

Dementia Friendly Fife One year on



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A dementia friendly community is one in which people with dementia are empowered to have high aspirations and feel confident knowing they can contribute and participate in activities that are meaningful to them.

Alzheimer Society



“Dementia will impact us all in some shape or form – either by being diagnosed with the condition or a family member or friend being diagnosed. In Fife, we want to ensure that every person impacted is living well with dementia and remain a valued and active part of their community.”

Louise Bell, Service Manager, Older People's Services

“We have had a great first year in making Fife dementia friendly. The passion and commitment that Fifers have shown has been inspirational. There is now over 6000 dementia friends and 250 local businesses have become dementia friendly – this is a great achievement. People have given up their time to complete the training and many businesses have made changes to their premises and signage to become dementia friendly. Raising awareness and making small changes can have a huge impact on those living with dementia.”



Ruth McCabe, Project Manager

Here's just a glimpse of some of the success stories that have made a difference in our communities.

Working with people with dementia and their families and friends is a key aspect of this project. Understanding fully what it is like for those living with dementia helps us to continually build on what we are doing.

Gerry King was diagnosed with Younger Onset Alzheimer's Disease and has been involved with the project in a variety of ways including attending sessions and workshops to share what it is like for him living with dementia. "It has been a godsend to be involved in this work. It gives me something to focus on, a reason to get up in the morning. It has introduced me to people I would never have met under normal circumstances. I have met lots of very kind and considerate people. It has also been useful to find out what support is available in our communities, there is a lot out there although not so much for younger people living with the condition. I'm hoping my involvement will help change that."



Gerry is a member of the Thornton masonic lodge which has inspired many of the lodges in Fife to get involved. Leuchars, Markinch, Kelty, Methil and Leslie lodges have all received their award for their premises which are now dementia friendly and 108 members from across the Kingdom have become dementia friends. The members are very keen to develop this further and offer support in very practical ways for their members and visitors living with dementia.

"By attending the dementia awareness sessions, we now have a better understanding of the effects dementia has on our members and the public at large, and we feel better informed to help open doors to the services that are available."

Stewart Quigley, Provisional Grand Master



The St Andrews community has been instrumental in driving dementia friendly communities. Dr Maggie Ellis, St Andrews University lecturer has been working towards making St Andrews dementia friendly for three years with 27 local organisations picking up the award.

“Ruth and the team have made great strides with training, word is spreading and interest continues to grow. This allows more time for me to raise funds in the local area to keep people with dementia and their families engaged in their community.”

Dr Maggie Ellis



We have also been lucky that some local people have become activists in their local area, galvanising support from organisations to get involved. Catherine Sala-Murray runs a charity shop and community hub along with a group of young helpers called Busy Beez. Their sheer determination has resulted in Kinglassie becoming a dementia friendly village.

Kingdom Housing has made a significant commitment to becoming dementia friendly with staff and tenants trained as dementia friends. 59 staff members from across their organisation took part in the face to face training. They have also connected with the Dementia Services Development Centre at Stirling University, working with architects to ensure any future builds are dementia friendly. They kindly provided funds to print a travel leaflet.



“We are proud to be associated with this project and working closely with Ruth has allowed us to raise awareness among our staff. The feedback from everyone who has taken part in the sessions has been universally positive, so much so that we are encouraging our partner organisations to become dementia friendly too.” *Bill Banks, Group Chief Executive, Kingdom Housing*

All branches of the Nationwide Building Society in Fife are now dementia friendly. 98 members of staff took time away from their busy day to complete the face to face training.



“Really useful session & Ruth was fantastic at explaining things clearly. Relevant to our role but likely to be relevant to many other roles too. Now that we understand more about the signs and symptoms, we can approach with care and be respectful and more importantly understand how the member may be feeling – us being able to understand and potentially help may just make our customers day.”

The Kingdom Centre in Glenrothes and the Kingsgate Centre in Dunfermline both hold the award for being dementia friendly. Many of the shops and businesses within the shopping centres also hold the award.

“We are delighted to support the dementia friendly project. We recognise that many of our customers either experience directly or are affected by dementia. Listening to feedback from the team we have made some changes to the centre including signage and ramp improvements so that visibility is clear. We recently had a customer visiting from Dundee, who had travelled by bus. When he arrived, he was in a confused and distressed state. Thankfully from the training we received we were able to reassure the customer and contacted the family.”
Sharron McCormick, Retail Marketing Executive



Over 30 occupational therapists have been involved in the hour-long training session with many more taking the online course.

“On the back of the training sessions, a member of the team carried out an audit with our Estates Department and we are introducing a few things to support people with dementia entering phase 1 at Queen Margaret Hospital including clearer signage including signs for toilets along with a more clearly identifiable reception.”

Lynn Dorman, Lead Occupational Therapist for Mental Health



Staff from Coop Funeralcare have all completed the online training and all their branches across Fife are dementia friendly.

“Since all our branches became dementia friendly and our colleagues dementia friends, our awareness and understanding of the condition has increased greatly. We are now able to identify ways we can adapt our client service to suit the needs of those living with dementia. This has been a wonderful initiative for Fife and one that we are proud to support.”
Kenny Mclachlan, Logistics Manager

Our political representatives have embraced the training with many councillors either completing the face to face or online training. MPs Stephen Gethin and Douglas Chapman along with staff from their constituency offices have completed the training and MSP Willie Rennie and his team based in Cupar took time out to take part in the face to face training.



Fife Council’s care homes and care villages are all dementia friendly. The standards of care are exceptionally person-centred and the quality of approach of staff is excellent.



Lumphinnans Care Village recently opened their sensory garden for the residents. Having the opportunity to spend time outside in a safe environment along with the sounds, smells, colours and different textures all help those living with dementia.



Working with Fife Cultural Trust is reaping great benefits – six venues are now dementia friendly – Rothes Halls, Cadham, Leslie, Rosyth, Burntisland and Carnegie Hall. Over 100 staff have also completed the training.



“Libraries can provide a lifeline to local people who want to be able to continue to use range of facilities on offer. It is vital to their ongoing ability to live well with dementia that they can do this in a space which is familiar and where they feel welcomed and supported. By raising staff awareness and making some small changes we have realised we can make a huge difference. We want to ensure that any visitors with dementia have a relaxing and enjoyable experience.”
Samantha MacDougall, Service Development Officer for Libraries

East End Park, Dunfermline FC's football stadium is now a dementia friend – the first football club in Scotland to achieve this status.



“We are delighted to be the first Scottish club to be recognised with the dementia friendly award. We want to ensure that everyone who comes to East End Park feels included and valued.”

Kelly Armstrong, General Manager, The Pars Foundation

The West of Fife Presbytery has been pulling out all the stops to ensure churches in Dunfermline and surrounding areas are dementia friendly. Following last year's West Fife Presbytery Conference, in which Ruth participated, provided an opportunity to network and make local contacts. Since then 12 churches have worked closely with Ruth and have picked up the dementia friendly award with others working towards it.

“Since contacting Ruth her help has been invaluable in helping to raise the profile of people living with dementia within Dunfermline, Church of Scotland, Presbytery which covers 24 churches within the West Fife area. This included Ruth participating in our Dementia Friendly conference in March 2019 and her contacting various groups to highlight the support available, was especially helpful. Ruth has been able to make further contact with local churches and offer specialised training and practical advice. All this work helps to make all our towns within Fife to become Dementia Friendly focused – so thank you for being able to tap into this very worthwhile project!”

Lesley Henderson, Convenor Church and Society, Dunfermline Presbytery

Cllr Rosemary Liewald, Chair of the Integration Joint Board



“Dementia will impact us all at some stage in our lives, either being diagnosed with the illness or a family member, friend or neighbour living with the condition. This is why improving the support needs of those affected by dementia and their carers is a key priority for the Partnership. We have achieved a great deal in Fife over the past year. The down to earth approach to sharing information and connecting with communities and families has played a major part in this and we will continue to build on these successes.”

We've supported the people of Fife by:

Online training – available via Alzheimer's Society. The 15-minute exercise informs and raises awareness of how we can all do our bit and help those in our communities living with dementia.

Face to face training – Project Manager Ruth McCabe has been visiting organisations and community groups across Fife, providing a more detailed information and how by introducing small changes in premises makes life a little easier for those living with dementia.

Assessment – assessing premises and highlighting where small changes such as signage, colours etc make a difference. Businesses and organisations that make these changes receive a dementia friendly window sticker.

Public transport leaflet – following feedback that it was difficult to access and understand what travel options are available. Working in partnership with a local Glenrothes group, Fife Council, Health Council and Police Scotland a travel leaflet has been produced. The leaflet is available online and thanks to funds generously given from Kingdom House, 2000 copies were printed.

Dementia Awareness Week – from 3 to 7 June, Fifers got involved in raising awareness in a variety of ways. From holding bake sales to decorating towns in purple. The week culminated with an award ceremony, attended by over 50 award holders. It was an exceptionally emotional ceremony with those living with dementia sharing their stories.



Transport options, services and helpful contact details for people traveling throughout Fife who may need some assistance.



Fife
Further copies of this leaflet can be downloaded at www.fife.gov.uk/concessionarytravel

And the year ahead ...

We have achieved a great deal over the past year, but more can be done.

- Continue to work with the communities in Fife to get as many businesses and organisations.
- Have 10,000 dementia friends in Fife.
- Development of a central resource which will hold details of dementia friendly cafes and social spaces. This will be incorporated into the development of On Your Doorstep website.
- Refresh the Fife Health & Social Care Partnership Dementia Strategy

- More awareness and training for staff across the Partnership and partner organisations including working with GP clusters and primary care teams.
- Plan for the conclusion of the 2-year project, ensuring a lasting legacy and celebratory conference.

For more information on Dementia Friendly Fife contact:

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We would like to say thank you to everyone involved in making Fife Dementia Friendly. Your commitment and passion have been inspirational, and we hope this will have a lasting impact on our communities and raising awareness of how we can all make a difference.