

Dementia Friendly Parishes around the Yealm (www.dementiayealm.org)
Secretary: Liz Hitchins
Tel 01752 880715 or e-mail liz@hornlane.eclipse.co.uk

Information Sheet

Dementia Friendly Parishes around the Yealm is a fully established community project group with its own constitution and bank account. It has been set up by interested and motivated local people who are committed to improve and change the lives of people with dementia and their carers across 5 parishes on the estuary of the River Yealm.

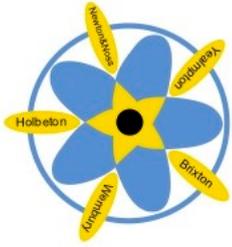
This innovative project initially set up for 2 years is now in its fifth year with plans to continue beyond November 2018. During this time we are planning to register as a charity to ensure the sustainability of the project. The project employs a part time coordinator, (18.5 hours per week) covering the parishes of Brixton, Yealmpton, Wembury, Newton and Noss and Holbeton. Her role is to develop Dementia Friendly Parishes around the River Yealm by engaging with people with dementia, their carers and families, together with voluntary and statutory services, businesses and the wider community.

The key aims of Dementia Friendly Parishes around the Yealm are to

- promote individual and community based activities and services for people with dementia, their carers and families across the parishes of Wembury, Brixton, Yealmpton, Newton & Noss and Holbeton;
- ensure that people with dementia, their carers and families have a voice and are able to maintain and, where necessary, increase their social contacts within their local community;
- develop or contribute to the development of suitable inclusive social activities and services locally for people with dementia and their carers;
- work in collaboration with local groups and organisations;
- ensure people with dementia and their carers have access to all community activities.

The project benefits the whole community in each parish as awareness is raised with local organisations, businesses and services. It empowers people with dementia and their carers to remain in their own community with support to reduce unnecessary and disruptive admissions to hospital, or unplanned respite and emergency call outs.

The work of Maxine Kennedy, the Project Coordinator is to influence, change and promote socially inclusive communities for people with dementia, their carers and families across the 5 parishes; and to ensure that people with dementia, their carers and families are able to maintain and, where necessary, increase their social contacts within their local community. Maxine promotes dementia awareness across the parishes particularly with the Parish Councils, Health Centres, NFU, faith groups, transport services, local businesses and other organisations e.g. shops, pubs, Post Offices, hairdressers, garden centres, clubs, WI, etc. She provides advice and guidance to people with dementia and their carers so that they can continue to maintain and where necessary increase their social contacts within their local community. Over the lifetime of the project Maxine is linked to 65 families across the 5 parishes.



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New inclusive activities have been set up through the project these include a weekly gentle exercise class run by a registered physiotherapist, and a twice monthly art/craft/hobbies club supported by volunteers with skills and interest in arts and crafts. A monthly afternoon tea is held at Kitley House Hotel where everyone involved in the project, people with dementia and their carers/families, committee members and volunteers get together for a convivial afternoon. A Shared Reading Group meets weekly and this has helped people with dementia to take up reading again improving their quality of life with their families.

The budget for this project is currently £26,000 a year. This includes the salary and all on costs e.g. tax, NI etc plus travel, and other administrative costs e.g. provision of mobile phone and laptop and cost to support volunteers. The Committee fund raises by applying for grants and through local fundraising activities in the community e.g. coffee mornings, open gardens etc. The project has been supported financially by grants from Devon County Council Adult Services, County Councillors John Hart, South Hams District Councillors Basil Cane, Keith Baldry and Lindsay Ward, Saltram Rotary, the Parish Councils, Brixton Feoffee Trust, South Hams TAP Fund, and The Tudor Trust.

The Committee with representatives from the 5 parishes and Saltram Rotary meets monthly and a person with dementia is also on the committee.

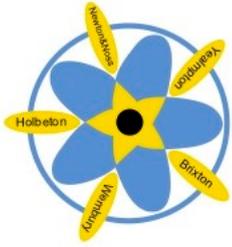
This project meets with one of the three main aims of National Dementia Strategy 2009 - *Living well with dementia and the Prime Ministers National Challenge on Dementia 2012 - 2015, Dementia 2012 – A National Challenge*. Currently 1 in 3 people over the age of 65 is projected to have a dementia in later life and increasingly younger people around the age of 40 are being diagnosed with a dementia. Devon has particularly high figures for dementia based on the number of older people in the general population so it is important that for the future local communities can support people with dementia and their carers.

Furthermore the National Dementia Declaration identifies desired outcomes for people with dementia and their carers based on research by the Alzheimer's Society published in 2012 which include

- *I live in an enabling environment and where I feel valued and understood*
- *I have a sense of belonging and valued part of a family, community and civic life*

This project is changing the culture and resilience of our communities local people now know about dementia and are welcoming and supportive to families and families have confidence to continue to be involved in the community at all levels. It will continue to meet the changing social needs of people with dementia in the longer term, as the numbers are projected to increase considerably in this area of Devon.

The project has its own website www.dementiayealm.org and the contact number for the Project Coordinator is 0745020631



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