



'Bring  
Me  
Sunshine'

A large, central yellow balloon with a scalloped edge. It has black text written on it that reads "'Bring Me Sunshine'". The balloon is tied with several colorful streamers (blue, purple, green, yellow) that trail off towards the bottom of the page.

Living Well With Dementia  
in North Yorkshire

A yellow rectangular box containing the text "Living Well With Dementia in North Yorkshire". The box is positioned at the bottom left of the cover, above the word "Summary".

Summary





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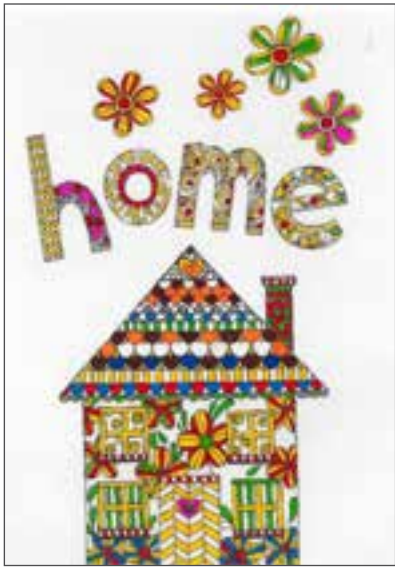
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## The draft strategy

We have written a draft dementia strategy for North Yorkshire - 'Bring me sunshine'.

'Bring me sunshine' brings together the experiences of those of us living with dementia, our carers, and health and social care experts. It describes the improvements we want to make to dementia support services in North Yorkshire over the next five years.

We have written our strategy with the help of the Alzheimer's Society, Dementia Forward and Making Space. They were part of the editorial group and were able to involve people living with dementia in its development.

They also organised and contributed to our Dementia Congress in October 2016. 'Bring Me Sunshine' was the title of the congress and it was suggested by one of our dementia singing groups. It symbolises the fact that, although living with dementia brings many challenges, it does not automatically have to stop people enjoying life.

*"We were  
bombarded with  
leaflets & left to  
our own devices -  
no advice given"*

*"Our carers need  
advice and education  
around what to  
expect as dementia  
progresses, they know  
it won't be easy  
but shouldn't have  
to learn everything  
for themselves"*

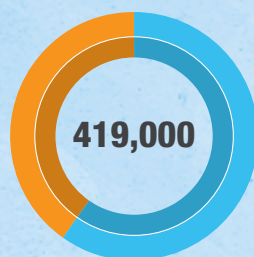
*"I want to continue  
the things that I  
have always done  
but with support"*

*"We don't care about  
your organisational  
boundaries, we  
care about getting  
the support and  
help we need at  
the right time"*

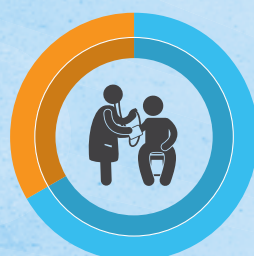
*"Local community  
networks are our  
strongest asset if  
we can motivate  
and educate them"*



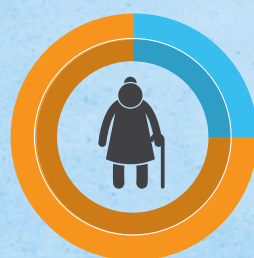
## Some facts about dementia



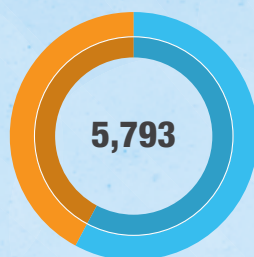
There are 700,000 people believed to be living with dementia in England, but only 419,000 have actually been diagnosed.



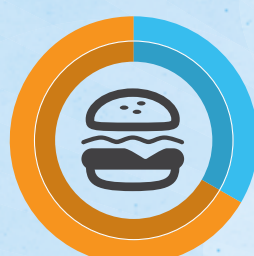
70% of people with dementia are living with at least one other long-term health condition.



Most people living with dementia are likely to be older people, with 1 in 4 people over 85 at risk of the conditions that cause dementia.



In North Yorkshire, 10,000 people are estimated to be living with dementia, but only 5,793 people have actually been diagnosed.



Public Health England estimates that approximately a third of dementia cases might be in part caused by preventable factors such as diet.



There are other groups of people also experiencing memory loss and other difficulties caused by dementia, and young onset (aged 64 or under) and people with a learning disability are two groups that are often overlooked; and



By 2025 13,573 people are expected to be living with dementia in North Yorkshire



People with dementia are less likely to receive a diagnosis for other health conditions and get the care and support they need to manage them.



Over 65,000 people in North Yorkshire said they were carers at the last census. In North Yorkshire in 2015/16 the Carers Resource Centres, who are funded by the County Council and the Clinical Commissioning Groups, had over 1,800 referrals.

## How we developed 'Bring me sunshine'

The most important part of developing 'Bring me sunshine' was talking to those of us who live with dementia and our carers to understand the day to day challenges we face; what is already being done well; and where people living with dementia feel supported and helped to live healthy and independent lives.

This included face to face conversations with individuals and groups across the whole of North Yorkshire; on-line surveys; workshops; and our Dementia Congress. In total we heard from over 1200 people and organisations.

All these contributions are at the heart of what 'Bring me sunshine' is about.

## What 'Bring me sunshine' contains

'Bring me sunshine' contains messages about what matters to people living with dementia. It also contains information about: the number of people living with dementia in North Yorkshire; people living with young onset dementia; and people living with dementia and a learning disability.

It looks at what dementia support services are available now; the initiatives that are already underway to support those of us whose lives are affected by dementia; and some great local success stories about improving services and support.

Importantly, the strategy also looks at where support isn't as good as it should be, and the lessons that can be learned for the future.

The key themes, principles and priorities of 'Bring me sunshine' are:

- challenging the stigma associated dementia and raising awareness about it;
- the importance of accessibility including signage, dementia-friendly communities, and transport;
- the importance of early diagnosis;
- ensuring consistent care and support;
- planning for the future and dying well;
- seeing the person, not the dementia;
- the value and importance of carers support;
- the need for staff and volunteer training programmes;
- the need to support people affected by young onset dementia; and
- supporting people living with a learning disability and dementia.

These themes will help us achieve a simpler, better and more person-centred system of support and information for those of us living with dementia and our carers.



# How 'Bring me sunshine' will be delivered

We have developed four key principles which will run through everything we do. Under these we have five key priorities which will form the basis of the work we will do to improve the support and information we provide for those of us living with dementia and our carers.



## Strategy action plan

### PRINCIPLE 1

I am Me  
I am not dementia  
I have a name and I expect it to be used

### PRINCIPLE 2

Carers Matter  
Treat them as well as they treat us

### PRINCIPLE 3

The Small Things  
Small acts of understanding can make a huge difference

### PRINCIPLE 4

Consistency  
Where I live shouldn't determine how I am treated

### PRIORITY 1 Dementia Friendly North Yorkshire

#### WE WILL:

- work with local government, businesses and communities to promote dementia friendly communities across North Yorkshire
- develop a schools' dementia awareness programme to create a 'dementia friendly generation'
- work with employers to emphasise the importance of supporting and valuing carers of people living with dementia in employment
- support local Dementia Action Alliances and Collaboratives to make communities accessible and welcoming to people living with dementia and their carers
- develop and deliver accommodation options for people living with dementia and their carers

#### OUTCOMES

1. People living with dementia and their carers feel accepted, supported and understood in their communities
2. Support for people living with dementia and their carers is embedded in our communities
3. Improved public understanding of dementia

### PRIORITY 2 Workforce Development

#### WE WILL:

- work to improve the experience and impact of living with dementia amongst health and social care professionals
- review the training and development offer to independent sector care staff and work with providers to assess training and development needs
- ensure that all signatories to this strategy work to become dementia friendly organisations and aspire to all public facing staff undertaking dementia friends training
- support individuals and groups who wish to challenge examples of bad practice
- ensure health and social care professionals are aware of and trained in the importance of carers and the specific challenges carers of people living with dementia can face

#### OUTCOMES

1. Greater awareness of living with dementia amongst health and social care professionals
2. People are treated as individuals rather than a person with dementia
3. People will experience a more personalised and coordinated health and social care system

### PRIORITY 3 Diagnosis

#### WE WILL:

- work to ensure that the diagnosis process is clear and transparent to people and involves no more professionals or appointments than necessary
- work towards a target of everyone receiving timely formal diagnosis
- work with professionals to ensure that a diagnosis is delivered in a suitable way that recognises the impact on the person and their carer and that full follow up support is offered
- ensure that everyone who wishes to be is referred on to our dementia support services
- ensure that carers are offered support and advice relevant to their needs and are supported through the diagnosis process

#### OUTCOMES

1. More timely and effective diagnosis routes
2. More effective and consistent post diagnostic referrals
3. A better experience both practically and emotionally of the diagnosis process

### PRIORITY 4 Support and Advice

#### WE WILL:

- create simple points of access for information for people living with dementia and their carers in North Yorkshire including improved access to peer support
- review our current information and advice offer to people, look at ways of improving what already exists and where there is scope for a more innovative approach
- monitor and share the progress of new technology and the ways it could support people living with dementia and their carers
- ensure dedicated Dementia Support Services for people living with dementia and their carers from diagnosis through to bereavement
- develop support specifically for people living with young onset dementia and their families

#### OUTCOMES

1. Clearer, more accessible information, advice and guidance produced with people living with dementia and their carers
2. Greater access to peer support and learning
3. Adoption of new approaches where technology advances

### PRIORITY 5 Planning for the Future and Dying Well

#### WE WILL:

- develop training and awareness around the importance of planning for the future and having open discussions around people's wishes and fears
- improve and promote information advice and guidance to enable people to make early and informed decisions around mental capacity, planning for the future and end of life care
- work to challenge the social and professional stigma and nervousness around death and dying
- continue to support bereaved carers to ensure they have the physical, emotional and social support they need

#### OUTCOMES

1. Improved access to knowledgeable professional support
2. Clearer information around what to expect and how to plan
3. Better support for bereaved carers



## How 'Bring me sunshine' links to North Yorkshire strategies

- The North Yorkshire Community Plan explains how NYCC will support its communities to be able to develop and deliver the services they need;
- 2020 North Yorkshire sets out the NYCC's corporate vision and plan for Health and Adult services, with an overall objective for people to live longer, healthier, independent lives; and
- The North Yorkshire Joint Health and Wellbeing Strategy has five themes: Connected Communities; Start Well; Live Well; Age Well and Dying Well.

## How 'Bring me sunshine' links to national initiatives

Bring me sunshine' complements a range of national strategies and programmes. These include:

- The National Dementia Strategy for England 'Living Well with Dementia' 2009;
- The Prime Minister's Challenge, which sets out a programme of action to deliver improvements in health and care, create dementia friendly communities, and boost dementia research;
- Public Health England's aim to reduce the numbers of people with dementia in midlife;
- The Alzheimer's Society Dementia Friends programme encourages greater awareness and helps people of all ages to think about how they can support those of us living with dementia in our communities;
- The Alzheimer's Society Dementia Friendly Communities is a programme which helps to create dementia-friendly communities across the UK; and
- The NHS Well Pathway for Dementia.

## Tell us what you think

We want to consult with the wider community about this strategy and a short survey is on the North Yorkshire County Council website at **[www.northyorks.gov.uk/dementiastrategy](http://www.northyorks.gov.uk/dementiastrategy)**  
The survey will close 23/06/2017.

## How you can find out more

You can download a copy of the full strategy at **[www.northyorks.gov.uk/dementiastrategy](http://www.northyorks.gov.uk/dementiastrategy)**





## Contact us

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