butterflies work is currently supported by charitable giving and in-kind donations.

<https://www.butterflies.org.uk/>

4.4 Dementia Friendly East Riding Charity

Dementia Friendly East Riding (DFER) is a for non-profit organisation that exists to create awareness of Dementia throughout the Humber and East Riding of Yorkshire regions. The organisation exists to support members of the public to live as positively as they can for as long as they can with Dementia. They provide online awareness support sessions and support the general public to become more dementia aware.

General Activities

DFER Charity has run a number of projects within the East Riding aimed at supporting those living with dementia to lead a fulfilling and happy life. Where appropriate the organisation works with other local partner organisations and businesses to deliver these projects. Past awareness / public projects have included:

Sewerby Hall Memory Walk

Teamed up with East Riding Council's Sewerby Hall management team to create a Bill & Ben Themed Dementia walk around the Sewerby Hall and Gardens.

Dementia Friendly Awareness Sessions. Become Dementia Friendly – DFER charity has a number of Dementia qualified “Champions” who provide training sessions for business, public sector organisations and community groups. The aim is to provide information and advice to staff about how they can become more dementia aware in the work environment and to give them an understanding of the needs of people living with dementia.

Dementia Friendly Cinema Screenings – a key partner is the Parkway Cinema at the Flemingate development in Beverley which supports to host monthly cinema screenings in a dementia friendly environment. Films are shown at a lower volume and without advertisements and trailers. The films are open to ALL but as well as specifically to Carers, family members and those living with Dementia. The cost is just £4.50 per head (Carers go FREE). Ticket price includes; tea/coffee and biscuits.

Doors open from 10.30 am for light refreshments with the screening starting at 11.30 am.



Reminisce Garden – DFER charity understand that one of the most positive experiences for people living with dementia, their carers and families, is to spend time outdoors. Each year we look to build a sensory garden which provides a relaxing sanctuary for people to reminisce and enjoy a variety of scented flowers and shrubs. In 2016 Dementia Friendly East Riding won the peoples award for best informal garden organised by a Melton Garden Centre. The garden was a great success with many visitors and a highlight being the scarecrows Rosie and Jim! Volunteers from the charity with advice from John Hickling a local horticulturalist built the garden with plants and flowers being donated to the project. In 2017, in partnership with the NHS Hull and East Yorkshire Hospitals Trust, the garden was developed and located at Castle Hill Hospital in Cottingham. This garden was specifically built for the enjoyment of patients, staff and volunteers at the hospital.

Forget-me-not Flower Competition – It is important to involve those living with dementia, their friends and families to participate in such events. One of the annual competitions is the Floral Art (Forget-Me Not-Flower Competition) which has been running for the last three years and is increasingly successful with entries growing year on year. The competition draws entrants from local care homes, schools, social clubs, charities and members of the public across the region.

Looking Beyond – was a photography competition designed to increase awareness of dementia. It aimed to ‘look beyond’ and challenge pre-conceptions, as well as highlight our hopes for everyone affected by the condition. We were looking for great images to form part of a travelling exhibition in Hull and East Yorkshire during the Hull City, Year of Culture in 2017.

Forward Planning

Despite the COVID-19 Pandemic affecting a lot of public face to face engagement projects, the charity is in the process of recruiting new trustees and volunteers as they look forward to re-launching a lot of services and public engagements during 2023. During 2022, DFER charity are providing lots of information through their website and social media platforms on Facebook & Twitter as well as teaming up with the NHS and East Riding Public Health supporting the delivery of the Getting Along with Dementia and Good Life Initiatives alongside Damian Murphy of Innovations in Dementia. They are also going out to public consultation to seek information of the types of events that the public i.e. carers and people living with dementia feel that that need locally which will help shape the way the charity looks as part of its 2023 development and re-launch, moving forwards.

4.5 Dementia Forward

Dementia Forward is the leading dementia charity for York and North Yorkshire, providing support, advice and information to anybody affected by dementia across their working area. Their commissioning arrangements encompass the former York CCG area and therefore includes the Pocklington area of the East Riding of Yorkshire. Their Services include a helpline, Dementia Support Advisors, Dementia Specialist Nurse Wellbeing Activities and Community Hubs. There is a Community Hub situated in the East Riding of Yorkshire at Ballerina House, Barmby Moor, near Pocklington which is part of the new Lavender Fields Care Village. The



Hub Club runs twice a week with an additional weekly Young Onset meetings. Attendance is by referral. <https://www.dementiaforward.org.uk/>

4.6 Hornsea Dementia Support Group

This volunteer led community group organises the Time Goes By Café meetings in Hornsea and includes social and leisure activities. The group is supported by the town council and has received input from a range of frontline workers from East Riding of Yorkshire Council and Humber Teaching NHS Foundation Trust. Group representatives contribute to the work of the East Riding Dementia Friendly Communities working group which connects to the Mental Health and Dementia Strategy.

4.7 Dementia Friendly Community Market Weighton

This locality is supported by the Dementia Friendly East Riding Charity and have contributed to partnership working to improve the information offer both locally and across East Riding.

4.8 Bridlington Dementia Friendly Town

Organisations in Bridlington are working in partnership to develop Bridlington as a Dementia Friendly Town, considering community training and support for people with Dementia and their families and connecting into the East Riding Dementia Friendly Community as a whole. A launch of the monthly Hidden Friends Café took place in September at the Bridlington Town Football club.

4.9 Howden Rotary Memory Cafe

Howden Rotary hold a twice monthly Memory Café, free of charge, to provide a meeting place for carers and people living with dementia, offering social interaction, entertainment and refreshments.

4.10 Healthwatch

East Riding of Yorkshire Healthwatch is an independent voice for the people of East Riding. Their role is to provide information and advice and use the input to help providers across the area look at where their services are doing well and where they could matter. In 2019 Healthwatch England published a report explaining why it is important to regularly review the care of people with dementia.

Statutory organisations also contribute to the range of assets available to the community:

4.11

Hull University Teaching Hospitals Trust is a large NHS Hospitals trust serving patients in Hull and East Riding of Yorkshire. The two main hospitals are Hull Royal Infirmary and Castle Hill Hospital. At Castle Hill hospital activities to support people with Dementia include Dementia Activity and Companion Volunteers.

At Hull Royal Infirmary there is a Dementia Lead Matron. The Butterflies scheme allows for the patient, or essential care giver, to provide consent to use a butterfly symbol which highlight dementia diagnosis/memory loss impairment. A joint patient passport "Reach Out to



me", filled in with the patient and/or essential care giver - general information about the individual's life and needs. This is used to provide individualised care.

People with dementia or memory impairment will have a named, essential care giver who is highlighted within all notes and documentation. The essential care giver is allowed unrestricted visiting to their care for individual.

Improved wayfinding signage has been implemented at HRI, there is also a volunteer scheme where volunteers read to patients.

4.12 York and Scarborough Teaching Hospitals Trust provide Bridlington Hospital which provides surgical, rehabilitation and outpatients services to the local Bridlington community in the East Riding of Yorkshire and patients along the East Coast.

4.13 Humber Teaching NHS Foundation Trust

Memory Assessment Services. Provides a specialist service for people of all ages, aiming to meet the needs of people who are concerned they may have a memory problem. The Team also work with the person's supporter to ensure a quality assessment and treatment process, that takes everyone's needs into account.

A multi-disciplinary team, qualified in diagnosing and treating memory problems, will comprehensively assess and diagnose the nature of a person's memory difficulties. The team includes: nurses, support, time & recovery workers, psychologists, psychology assistants, occupational therapists and psychiatrists. Findings from assessments and any diagnosis are usually reported to the patients registered General Practitioner (GP).

Following a diagnosis, a range of treatment interventions can be offered to both individuals or groups, and can include medication if necessary. All of this is provided with additional input from a range of support workers and robust links with other agencies.

4.14 East Riding Of Yorkshire Council Adult Social Care

Accessing to care and support from the East Riding of Yorkshire Council is promoted via the Your Life Your Way website www.yourlifeyourway.uk encompassing general enquiries, emergency contact, safeguarding, carers support service, shared lives team and Lifeline and response team.

4.15 East Riding of Yorkshire Council Public Health and Health and Wellbeing Team

Public Health provide leadership and Commissioning for Dementia Support programmes and work with the Health and Wellbeing Team to provide support for Dementia Friendly Community Activity.

4.16 Primary Care

Primary Care have a role in the referral pathway to Memory Assessment Services and ongoing support for people with Dementia on discharge from this service. An annual review is recommended for people with Dementia.



4.17 Humberside Fire and Rescue Service

Are active contributors to the Dementia Friendly Communities initiative and offer Safe and Well Visits to support people to remain safe living in their own home.

4.18 Humberside Police - The Herbert Protocol is a national scheme adopted by Humberside Police www.humberside.police.uk/herbert-protocol

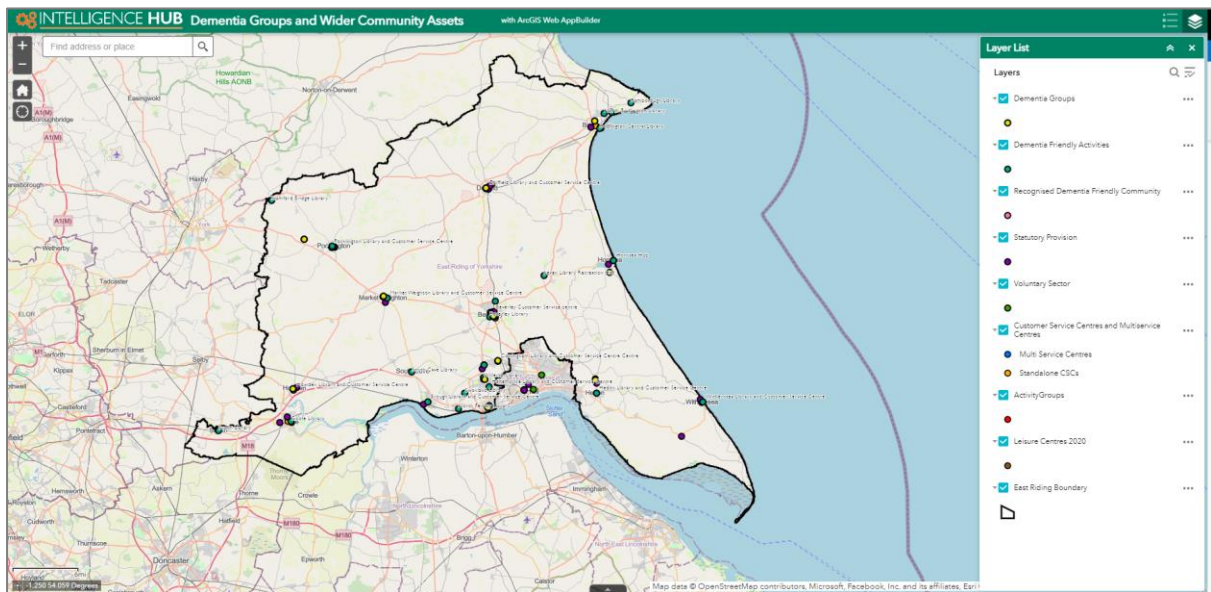
4.19 Asset Map

The map seen Figure 8 depicts some of the assets across the East Riding of Yorkshire which contribute to meeting the needs of people with Dementia and Mild Cognitive impairment.

The map can be accessed from the following link:

<https://eastriding.maps.arcgis.com/apps/webappviewer/index.html?id=5da898fa1ced4de9930f1edac8fd228e>

Figure 8. Dementia Groups and Wider Community Assets map



5. Information Sources

The Alzheimer's Society are commissioned by East Riding of Yorkshire Council to provide and information offer including a telephone helpline service and website information.

Within the Alzheimer's Society There is a standardised approach to evaluation for the following services: Dementia Connect Telephone, Dementia Connect Face to face, Dementia Support, Dementia Adviser, Side by Side (where locally contracted), and Singing for the Brain. These services are evaluated annually by local staff, and this evaluation data is then collated and analysed centrally by the Evaluation and Impact team. The feedback collected from people who use these services provides an evidence base for the difference our services are making to the lives of people affected by dementia.

Many services and organisations during the covid-19 pandemic were responding to higher levels of need and support, this has contributed to changes in thresholds and a reduction in funding. There have been challenges in obtaining up to date information for advice, support, and guidance since the pandemic. Other professionals have feedback "we are firefighting, therefore working with those most in need and struggle to work to a strength-based approach"

5.1 Quotes from people about what they feel they need and what has been helpful.

(Quotes taken from Alzheimer's Society Making Evaluation Count and recent feedback direct into their services).

"It would be helpful to have face to face meetings"

"Wanting information on groups and places that provide simulation"

"I would like information on 'What is Alzheimer's', Dementia and the brain, Council Tax, Carers-looking after yourself, Changes in Behaviour, Coping with Memory Loss and Understanding and Supporting a person with dementia"

"The service user said he was always keen to accept any support that is offered to him to help him to continue to live independently and that he was very grateful for all the support he had had from the Society"

"Everyone from the society has been so lovely, not official, it's like talking to a neighbour. It's been very comforting".

Many thanks for this.... lots of useful information and telephone numbers wouldn't have even thought of ringing the DVLA as mum hasn't driven for so long but I checked, and her license is still valid.

5.2 Making Every Contact Count (MECC)

The East Riding of Yorkshire has an established approach to Making Every Contact Count. Place organisations have signed up to the consensus on this, facilitating signposting and referral in opportunistic conversations by front line staff, including Dementia Information.



Social Prescribing workers, Dementia Advisors and Carers Support Service Advisors also provide more involved support, information, signposting and referral.

A range of information is available via online resources including:

- Alzheimer’s Society information offer: www.dementiaeastriding.org.uk/
- Making every Contact County very brief intervention and signposting: www.mecclink.co.uk
- East Riding Health and Wellbeing: www.eastridinghealthandwellbeing.co.uk
- Your Life Your Way, help live active and independent lives: www.yourlifeyourway.uk
- Healthwatch – information and advice: www.healthwatcheastridingofyorkshire.co.uk
- The Good Life with Dementia course information is provided as a printed resource as required and also circulated electronically across the system and can be found here: <https://intel-hub.eastriding.gov.uk/jsna-needs-assessments-and-intelligence-documents/#dementia>

Information is seen as an ongoing area for development across the system which all partners have a role in. Information is needed by the public, by professionals and frontline workers to understand Dementia, its symptoms, diagnosis, treatment and to seek, provide and improve support for people with the condition and those that take care of them on their dementia “journey”. This HNA provides an element of that, in terms of a summary of available information during 2022.



6. Pressures

The system has identified pressures across East Riding regarding connections amongst and across individuals who are affected and the organisations who offer support and identified a need for coproduced and proactive co-ordination of the information offer.

Primary Care involvement is crucial in order to enable timely diagnosis of dementia, however within Primary Care there is a perception that a diagnosis of dementia might not benefit the patient – as per above there is a need identified to co-produce the information and support offer, working in collaboration with Primary Care to understand the perspective.

Dementia has historically not been included in funding streams such as CMHT redesign, and there is an issue surrounding capacity to access funding for longer term development of Memory Assessment Services. HTFT have identified struggling with recruiting clinical staff into MAS which has historically impacted on waiting lists - there is a need to 'grow our own' clinical professions for the future. Similarly, we need to investigate funding for the VCS, funding for post-diagnostic support and gain a better clarity regarding governance of responsibility for overseeing commissioning of wrap-around support for those impacted by Memory Loss from a population health standpoint.

7. Themes

“The cliff edge of dementia” is an ongoing theme for people who are diagnosed with Dementia. There is a perception of being left alone after diagnosis, not receiving contact from any services.

The NHS aim targets are around getting diagnosed not how many people are getting post diagnostic support.

Professionals feel that Dementia is the “Cinderella” service of the NHS - not high enough on the agenda, with insufficient funding.

Information for all is inconsistent – people with dementia pre, during and post diagnosis, the general public, unpaid carers, front line workers, professionals, stakeholders all need information on a broad range of aspects of dementia for various purposes – prevention, seeking and gaining diagnosis, seeking support, referring for support, improving the system, improving connections between organisations and defining clear pathways.

The Alzheimer’s society report “Left to Cope Alone: The unmet support needs after a dementia diagnosis” (2022) shows that people need comprehensive support that encompasses medical, emotional and social wellbeing, yet these needs are not being met in a consistent and timely way. The report advocates the need for one ongoing professional point of contact. <https://www.alzheimers.org.uk/about-us/policy-and-influencing/left-cope-alone-unmet-support-needs-after-dementia-diagnosis>



8. Recommendations

- Advocate for increased recognition and funding for Dementia Pathways involving support pre, during and post diagnosis in line with the NHS Live Well approach, including prevention and end of life.
- Seek understanding of potential budget sources to develop the VCS market to deliver on Dementia Friendly Community Activity including Dementia Support.
- Investigate opportunities for VCS to develop collaboration and capacity for potential commissioning, to ensure the development of co-produced Dementia Friendly Community activity in a comprehensive way across East Riding, according to local need.
- Development of a co-ordinated network of co-produced dementia peer support groups facilitated by the system.
- Co-produce comprehensive mapping of all assets to inform the inform and strengthen the information offer at a locality and LA level to update and improve the information offer. Ensure ongoing publication, marketing and promotion of the information sources, to the public affected by dementia and all those working in the system who can Make Every Contact Count.

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