

# DEMENTIA AND BRAIN HEALTH

## DELIVERY PLAN 2023-25



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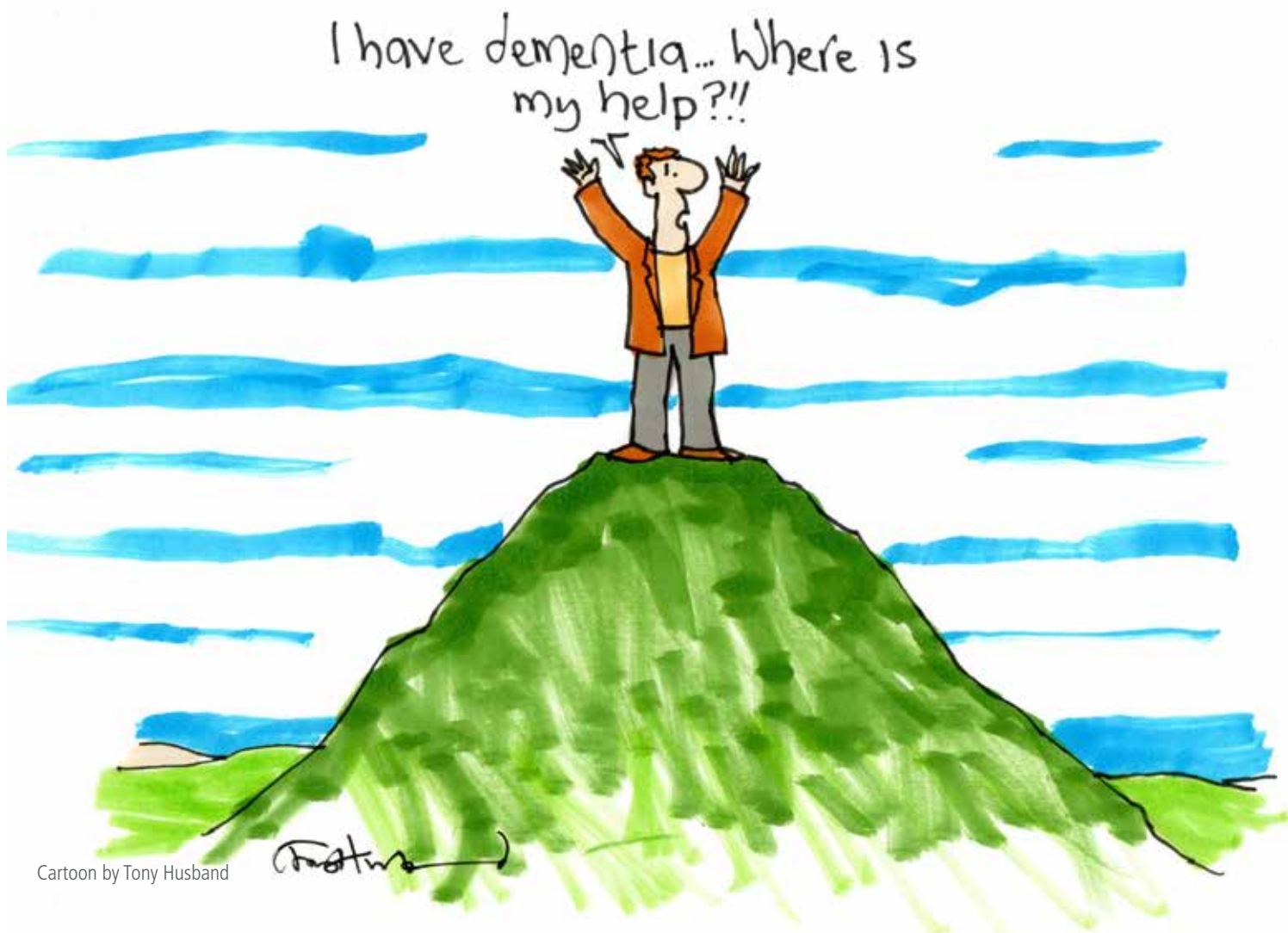
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# PURPOSE AND INTRODUCTION

**DEMENTIA HAS BEEN DECLARED A PRIORITY FOR GREATER MANCHESTER.**

Our shared ambition is to improve the experience of being diagnosed and living with dementia and make Greater Manchester the best place to live for all those affected by Dementia.

The purpose of this plan is to work in co-production with partners across Greater Manchester to deliver meaningful reform and quality improvement.



# DEMENTIA UNITED: OUR GREATER MANCHESTER PROGRAMME

Our Greater Manchester programme is called 'Dementia United' because partners are united in our longstanding vision to improve the quality and experience of care for everyone affected by dementia, and to deliver this vision across the whole of the region.

We have made dementia a priority through working in partnership with people affected by dementia, across all ten boroughs in Greater Manchester. In 2022 we co-hosted a successful in person event attended by many partners with a strong call for action and pledges supported by our senior leadership in Greater Manchester.

We work on projects which deliver improvements to the quality and experience of care, support and wellbeing.

# UNITED



Cartoon by Tony Husband

# DEMENTIA UNITED: OUR PLEDGES AND COMMITMENTS

## UNIQUE:

Commitment that everyone living with dementia has a **UNIQUE** person-centred wellbeing plan.

## NAVIGATE:

Commitment for everyone to have a named dementia care coordinator to **NAVIGATE** the system.

## INCLUDE:

Commitment to **INCLUDE** the voices of people with lived experience of dementia in all areas of our work.

## TRAINING:

Commitment that mandatory **TRAINING** in dementia awareness takes place for all who work with the public.

## EDUCATE:

Commitment to **EDUCATE** the public about brain health and dementia prevention

## DATA:

Commitment to use **DATA** to measure success and improvement, especially in regard to post-diagnostic support.

Help us to **UNITE** Greater Manchester for people affected by dementia.

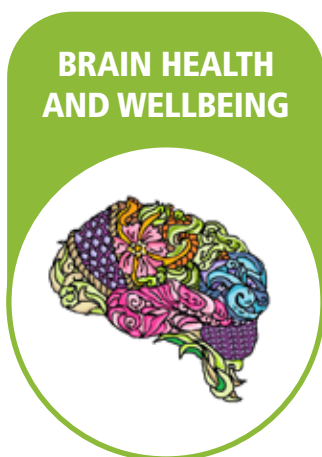
# STRATEGIC AIMS AND PROJECT DELIVERY AREAS



## SYSTEM QUALITY IMPROVEMENT

**Improving connections, quality of care and experience for everyone affected by dementia**

- Dementia Wellbeing Plan Digitisation
- Dementia Care Navigation
- Active inclusion of marginalised communities
- Improve quality and experience of being diagnosed with dementia
- Improve detection, treatment and management of Delirium
- Young onset and rarer forms
- Embed quality standards across the Dementia Care Pathway
- Support the provision of good End of Life Care



## BRAIN HEALTH AND WELLBEING

**Promote brain health and help prevent avoidable cases of dementia, supporting wellbeing and independence**

- Wellbeing grant initiatives; Big Brain Health Fund and Creativity in Care Homes
- Physical Activity and GM Moving.
- Creative Health, including Music and Dementia.
- Social Prescribing and Dementia support
- Wider determinants of health including finance and housing projects
- Links to new technology for falls prevention
- Brain Health Strategic Development work



## EDUCATION AND TRAINING

**Design, develop and facilitate education and training across all sectors**

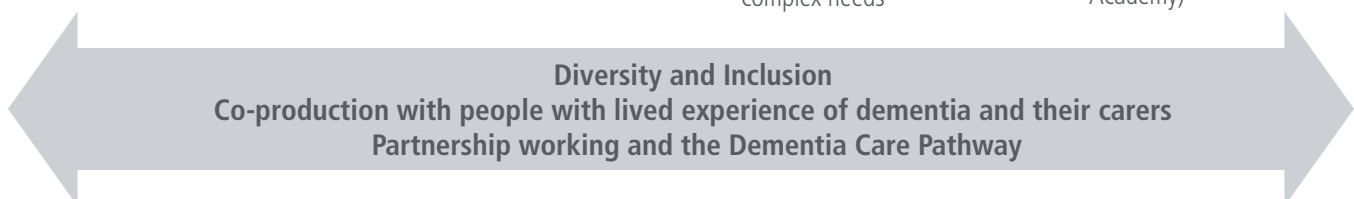
- Support the provision of mandatory dementia training resources
- Undertake training needs analysis to identify and address gaps
- Scope and identify specific locality, sector and project training needs
- Commission dementia and brain health training
- Promote and share broad range of Dementia United training resources
- Promote training for carers and lived experience
- Promote education re Brain Health, Dementia, Prevention and wellbeing
- Support person centred responses to distressed behaviours and complex needs



## RESEARCH AND INNOVATION

**Increase access to benefits of dementia research through awareness, involvement and participation**

- Work collaboratively with new and existing academic partner organisations
- Drive Innovation through Quality Improvement initiatives
- Increase research participation opportunities including through Join Dementia Research
- Horizon scanning and embedding the latest research
- Promote excellence through National and International research links
- Further develop Trailblazer and Proof of Value projects
- Mild Cognitive Impairment programme (Neurology Academy)



**Diversity and Inclusion**  
**Co-production with people with lived experience of dementia and their carers**  
**Partnership working and the Dementia Care Pathway**

# HOW DO WE MAKE THIS HAPPEN?

## HOW DO WE GET THERE?

### **Dementia has been declared a priority for Greater Manchester.**

Dementia and brain health plans reflect the needs of the ten boroughs across Greater Manchester and leads from each borough are linked to our programme.

Our Delivery Plan is designed to support the ambitions set out in both regional and national policy, using dementia as an example of how we can support improved integrated care. We will share our successes and challenges with other Integrated Care Systems.

Our programme has a long standing record of endorsement and support from system leaders across Greater Manchester Integrated Care System including the Mayor of Greater Manchester.

## HOW DO WE ENSURE DELIVERY?

### **The Senior Officers driving forward our Dementia United Programme and overseeing its outcomes are linked into Greater Manchester's Integrated Care Board.**

Our strategic aims and shared ambitions have been developed, and co-designed by people affected by dementia, and the purpose of this delivery plan is to ensure meaningful outcomes and impact.

Our dedicated dementia programme 'Dementia United' is overseen by the Dementia United Strategic Board, supported by partners and stakeholders from across Greater Manchester including the Voluntary, Community and Social Enterprise sector and people affected by dementia.



# DEMENTIA UNITED PROGRAMME: HOW WE WORK

## NETWORKS, STAKEHOLDERS AND EXPERTS BY EXPERIENCE

(Local, National, Global)

- Dementia Carers Expert Reference Group
- People Living with Dementia Group
- Reform and Co-production group
- Voluntary, community and social enterprise organisations
- Primary/secondary/tertiary care
- NHS England
- Mental Health Trusts
- Academic/Research institutions
- Global Brain Health Institute



## STRATEGIC IMPLEMENTATION

### Locality Implementation Forum

- Lived Experience (carers and people living with Dementia)
- All ten Greater Manchester boroughs
- Clinicians/specialist advisors
- Dementia United Programme team members



### Dementia United Strategic Board

Greater Manchester Integrated Care Partnership, GM ADASS, NHS England, Lived Experience and Carers Expert Reference Group, GMMH, Pennine Care, Health Innovation Manchester, Primary and Secondary Care, clinical and locality leads, Voluntary, community & social enterprise sector, Locality representation & Strategic Housing.





# WORKING TO SUPPORT THE SHARED OUTCOMES AND COMMITMENTS OF GREATER MANCHESTER ICP

## A GM WHERE EVERYONE...

## DEMENTIA UNITED PROGRAMME LINKS AND DELIVERY PLAN EXAMPLES

**Has a fair opportunity to live a good life**

- Commitment to the active inclusion of marginalised communities and a cross cutting theme of Diversity and Inclusion across all projects (e.g. LGBTQ+ Dementia group)
- Raising awareness of all age issues including Young Onset and Rarer Forms, and unpaid carers

**Experiences high quality care and support where and when they need it**

- Commitment to reducing unwarranted variation in care, (e.g. Dementia Pathway, quality standards and Quality Improvement projects)
- Work in collaboration with partners across Greater Manchester to improve the quality of care e.g. Delirium Programme

**Has improved health and wellbeing**

- Strong emphasis on brain health and prevention e.g. Dementia Action Week resources and Mild Cognitive Impairment training with the neurology academy. Sharing good practice across all boroughs

**Works together to make a difference now and for the future**

- Strong model of partnership collaboration and co-production (e.g. Dementia Carers Expert Reference Group), and the Reform and Co-production Group. Innovative development work with lived experience and Health Innovation Manchester utilising new technology
- Linking to the wider determinants of health through connections e.g. Healthy Homes, Ageing Hub, Creative Health, Adult Social Care

# ACTIVE INCLUSION OF MARGINALISED COMMUNITIES

In Greater Manchester some of our communities of people affected by dementia have differences in access to information, appropriate services and planning for end-of-life care.

The active inclusion of marginalised communities is a cross cutting theme of our delivery plan, as supporting people affected by dementia from all our diverse and ethnic minority communities is everyone's responsibility. This means that we take extra steps to ensure all of the projects that we support or lead on, are more culturally appropriate and inclusive.

Examples of projects, where we have taken forward partnership working and co-production when addressing inclusivity are below.

## GM LGBTQ+ DEMENTIA ONLINE SUPPORT GROUP

A peer support group for people living with or caring for someone with dementia, who identify as LGBTQ+. It provides a safe and friendly space where participants can express themselves and support each other.



**"It is a very valuable lifeline, especially for older LGBTQI+ people dealing with ageing brain issues. The dementia journey can be a scary one, but the GM LGBTQI+ online dementia support group is a great way to connect with others who may be experiencing similar things."**

Group member

## DELIRIUM LEAFLETS

Translated into sixteen languages and available in video, audio and written formats in order to address accessibility and inclusivity.

**[Making delirium information more accessible in Greater Manchester - Dementia United \(dementia-united.org.uk\)](#)**

**“I have seen first-hand the positive benefit of having the delirium leaflet translated into different languages has had for our local Asian communities. Feedback from the community has all been positive”.**

Abdul Shakoor,  
Tameside, Oldham and Glossop Mind.



**[Find out more about our work on the active inclusion of marginalised communities.](#)**

## CO-PRODUCTION WITH PEOPLE WITH LIVED EXPERIENCE

**Ensuring we deliver a consistent and accessible model for securing meaningful engagement, which we recognise takes commitment, funding and time.**

Engagement can be through existing groups and networks or directly as part of specific pieces of work.



The Dementia Carers Expert Reference Group is an important element of Dementia United and it is clear that it has had a significant impact on its work and continues to do so. I believe we really are valued and respected as “experts by experience”.

**Jeff Seneviratne, founding member of our Dementia Carers Expert Reference Group**



I have now worked with Dementia United for a number of years and it is the greatest level of support I have. I have made friends, colleagues and always feel welcomed. Indeed, due to my work with Dementia United I consider myself as both a representative and advocate for other people living with dementia.

**John O'Doherty, member of our Living with Dementia Group**

**Find out more about how to get involved with Dementia United  
[dementia-united.org.uk/get-involved/](https://dementia-united.org.uk/get-involved/)**



## DEMENTIA UNITED

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