Welcome to the new regular bulletin …..

Hello everyone and a thoroughly happy new year to you all. Amazing to think Christmas is now over a month past! There seems to be so much to tell everyone at the moment, that we are looking at producing In Touch every two months. Thanks to 7-year old Katie Hughes for her lovely poem about Dementia, which she wrote unprompted and with no help, to put in our bulletin. Inspiring!!

Dementia is a disease
Everybody could get it at any time
My Mummy is working in the Alzheimer’s Society
Everybody needs to understand it
Never be mean to people with dementia
Try to help people living with dementia and their families
I have become a dementia friend
Anybody can become a dementia friend

In this quarter’s bulletin …..

♦ Alzheimer’s Society launches new branding for a new era
♦ Kidderminster becomes the latest Dementia Friendly Town
♦ Kidderminster Harriers—the first football club to provide a designated dementia-friendly facility

Kidderminster—the latest town seeking to become Dementia-friendly

The Kidderminster DAA was formally established in May 2016, as part of the Alzheimer’s Society’s Side by Side led initiative to help ‘Make Kidderminster a Dementia Friendly Town’. Whilst focusing on the Kidderminster area, the aim is to help raise awareness of, and promote, dementia friendly communities across the Wyre Forest District of Worcestershire and to demonstrate how individuals, businesses, groups and organisations can all get involved. The Kidderminster DAA recently submitted its application for Kidderminster to become formally recognised as ‘Working to become Dementia Friendly’ – the local DAA now has 16 members and a 12 month plan covering each of the key ‘Areas for Action’. The Kidderminster DAA is working with other local DAAs (namely Evesham and Ombersley) to help share experiences and to help find solutions to its challenges. An issue has been encouraging members of the general public to attend Dementia Friends sessions to help raise ‘individual awareness’. The Kidderminster DAA took the decision to revise its approach and is currently focusing its efforts on offering Dementia Friends Sessions to businesses/groups and organisations. Change is already happening with Kidderminster well on its way to becoming a dementia-friendly town. This work has resulted in Kidderminster Dementia Action Alliance being recognised by the Alzheimer’s Society for the work it has done so far. Jo Hughes from the Alzheimers Society said: “No action is too small. There is a lot of research going into the causes of dementia but doing what we can will help keep it at the forefront and change the way people think.”

To find out more about the initiative and becoming a Dementia Friend, visit dementiafriends.org.uk.

Kidderminster Harriers—the first Dementia Friendly Football Club!

KIDDERMINSTER Harriers have created a "dementia friendly" area at Aggborough Stadium for fans with the condition. People affected by dementia and their families are now able to sit in a designated area of the ground. This was launched at Harriers game against AFC Telford United on January 21st.
United Against Dementia

Alzheimer’s Society has announced that it has rebranded itself, after research found its old branding to be “passive, clinical and cold”. The rebrand is intended to “give a stronger voice to every single person affected by dementia.” As part of its rebrand, Alzheimer’s Society also unveiled its new strapline “United Against Dementia”, which it said “reflects the growing dementia movement that has already begun with nearly two million Dementia Friends and over 200 Dementia Friendly Communities”. Central to the research was “consultation with people with dementia, supporters, and members” which found that stakeholders “wanted a more tangible icon that could be used to demonstrate their support”. The icon chosen is the “forget-me-not flower” which the organisation said “has long been associated with dementia and treasured memories”.

Commenting on the new brand positioning and identity, Vivienne Francis, Director of Marketing and External Affairs, said: “While awareness of dementia is growing, it doesn’t always get the attention it deserves. The scale of the issue is heart-breaking and there is a real sense of injustice for people affected by dementia that urgently needs to be addressed. We know that people affected by dementia want us to shout louder with them - they want a seat at the table and to see that society is with them. Our new brand will make dementia impossible to ignore and act as a rallying call for people from all walks of society to join us in uniting against dementia. It will also act as a vehicle to fund more research, improve care and support and enable us to reach every single person affected by dementia.”

The club has been working to develop an official partnership with Dementia Action Alliance (DAA) in a bid to become officially recognised as a dementia friendly football club - a place where those living with the disease can watch football in a comfortable and secure environment. Adam Crowle, development director for Harriers, said: “The work we have been doing with the Kidderminster DAA is making a real difference to those with dementia, and their families, in our local community. This is a first for any football club and we are pleased that it is happening at Kidderminster Harriers – it’s as a result of a lot of care and thought and after undertaking a ground audit with several staff from the club, Alzheimer's Society and people locally living with dementia.”

Janet Smith, of the Alzheimer’s Society, added: “We are delighted to be working closely with Kidderminster Harriers to help improve the lives of those living with dementia. By creating a dementia friendly environment we can ensure everyone in our community can continue to enjoy watching great football.”

Gill Read, Worcestershire’s Services Manager’s view and your chance to feedback

Thanks again to David and Liz for producing this Bulletin. I hope it gives you a snap shot of all the things going on across Worcestershire to support people affected by dementia. There are a number of opportunities for people living with a diagnosis of dementia to become involved in influencing decision making across Worcestershire. We have active groups which meet regularly in Redditch and Ombersley and a new group starting in Bromsgrove this month. We are also aiming to start a group in Worcester.

In December I attended a conference in Manchester with some members from these groups and we met people from all around the country, including Northern Ireland who were all members of similar groups. One of our members gave a presentation on why she feels it is important to get involved and have her voice heard.

This inspired me to carry on our work to achieve more of this – so if you are living with dementia and want to get involved, please read on and contact me for more details on 01905 621868.
Congratulations to Ruth Fraser on her appointment as the new Volunteering Officer for Worcestershire. Ruth will be working for 10 hours a week in her role, and will be looking to build our pool of volunteers, and to ensure everyone is trained and informed for their various activities.

Current Volunteers
We currently work alongside over 100 volunteers who play a huge part in helping us to deliver services to people affected by dementia. If you are a current volunteer and would be interested in any training opportunities, finding out about new volunteering roles, helping to organise events or working with us to provide dementia awareness in the community, we would love to hear from you!

New Volunteers
We really need more volunteers, so if you or anyone you know is interested please contact Ruth on: T: 01905 621868 or E: worcestershire@alzheimers.org.uk

We can't do this without you!
So thank you for working with us to help
Liz and David—your Local Volunteer Representatives
Dementia Cafés—Come along to meet others in a similar situation, in a relaxed social setting. Spend time sharing information and experiences or simply have a cup of tea and a chat. Friendly Alzheimer’s Society staff and volunteers will be on hand to provide you with informal advice and support.

Worcester, Evesham, Kidderminster, Malvern, Pershore, Redditch, Bromsgrove and Tenbury

Al’s Cafés—For people diagnosed (or probable diagnosis) with dementia under the age of 65.

Redditch, Worcester, Kidderminster

Singing for the Brain©—A stimulating group activity for people in early to moderate stages of dementia and their carers, meet others with similar experiences in a relaxed setting, and join in a variety of songs, as much or as little as you like.

Wyre Forest, Powick (Worcester), Evesham, Redditch

Peer Support Group for Carers—Peer Support Groups provide an opportunity to meet regularly with other people. The groups are facilitated and run in Worcester and Bromsgrove, providing information and opportunities to ask questions and learn from the experiences of others.

Worcester (Activity group takes place at same time), Bromsgrove

Support Groups for people living with rare types of dementia which cause difficulties with communication, and for people living with Posterior Cortical Atrophy.

Activity Group for People with Dementia An opportunity to meet regularly with other people, in a facilitated group—information and opportunities to ask questions and learn from the experiences of others whilst taking part in a group activity

Worcester (Peer Support Group for Carers takes place at same time)

Leadership Group—People living in Redditch and Bromsgrove who are diagnosed with dementia and who meet to support each other, help improve services and attitudes and to make a better, fairer world for us and other people living with dementia in our local community.

Various programmes please enquire

Carer Self Help Group Kidderminster—Kidderminster Carers Self Help Group is independently run by carers and meets on Wednesdays over various dates. For further information please contact John Jackson on T: 01299 877114.

Dementia Support Service—Our Dementia Support Workers give you practical advice and support to help you understand Dementia, cope with the day to day challenges it brings and prepare you for the future. This includes helping you to access other support services and build a support network within your community. Our aim is to help you feel supported and maintain independence, choice and control over your life

FOR INFORMATION ABOUT ANY OF OUR SERVICES contact us at our

Worcestershire Alzheimer’s Society Office
The Coach House, Main Road, Ombersley, Worcestershire WR9 0EW
T: 01905 621868 or E: worcestershire@alzheimers.org.uk

Please keep In Touch!! with your local volunteer representative: david.pearson@alzheimers.org.uk

National Dementia Helpline

If you have concerns about Alzheimer's disease or about any other form of dementia, Alzheimer's Society National Dementia Helpline 0300 222 1122, where trained Helpline Advisers provide information, support, guidance and signposting to other appropriate organisations.

• The Helpline is usually open from: 9am - 8pm Monday to Wednesday 9am - 5pm on Thursday and Friday 10am - 4pm on Saturday and Sunday
• The service may be closed occasionally during these times for operational reasons