

Airedale Social Movement Project

Veronica King - *Stakeholder Relations Manager (North), Alzheimer's Society*

Michael White - *Operations Manager (West Yorkshire), Alzheimer's Society*

In partnership

**Airedale
and Partners**

**Alzheimer's
Society** | **Leading the
fight against
dementia**

Dementia in Care Homes

- 70% of residents in care homes have some form of dementia
- Over 1/3 of people with dementia live in a care home

Programme background

NHSE 'Health as a Social Movement' programme was developed to build on the following agenda set by their 'Five Year Forward View':

'Collectively and cumulatively [these actions] and others like them will help shift power to patients and citizens, strengthen communities, improve health and wellbeing, and – as a by-product – help moderate rising demands on the NHS'

Programme background

Funding was offered to new model of care vanguard sites with programme aims to:

- Identify and develop exemplar social movements – creating real-world examples of communities mobilised for health and care
- Demonstrate ‘what works’ – using rigorous evaluation approaches
- Spread the approach further – enable other communities and care homes to develop and adapt similar approaches.

Airedale and Partners Social Movement – The Vision

***“Bringing the world into our
care homes, and putting the
care homes at the heart of our
community”***

Airedale and Partners – Enhanced Health in Care Homes Vanguard

The programme will:

- Enhance the quality of life, and end of life experience of thousands of nursing and care home residents living in Bradford, Airedale, Wharfedale, Craven and East Lancashire
- Develop a more proactive and person-centred model of health and social care, focusing on how we can help residents live well with dementia.

Aims:

- The wellbeing, quality of life and quality of care for people living with dementia in care homes will improve as a direct result of this work.
 - Working with partners across local communities, we will achieve a cultural shift in the way that care homes are regarded within their local communities.
 - People in our communities of all ages, backgrounds, and from all walks of life in our communities will understand dementia better, and be more aware of it. Care home staff and volunteers will drive this.
 - Airedale & Partners Social Movement will be regarded as a trailblazer.

We will achieve this by:

- Empowering care home residents affected by dementia to be involved in decisions about their health and wellbeing.
- Supporting the families, carers and staff who provide the vital care and support that those living with dementia need.
- Finding new and innovative ways to bring the outside world into the care home, to engage residents with their local community

Pilot Sites – Stage 1

Focussing on 3 care homes initially:

Milton House (Gargrave) provides personal and nursing care for up to twenty-two older people.

Summerfield House (Silsden) provides care and support for up to 31 people - predominantly older people and people living with dementia.

Norwood House (Keighley) provides personal care with nursing to older people, people with physical disabilities and people with dementia. The home can accommodate up to 31 people – 75% of residents have a range of complex needs in relation to dementia.

Next steps:

- Scoping
- Recruit and induct Programme Manager and Project Support Officer
- Delivery and activity
- Spreading out to a larger scale
- Evaluation

Thank You

- Veronica.King@alzheimers.org.uk

- 07738 755610

- Michael.White@alzheimers.org.uk

- 07803 118136