



Department
of Health

Implementing Dementia Policy: A view from the Centre

Jerry Bird

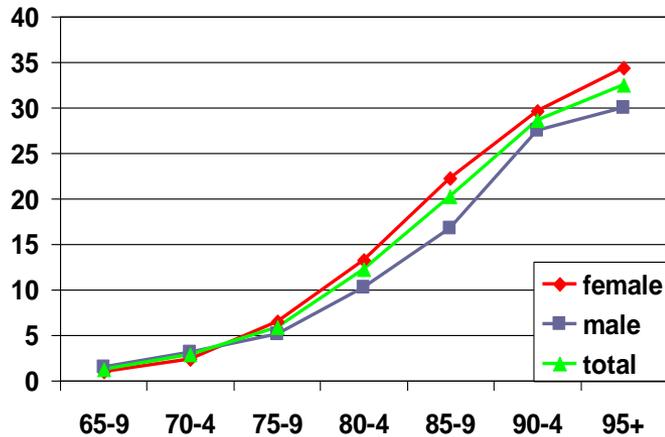
Department of Health Dementia Policy Team

Dementia: Key facts

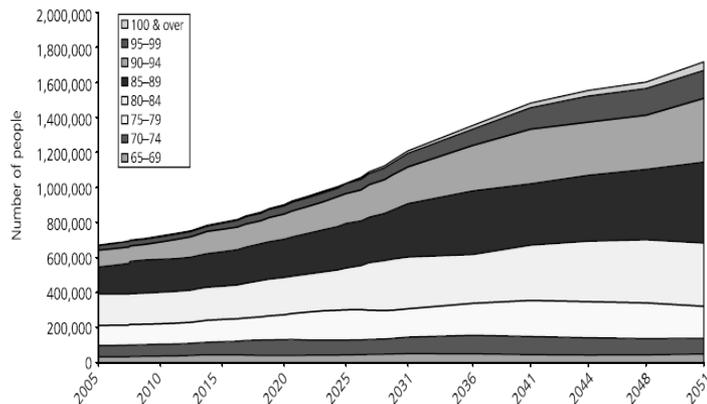
1. **670,000 people** in England with dementia - number will double in 30 years.
2. **Around two-thirds** of care home residents are currently estimated to have dementia.
3. **25%** of hospital beds are occupied by people with dementia.
4. Costs society **£19bn a year**, more than the costs of cancer, heart disease or stroke.
5. Only **45%** of people with dementia in England ever receive a formal diagnosis
6. With early intervention, and the right support, people with dementia can continue to live well with the condition for many years.

Dementia - common, costly and under-identified

Population prevalence (%) of dementia by age



Growth in numbers of people with dementia in the UK

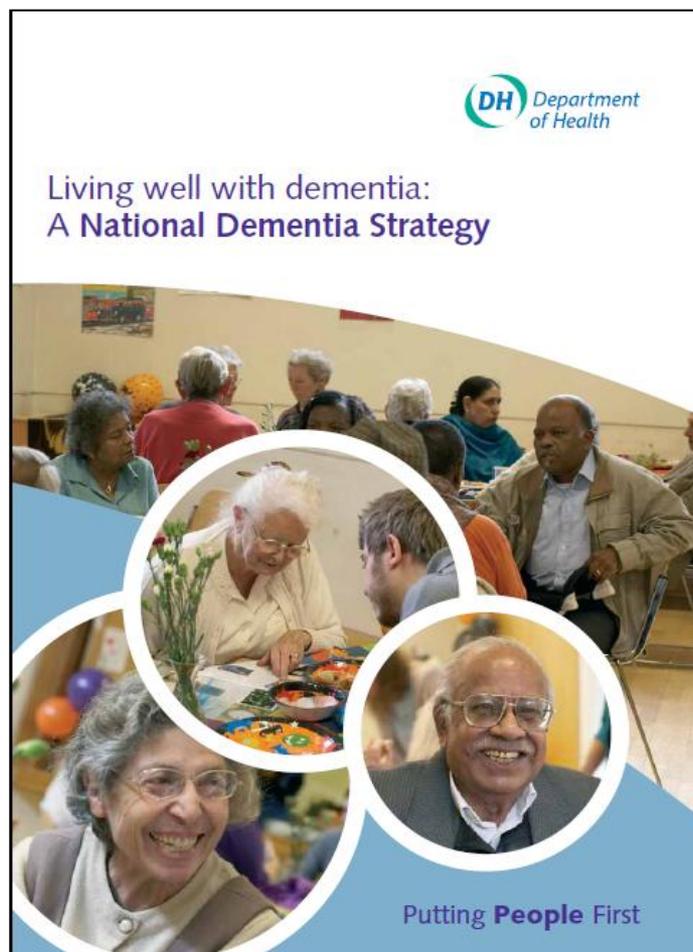


- Numbers with dementia now
- **683,597 people with dementia in the UK today**
"700,000"
- 1 in every 88 of the population
- 668,563 late onset (65+ years old)
- 1. 446k women, 223k men (2:1 ratio)
- 15,000 young onset (under 65 years old)
- Projected increase in numbers of people with dementia
- **In 15 years (2021) – rising to 940,000 (+38%)**
- **In 20 years (2026) – over 1 million**
- **In 30 years (2036) – doubling of prevalence to 1.4 million**
- **In 45 years (2051) – rising to 1.7 million (+154%)**

Background to policy development

- Dementia UK Report – (jointly published by Kings College London, the LSE and the Alzheimer's Society) – February 2007
- National Audit Office Report on Improving services and support for people with dementia – July 2007
- Launch of work on developing a National Dementia Strategy – August 2007. Led by Sube Banerjee and Jenny Owen

The National Dementia Strategy – published February 2009



The Priorities for implementation

17 Strategy Objectives, of which 7 were determined as priorities:

- Good-quality early diagnosis and intervention for all;
- Improved community personal support services;
- Implementing the Carers' Strategy;
- Improved quality of care for people with dementia in general hospitals;
- Living well with dementia in care homes;
- An informed and effective workforce for people with dementia; and
- A joint commissioning strategy for dementia.

Prescribing anti-psychotic drugs for people with dementia

180,000 people with dementia prescribed anti-psychotics

Only 36,000 receiving benefit

1800 additional deaths

2/3 of prescriptions unnecessary

Government accepted all recommendations

Audit of prescribing antipsychotic drugs begun

**The use of
antipsychotic medication
for people with dementia:**

Time for action

**A report for the
Minister of State for Care Services
by
Professor Sube Banerjee**

**An independent report commissioned and funded by the
Department of Health**

Early progress on implementation

- **Major national research summit in July '09, Cause, Care and Cure**
- **Dementia portal and web based information for public and professionals**
- **Skills for Health and Care commissioned to map training and education**
- **Dementia commissioning conference held in October 2009**
- **Pocket guide for care home managers on implementing the NDS**
- **Research summit report published and new Ministerial Research Group announced**
- **Appointment of Professor Alistair Burns as the first National Clinical Director for Dementia**

2010 Public Awareness Campaign



*I have dementia
I also have a life.*

NHS

Dementia is caused by diseases of the brain such as Alzheimer's. It can happen to anyone and there is currently no cure. But the more support you can give someone, the better life with dementia can be, especially in the early years. For a free information pack on simple ways to help someone living with dementia, visit or call:

nhs.uk/dementia
0300 123 1911

Dementia.
The more we understand
the more we can help.

Social Care

Alzheimer's Society

2011 Public Awareness Campaign

Mar - Apr 2011
(Pilot)

TV



Press

**Worried
someone
close
to you
is losing
their
memory?**

Let's speak to the
people who are
most worried about
their loved ones.
If you're worried
that your loved one
is losing their memory,
it's important to
talk to your GP.
They can help you
understand what's
going on and what
you can do to help.
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that your loved one
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Nov - Dec 2011
(National)

TV



Press



Leaflet

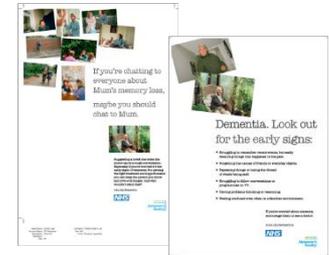


Sep - Dec 2012
(National)

TV



Press



Leaflet



Door drop

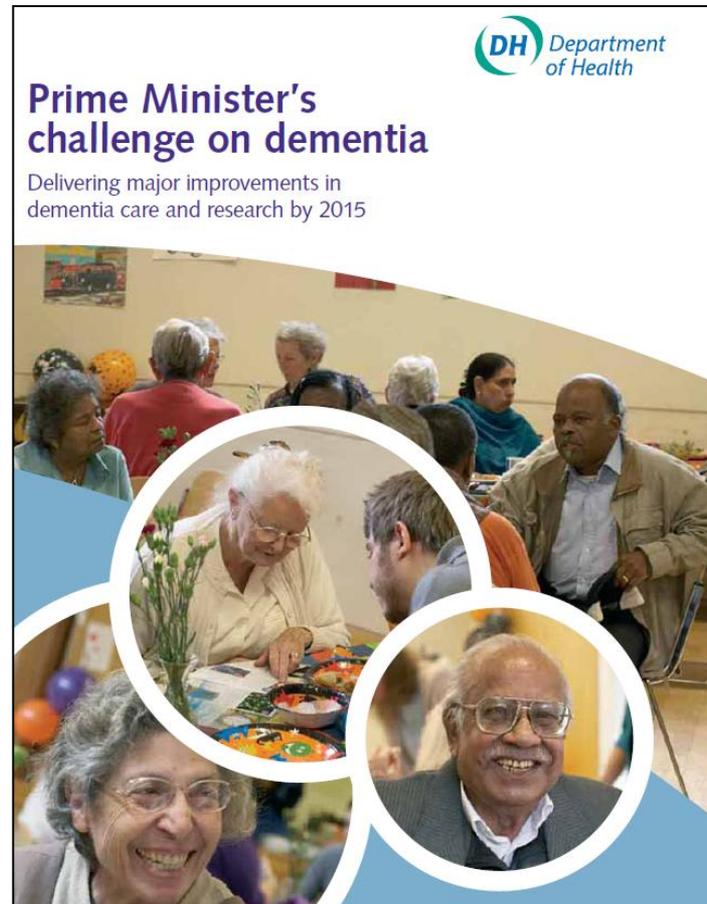
Online
SEO/ PPC



Election of the Coalition Government – May 2010

- Implementation of Strategy still a major Government priority
- Paul Burstow Minister responsible – long interest in dementia
- Change of emphasis under coalition - more outcome focussed, less emphasis on process
- More delegation to local providers – Government role to set the strategic direction

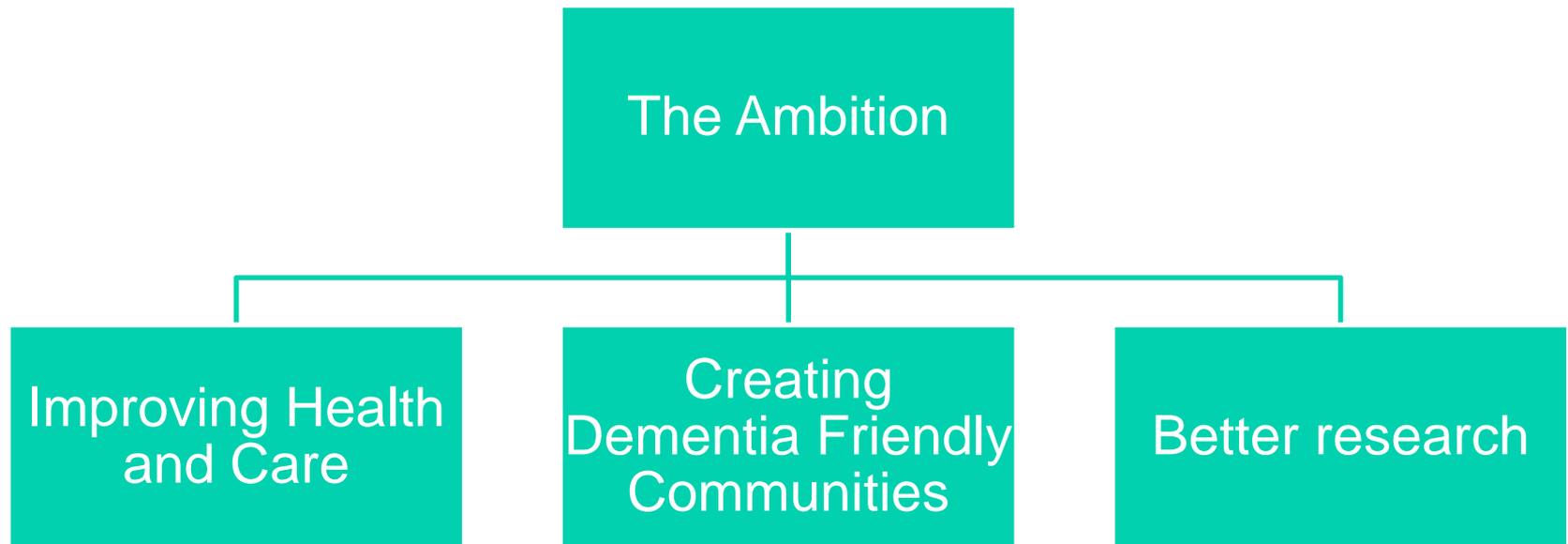
The Prime Minister's Challenge on Dementia – launched March 2012



The PM Challenge on Dementia

Aim:

Build on existing work and achievements delivered via the National Dementia Strategy (2009) and set out a renewed ambition to secure greater improvements in dementia care and research by 2015.



Recent Progress : Health and Care (1)

- Dementia is one of Secretary of State's top four priorities.
- National call to action on the inappropriate prescribing of antipsychotic drugs for people with dementia. In July last year our audit showed a 52% reduction in the prescribing of these drugs.
- NHS England (NHSE) announced the first ever **national ambition** to improve dementia diagnosis rates, to two-thirds by 2015.
- **Public Health England** has named dementia within one of its seven high-level priorities for 2013/14.
- **Enhanced Service as part of the GP contract for 2013/14:** Rewarding practices for having a pro-active approach to identifying the early signs of dementia.

Recent Progress : Health and Care (2)

- **£54m made available** to the NHS to support dementia diagnosis in hospitals as part of the Commissioning for Quality and Innovation programme (**CQUIN**). Hospitals rewarded for offering dementia risk-assessments to all over-75s admitted to hospital.
- DH published the first **Mandate** between the Government and NHS England, which requires them to drive improvements in the diagnosis of dementia,
- From April 2013, as part of **the NHS Health Check** programme, people aged 65 to 74 will be given information at the time of the risk assessment to raise their awareness of dementia and the availability of memory services.
- Government has launched a **Call to Action** to create dementia-friendly hospitals – 118 acute and 22 non-acute have already signed up to this.

Recent Progress : Health and Care (3)

- **£50m Government funding** for the creation of dementia-friendly health and care environments
- **New legislation for carers.** For the first time, carers will have a right to receive support themselves, with a new duty on councils to meet carers' eligible needs for support.
- All hospitals called on to identify a **Senior Clinical Lead for Dementia** and to ensure that carers of people with dementia are adequately supported.
- DH funded a **dementia e-learning package** for all health and care staff
- **Care and Support Compact** – Representatives of over 3,000 care home services have now signed up to delivering high quality, personalised care to people with dementia and their carers.

Recent Progress: Dementia Friendly Communities

- **Dementia Friends:** 2247 people signed up to train as volunteer Dementia Friends Champions. Over 500 trained with the potential to reach over 100,000 members of the public.
- **Dementia friendly communities:** Over 50 cities, towns and villages already taking action to become dementia friendly, more than doubling the original aim of 20 places by 2015.
- **Dementia education pioneer programme:** Work underway in 21 schools to test different approaches to educating children and young people about dementia.
- **Nationwide awareness raising campaign:** Reached out to over 37m people (83% agreed they would encourage a friend or relative to see their GP if they thought they had symptoms of dementia)

Recent Progress : Better Research

- **Government funding for dementia research** to be doubled to £66m by 2015.
- **Major investment in brain scanning:** £9.6m being provided by MRC for a pilot study involving 8,000 volunteers, to be expanded over time to scan the brains of 100,000 Biobank participants.
- **Economic and Social Research Council (ESRC) funding:** £13m for social science research proposals in preventing dementia.
- **G8 Dementia Research Summit:** December 2013

Key role of Alzheimer's Society

- Member of team that drafted NDS
- Key player in developing the PM Challenge on Dementia
- Chair of Dementia Friendly Communities Champion Group.
- Member of Dementia Programme Board
- Funded by Government on Dementia Friends and Dementia Guide
- Lead player in work of Dementia Action Alliance