

## **Pendle Dementia Action Alliance (DAA)**

### **2017 Progress on developing a Dementia Friendly Pendle**

Since its formation in 2015, Pendle DAA has been proactive in promoting dementia friendly (DF) communities. They have developed a 2017- 2019 action plan to drive dementia friendly Pendle and reported progress to the Health and Social Care Scrutiny Panel in August 2017. The action plan is reviewed regularly at each DAA Steering Group. Examples of 2017 activities include:

- Facilitating DF sessions in 12 Pendle churches and 1 mosque
- Delivering DF sessions to taxi drivers as part of the overall Safeguarding programme
- Delivering 5 public awareness events, attracting over 400 members of the public
- Joint Memory Walk with Burnley DAA
- Identifying DF buildings/ organisations and allocating DF stickers accordingly (Number One, Town Hall, Pendle Leisure Trust sites, Lancashire Fire and Rescue, Age UK, Victoria Park Pavilion)
- Establishing a Pendle DAA Facebook page
- Developing a series of information leaflets specifically for Pendle

Funding to support the delivery of the action plan remains a challenge. The group has secured grants from both the private and public sector in the past and will continue exploring funding opportunities to ensure continuation of its work.

In 2017, the DAA began engaging with businesses as part of the roll out of DF communities, which will be undertaken on a town by town basis. Efforts will initially focus on Nelson, followed by Colne and then Barnoldswick. To date, 7 Nelson businesses/ organisations have expressed their interest in supporting a DF Nelson:

- Nelson Town Council
- Althams
- Oddies
- Nelson Market
- Morrisons
- Victoria Park CIC
- Nelson Fire Station

The DAA will work with these businesses in facilitating staff training, assessing their businesses as DF venues/ organisations, publicising progress and sharing good practice whilst encouraging other businesses to also sign up.

As members of Pendle DAA, Pendle Locality East Lancashire Clinical Commissioning Group (ELCCG) made significant progress in 2017. All Pendle health centres and GP practices can now clearly demonstrate commitment to DF communities through the ELCCG's Quality Framework which includes dementia care. Staff in 8 of the 14 GP practices have received training and all practices now have a dementia lead.

A secondary school and a primary school are also engaged with dementia friendly communities. Pendle Vale College is a recent addition to the DAA and is keen to pilot a model for DF schools. St Joseph's Primary School in Barnoldswick has been engaged with the DAA since its inception and has delivered a range of initiatives, including partnering with a nearby care home. Their efforts have been recognised nationally, receiving an award from Downing Street.

In 2017, Pendle DAA won the ELCCG Locality award in recognition of its work in supporting a dementia friendly Pendle.