

## Launch of the 'Still Me' public information campaign

### #stillme

The Dementia Together NI public information campaign was launched on 20 September 2016 at Stormont by the Deputy First Minister, Martin McGuinness, Junior Minister, Alastair Ross and Health Minister, Michelle O'Neill. An event was also held for guests in the City Hall, Belfast, where an enthusiastic audience heard from speakers involved in the development of the campaign and from people with a dementia.

The campaign aims to reduce stigma and fear regarding the condition and to raise awareness of the signs of dementia. It is entitled 'Still Me' and encourages the public to look beyond the dementia and see the person rather than the condition. It also promotes the idea of 'dealing with dementia together' in order to reduce people's experience of isolation and loneliness. The campaign aims to challenge thinking and show that life can still be good with dementia.

The campaign features local people living with a dementia and was developed in conjunction with the PHA, HSCB and our partner organisations, the Alzheimer's Society, Dementia NI and Age NI.

The first phase of the campaign runs from 20 September until the end of October 2016 and is comprised of three television adverts, each featuring a person with a dementia. There is a wider campaign both online and via various other media outlets.



Online information supporting the campaign can be found at [www.nidirect.gov.uk/dementia](http://www.nidirect.gov.uk/dementia)

For further information please contact Martin McCrory at [martin.mccrory@hscni.net](mailto:martin.mccrory@hscni.net)

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## Trusts signs up to John's Campaign

Earlier this month the Western Health and Social Care Trust announced that it had signed up to 'John's Campaign' in all of its hospitals and residential care homes.

John's Campaign began in 2014 and now covers all parts of the UK. The campaign promotes the rights of the person with a dementia to have their family carers stay with them during their stay in hospital.

The campaign has widespread political support and has an obvious role in improving the care of people with dementia while in hospital. It's about carers and staff working together as partners to provide reassurance, support, care and treatment to the individual with a dementia.

In announcing its commitment to the campaign, Alan Corry Finn, Director of Primary Care and Older People's services at the WHSCT said this was part of a "wider initiative across the trust to promote Dementia Friendly Communities and improve dementia care through staff training, awareness raising activities, design audits and physical improvements to care facilities to make them more dementia friendly."

He continued: "the trust is asking its staff to proactively welcome carers onto wards so that they can provide support and reassurance to their loved ones during a stay in hospital."

This trust-wide approach applies to all six hospitals in the area and includes five homes for older people, three homes for people with a learning disability and a supported housing scheme.

The Southern Health and Social Care Trust has also joined the national campaign which supports the rights of carers to stay with patients with dementia in hospital.

350 hospitals across the UK have since joined the campaign, and the Gillis Memory Centre becomes the fourth facility in Northern Ireland to get involved.

Bryce McMurray, Director of Mental Health and Disability Services within the SHSCT, said: "Admission to hospital for people with dementia can be really distressing and cause increased confusion, when they are in unfamiliar surroundings with people they don't know.

"Family members and carers become experts in looking after their relatives and are greatly aware of their likes and dislikes and patients are greatly comforted by the love and familiarity of the people they know. We are committed to providing services that meet the needs of people with dementia and their carers. We value the expertise that carers share with us.

"The team in Gillis Memory Centre work closely with families and carers to make the stay in hospital as good an experience as possible and warmly welcome families to stay with their relative when they need them most."

Bryce added: "We know that the environment that people find themselves in can affect their progress and people with dementia need the familiarity and reassurance that their loved ones can provide and their carers along with hospital staff are an essential part of the care team."

If you would like to find out more about the Southern HSCT's work on John's Campaign please contact the staff at the



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Gillis Memory Centre on Tel: 028 3741 2183  
or email: [gillismemory.centre@southerntrust.hscni.net](mailto:gillismemory.centre@southerntrust.hscni.net).

**Dementia Together NI would like to commend the Western and Southern HSCTs for this initiative and would also**

**acknowledge the efforts of other HSCTs and the independent sector to be part of this worthwhile campaign.**

**If you would like to have more information about how your facility can join up to the campaign, then visit the campaign website at [www.johnscampaign.org.uk](http://www.johnscampaign.org.uk)**

## Dementia Navigator induction

The summer period saw the commencement of several new Dementia Navigators across the region, with more currently being recruited across all HSCTs. They join those navigators who have already been in post for some time.

The role of the Dementia Navigator is a really exciting development in Northern Ireland. It is a role with so much potential benefit to all those affected by a dementia. Navigators will be a key source of support and sign posting to those affected by a dementia from the outset of their journey through to the later stages.

As well as working directly with those affected by a dementia, the navigators will make themselves known to any groups/directorates/organisations across the region to better understand the great work going on and to raise awareness of the condition. They will play a key role in helping people navigate the various services they will come into contact with and make the journey of dementia easier by providing effective interventions and sign posting.

A two day induction was held for all Dementia Navigators in the region over the summer and was a great opportunity for all involved to meet

each other and feel part of a wide, regional team. There was great enthusiasm on both days to learn more about the navigator function, develop the role in the best way possible and support each other. There was a training day to learn more about dementia to ensure all navigators feel supported in their new role. This will be an on-going feature of future navigator meetings, to learn more and how best to support those affected by dementia. Future talks will look at areas such as learning disability and dementia and end of life planning and support.

We have also involved those with a dementia in the induction and peer support meetings and will continue to do so at all future meetings.



**The Dementia Navigators receive their certificates of completion of the Step Inside training, delivered by the Alzheimer's Society**

## Dementia NI open empowerment groups throughout Northern

Dementia NI is inviting people living with dementia to join their new empowerment groups located throughout Northern Ireland. With five groups now established in Irvinestown, L'Derry, Antrim, Holywood and Belfast, their purpose is to enable people with dementia to have a voice and remain active within their community.

**Group members meet every fortnight and support each other through friendship and understanding, particularly after a recent diagnosis.**

Commenting on the new groups being formed, Tara Collins Programme Manager, said:

“Dementia Empowerment Groups are being set up in each health trust area across Northern Ireland. We are delighted with our progress to date and have received huge support from professionals, sports stars, the media and local MLAs including Mr Trevor Clarke and Mr Chris Lyttle.”

Anne from Newtownabbey, a recent member to a local Dementia NI group, would encourage those with dementia to avail of the opportunity,

“After my diagnosis, the relief that there was someone out there to help and understand me was so overwhelming. I wasn't alone anymore and that was such a fantastic feeling. I enjoy coming along to the groups, it's the perfect opportunity for us to socialise, to share experiences and have my thoughts and opinions heard. The group has given me the confidence to feel proud of myself and make me feel that I have a place in society again.”

**Group members help influence how people can live well after diagnosis,**

**raise awareness by telling others what life is like to live with dementia, and inform organisations on how to make their services, policies and practice more suitable for people living with dementia.**

### Get involved...

To attend or to learn more about Dementia NI work throughout Northern Ireland, please contact us on Tel: 028 9068 6768 or Email: [info@dementiani.org](mailto:info@dementiani.org)



**Dementia NI with Belfast Giant's Player Adam Keefe**



**The Dementia NI Antrim Group**

## Dementia Elevator Innovation Awards 2016

The Dementia Together NI regional delirium quality improvement work was submitted to the Dementia Elevator Innovation Awards 2016. This award acknowledges innovative projects that improve the lives of people with dementia, their family/carers and staff providing their care.

The regional work was displayed at The Dementia Showcase event at Dublin City University on



Tuesday 20 September with the other seven finalists, after shortlisting by an external panel. This showed accomplishments of frontline staff who were involved in developing a regional delirium bundle. This consists of clinical recording tool, and awareness and educational materials to ensure continuity of care for patients who are at risk of developing or which have been diagnosed with delirium.

We were delighted to receive acknowledgement for the work completed regionally by the frontline staff, who have achieved these outcomes thereby improving the quality of care received by patients.

**Nichola Cullen, Delirium Improvement Project Support Officer.**

## Family carers celebrate success

Family carers from Bangor and Ards celebrated in August their success having completed a programme of free workshops to assist them in supporting and caring for a loved one living with dementia. The programme was delivered by Amanda Leitch from 3fivetwo Training Academy (front left). Also there to mark their achievement was Lorna Conn from Dementia Together NI (back centre) and Ashleigh Davis from Dementia NI (front right). One carer commented that 'it was an invaluable programme', another remarked that he 'could now see the sunshine through a forest of trees'. One also stated that he now felt he had a voice and could talk about dementia, where before he couldn't. The Training Academy is keen to reach as many family carers in

the South Eastern Health and Social Care Trust area, so if you or someone you know might benefit from this programme please contact Dementia Support Coordinator, Kelly Barbour on E: [barbourk@3fivetwo.com](mailto:barbourk@3fivetwo.com) or T: 02890 735273. Programmes will be starting in September in Bangor, Ards, Lisburn, Downpatrick and Newcastle.



# Launch of the Dementia Learning and Development Framework

The Long Gallery in Stormont was the venue for the launch of the Dementia Learning and Development Framework by the Health Minister, Michelle O'Neill on 14 September 2016. Lorna Conn, Project Manager for Dementia Together NI, welcomed everyone to the event. Eleanor Ross MBE, Nurse Consultant in PHA, Co-chair of the NI Dementia Strategy/Dementia Together NI Project delivered the opening address and was followed by a very powerful video presentation by key stakeholders involved in the development of the Framework including Anne Scott, a person with a dementia and Philip Cunningham, a carer for his wife who has a dementia.

Over 100 people were in attendance to hear Seamus McErlean HSCB, Co-chair of the NI Dementia Strategy/Dementia Together NI Project, interview Liz Cunningham regarding her personal experience of receiving her diagnosis of dementia and her contact with health and social care staff throughout her journey.

Speaking at the launch Minister for Health Michelle O'Neill said she hoped "the framework would provide an assurance to the public, that staff caring for those living with dementia have the right knowledge and skills to do their job well, to challenge the stigma that exists around dementia, and to improve communication skills with people with dementia."

The key message from the launch was that the framework should allow staff, employers, educators and regulators to examine training needs, establish baseline requirements and plan course provision. Ultimately this will ensure that people with a dementia and their carers receive safe care and treatment from staff who are suitably qualified, competent and well-motivated to undertake their roles. Lorna Conn closed the event by reiterating the call to action made by Eleanor Ross, Liz Cunningham, and Minister Michelle O'Neill for organisations to adopt the Dementia Learning and Development Framework.

She urged those present to begin a process of implementation of the framework and its content which would ultimately drive up the standards in the training expected and provided for all HSC staff with regard to dementia.

The Learning and Development Framework is accessible via the HSCB's website [www.hscboard.hscni.net/our-work/social-care-and-children/dementia/learning-development-framework/](http://www.hscboard.hscni.net/our-work/social-care-and-children/dementia/learning-development-framework/) or hard copies are available by contacting Thelma Swann - Email: [thelma.swann@hscni.net](mailto:thelma.swann@hscni.net) Tel: 028 9536 2980



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