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Flintshire Dementia Listening Campaign

February 2024

Mae'r ddogfen hon ar gael yn Gymraeg. This document is available in Welsh.

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Cyngor Sir y Fflint Flintshire County Council

Wrexham County Borough Council Cyngor Bwrdeistref Sirol Wrecsam

Contact us

North Wales Regional Partnership Board

County Hall, Wynnstay Road, Ruthin, LL15 1YN

Email: northwalescollaborative@denbighshire.gov.uk

Phone: 01824 712432

Website: www.northwalescollaborative.wales

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Summary

56 people who live in Mold and the surrounding area shared their thoughts with us using the Listening Campaign Survey questionnaire. Additional feedback was provided at the campaign event in November. This provided insight about good dementia care, community, and the support and help that people living with dementia need. This is a summary of what they told us.

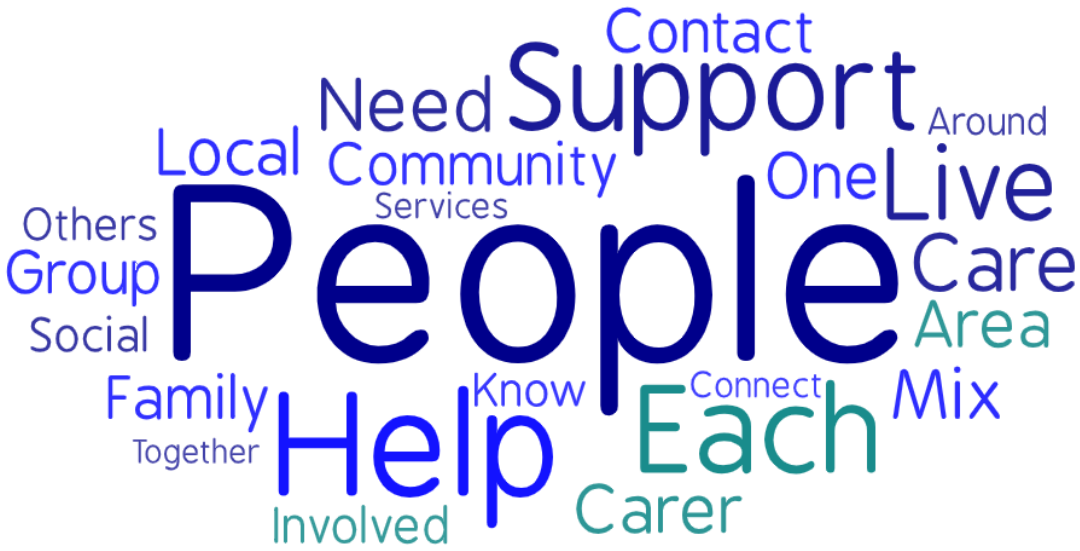
What good dementia care looks like.

- Care is person-centred and based around what matters to the individual.
- Unpaid carers, families, and friends are supported too and have opportunities for breaks from caring.
- People live as independently as possible.
- People can make their own choices and decisions about their care.
- People are treated with dignity, understanding, and patience.
- Enough experience care workers.
- Care and support in the right place and as close to home as possible.
- Access to information and advice.
- Plenty of groups and activities for people to choose from.
- Communities are dementia friendly, inclusive, and accessible.
- People have the best quality of life they can and are loved.
- Care and support at the right time.
- People have the practical support they need.
- Care is affordable and people have access to financial help and advice.

What should be available for people living with dementia.

The kind of care described above including access to a wide range of activities based on what matters to them; access to care and support; financial support; education and training for the wider community; information and advice; transport; and support for unpaid carers.

What community means to you.



What are the things that will help people living with dementia?

- Having the care and support they need.
- Support for unpaid carers.
- Local groups and community support.
- Creating a dementia friendly community.
- Accessible services and environments.
- Making help easier to access.
- Accessible and frequent public transport.
- Financial help and funding.
- Technology and other aids.

Research methods

The Community Engagement National Steering Group in conjunction with Citizen's UK produced a 'listening record sheet' including a set of questions to prompt discussion about dementia care. This work is part of the All Wales Dementia Care Pathway of Standards and contributes to standard 1, which is to carry out community engagement to identify what dementia care means to a community.

The town and surrounding area of Mold was selected as the focus for the Listening Campaign in Flintshire. This was seen as a particularly important initiative for some of the prominent dementia focused community groups such as Like Minded.

Mold has a thriving town centre, which we think helps people with lived experience of dementia to access services and amenities. However, there is also a large rural population, which can present challenges for people to travel to the town centre and access resources. This mix of lived experience was seen to provide an interesting dynamic in which to undertake the campaign.

Map showing the approximate area of Mold and surrounding villages that were the focus of the campaign in Flintshire.

Map data ©2023 Google

In Flintshire, Dementia community engagement and development is led collaboratively by Social Services and North East Wales Carers Information Service (NEWCIS). This campaign team engaged the local community with specific listening activities, including meetings and discussions with:

- Health and Social Services teams that provide services to people living with dementia, and their carers and families.
- Third sector organisations that support people living with dementia and their unpaid carers, for example, NEWCIS, Care & Repair, Carer's Trust, FLVC, Home Instead and blue light services.
- People with lived experience and their unpaid carers to seek their views on dementia care locally and to better understand the local service provision.

Local community groups including:

- Like Minded dementia group, part of the DEEP Network and hosted by Outside Lives, for people living with dementia and their carers - a group which meets on a weekly basis at Mold Rugby Club.
- Age and Dementia friendly community groups, and memory cafes, in and around the town of Mold and nearby villages including Leeswood & Pontblyddyn.

The team also revisited feedback and learning from previous engagement processes, such as the development of the Flintshire Dementia Strategy in 2021. This insight informed the listening process as known challenges and issues could be introduced to the conversations to seek an update and establish potential themes.

Some of the above conversations were recorded on the listening record sheets. The questions on the listening record sheet were also converted into an online and paper-based survey, so it could reach more people.

The survey was available in Welsh and English language and paper copies were also available to make it as accessible as possible for everyone in the community. NEWCIS also offered support for anyone who needed help to complete the survey.

Online surveys, including a QR code link, were shared via NEWCIS communication methods including newsletters, X (Twitter) and Facebook. Paper surveys were also distributed to local community groups, including age and dementia friendly cafes and groups, carers groups and other relevant community events. Libraries, medical centres, community centres and shops were used as key venues for engagement.

Social Services' teams also distributed the online and paper surveys to residential care homes and domiciliary providers in the Mold area, and to sheltered housing support teams. The surveys were also sent out directly to carers via email and by post.

Information about the listening campaign was shared with the following dementia friendly community groups and local public amenities:

- Like Minded (DEEP) Group – Mold
- Dancing with Dementia – Northop

- NEWCIS Carers Network
- FCC Occupational Therapy Team
- FCC Wellbeing Team & Dementia Support Workers
- Flintshire Connects
- FLVC SPoA and Social Prescriber Team
- Llys Jasmine Extra Care Home
- Memory Café Boot & Ship – Holywell
- Mold Library
- Mold Residential Care Homes
- Mold Town Council and Ward Members
- Singing for the Brain – Mold
- Social Services Workforce
- Sunshine café – Leeswood

The Like Minded group were selected as co-hosts for the Listening Campaign Event, which was held at their regular meeting point, Mold Rugby Club on 17th November 2023. See location below.

Map of Mold town centre

Map data ©2023 Google

The Listening Campaign Event was attended by more than 100 people. This included people living with dementia, their carers and wider family members. Local residents of Mold who were interested in learning more about dementia also visited during the day.

The event was vibrant and provided an excellent opportunity for providing information, sharing stories and experiences, and connecting citizens with service providers and service providers with each other. The event had a number of information stalls and presenters from the following service teams, groups and organisations:

- Like Minded Group led by Teresa Davies
- Age Connects
- BCUHB Memory Services
- BCUHB Community AHP Therapies Service
- Care & Repair
- Carers Trust – Dementia Centre
- FCC Telecare Team
- FCC Wellbeing Team – Dementia Support Workers
- Flintshire Local Voluntary Council (FLVC)
- Home Instead - Singing for the Brain
- Mix and Mingle Flint Group
- North East Wales Carers information Service (NEWCIS)
- North East Wales Archive Service
- North Wales Fire Service
- North Wales Police – Herbert Protocol
- Well Fed Eat Well Campaign - provided catering

Results

56 people provided responses using the Listening Campaign Survey questionnaire. Most of the responses came from family members and friends (including unpaid carers). All responses were given in English.

Figure 1: roles of participants

Role	Number of participants	Percentage of participants
A family member or friend of someone living with dementia (including unpaid carers)	31	55.4%
A member of the local community	11	19.6%
Someone who works as a health or social care professional	8	14.3%
Someone providing paid care and support services	8	14.3%
Someone living with dementia	5	8.9%
In a different role	2	3.6%
Total	56	100%

This question allowed people to choose more than one option so the sum of responses will add to more than the total respondents / 100%.

Those who declared a different role included:

- Professional who hears from people struggling to get support
- Volunteer providing support for those living with dementia

We had participants from a range of age groups. However, there were no responses from anyone under 35, and 36% of participants were 75 and over.

Figure 2: ages of participants

Age	Number of participants	Percentage of participants
11 to 25	0	0%
26 to 34	0	0%
35 to 44	8	14.3%
45 to 54	4	7.1%
55 to 64	16	28.6%
65 to 74	7	12.5%
75 and over	20	35.7%
Total	56	100%

We asked people:

What does good dementia care look like?
What should be available to people living with dementia?
What does community mean to you?
What are the things that will help people living with dementia?

We organised the answers into different themes and summarised them below.

What does good dementia care look like?

Care is person-centred and based around what matters to the individual.

Person-centred care includes the importance of treating people as individuals, with respect and dignity, accepting them for who they are. Dementia is different for everybody, so good care and support for people living with dementia needs to be flexible and adapt to meet each person's needs. It involves getting to know people, seeing their reality, and listening to them. Support should be based on what matters to the individual, and what interests them, so that they can continue to enjoy the things they always have enjoyed. Care needs to put the persons needs first and react to changes in the persons condition as they occur.

Care also needs to be holistic, centred around a person and their family, which is discussed more in the next section.

Taking individuals needs into account and not just making them a care package, letting them 'live' their life. It's not just about the tasks it's about the enjoyment of their lives. (Paid carer, age 45 to 54)

Dementia care is different for everyone - no two people are the same. Society needs to embrace and accept this illness. (Person living with dementia and unpaid carer, age 75 and over)

Unpaid carers, family, and friends are supported too and have opportunities for breaks from caring.

More support is needed for family and friends who provide unpaid care for individuals living with dementia. They should be listened to, and be involved in discussions regarding care, as they often know a lot about the person. Unpaid carers need to have a place they can go for advice and support, someone to talk to, and someone who is there for them. They may also need help with finances.

Carers need breaks from caring, so they can continue to provide care for the person, caring can be 'challenging and isolating' as one unpaid carer describes it. Support should include education around dementia, knowing who to contact, and having someone to talk to, for example support groups. Help and support available for

unpaid carers should be promoted, and it should be timely, local, and easy to access.

NEWCIS was mentioned as a provider of excellent support for unpaid carers, providing meetings and opportunities to make friends.

Suggestions of ways to support unpaid carers:

- Respite care.
- Support groups, to meet people and share problems.
- Help with care in the home.
- Someone to talk to, a helpline, support, and advice.
- Financial help.
- Training on how to best support someone living with dementia.
- Knowing where to go for help and support.

I found it extremely challenging and very isolating. Good care would be more places for the carer to go for support and advice. (Unpaid carer, age 45 to 54)

Help for carers finance and well-being to help us care for our loved ones respite care. Clubs for carers to meet to talk over problems. (Person living with dementia, age 75 and over)

People live as independently as possible.

Being supported to stay in their own home so people can live as independently as possible. Care workers supporting people in their own homes with the things they can't do and putting things in place so they can live safely. People living with dementia want to continue to live their lives and maintain their independence. Providing people with the opportunity to live life to the full and have a good quality of life, this could include equipment to support or keep them safe.

Allowing the person to be as independent and included as possible. Kept safe in all aspects of society. (Health and care professional, age 55 to 64)

People can make their own choices and decisions about their care.

People living with dementia should have choices, their preferences should be considered, and they should be listened to. Care should be based around what really matters to the person with dementia and their family.

There is no right or wrong - people receive care and support in a way that really matters to them. They have a true say in that care and support. They feel content and loved in their lives. (Health and care professional and community member, age 35 to 44)

People are treated with dignity, understanding and patience.

Good dementia care is kind, caring, understanding, supportive and patient. People are shown empathy, sympathy, and compassion and treated with respect and dignity. Care workers are friendly, self-aware, and helpful. They should be reliable and consistent, with the same carers providing care so they are familiar to the person. Staff have the skills, training, knowledge, experience, and attributes to provide high quality care and support. They should have enough time to listen to the person and spend time with them, to meet both physical and emotional needs.

Caring, patience, commitment, self awareness, above all empathy. (Community member, age 65 to 74)

Enough experience care workers.

There should be adequate numbers of staff to provide good quality care, the increasing demand for dementia care means the future of the workforce needs to be futureproofed. There needs to be enough carers to provide the hours of care required to meet the person’s needs, so they are not rushed, and they have time for the person.

Staff working with people living with dementia should be trained to specialise in dementia, understanding what dementia is and how to provide effective support.

Future proofing care by recognising the increasing need for support over the years. Making sure people are receiving enough hrs support, and ending the flying visits of staff who are forced to rush from one place to another.

Possibly looking at the viability of a dementia village style of care, running costs are equivalent to current care provision, it's the initial outlay which is a barrier, but the investment would be worth it. (Community member, age 55 to 64)

Care and support in the right place and as close to home as possible.

It’s important to receive care close to home, including reliable care at home for as long as possible. Services should be provided locally and within the community, to ensure a familiar environment for the person living with dementia. High quality, dementia specific care should be available in day centres, and in care homes when remaining safe at home is no longer possible.

Access to information and advice.

The best quality information and guidance needs to be easy to access and help to negotiate the support available will often be needed. People should not be bombarded with information though. Families and those around people living with dementia need help to understand what dementia is, how to cope with the dementia progression, and how to provide the best care. Information should be provided on what support and resources are available locally, information on financial aspects, and there should be someone to talk to for advice and to answer questions.

Not bombarding people with info - Need more access to advice on how to cope with progress of dementia. Support when you need it - a phone number to perhaps speak with someone immediately. (Person living with dementia, age 75 and over)

Plenty of groups and activities for people to choose from.

Support groups for both carers and people living with dementia along with services and activities which help promote well-being. There needs to be a choice of activities that match the persons interests so they can experience enjoyment in their lives. It’s important that these groups are local, with transport available if needed. Suggestions include:

- Social groups to meet new people and keep in touch with existing contacts.
- Support groups.
- Inclusion in existing groups in the community.

Having local support for families, activities in local areas for them to attend. (Paid carer, age 35 to 44)

Communities are dementia friendly, inclusive, and accessible.

There's an important role for communities in understanding and supporting people affected by dementia. This means being non-judgemental and not being treated as being different. Community spaces should be dementia friendly, accessible, and inclusive. The introduction of dementia villages was mentioned.

Being a dementia friendly community means people are compassionate and understanding, and people living with dementia are embraced and included in community plans. Education should be provided to the community, including local businesses, to make people aware of dementia, know what dementia is, and how to best to support people living with dementia.

More dementia friendly places and training in the wider communities. (Unpaid carer, age 55 to 64)

People have the best quality of life they can and are loved.

People feel content, understood, and loved. They have the chance to have enjoyment in their lives, their wellbeing is a priority, and they are 'living well with dementia'.

There is no right or wrong - people receive care and support in a way that really matters to them. They have a true say in that care and support. They feel content and loved in their lives. (Health and care professional and community member, age 35 to 44)

Care and support at the right time.

People should have quick and easy access to information, care, and support. Care needs to be available 24 hours a day, seven days a week, whenever it is needed. People and their carers need to know who to contact in a crisis and be able to contact them any time, day, or night, for example having a doctor on call or a phone line to speak to someone.

Care should be consistent and reliable, to ensure it is available at the right time, it was suggested micro-carers may help to provide this consistent care.

People have the practical support they need.

In addition to good emotional support and relationships, good care includes providing the practical support needed which can include help to complete forms, resolving problems, providing meals, checking on someone, dressing, personal care, medical care, reminders, and finding and organising activities.

I have to look after both parents checking dressing, personal care, medical care, environmental care, memory reminders, organising & finding activities, coping with mood swings etc. (Unpaid carer, age 55 to 64)

Care is affordable and people have access to financial help and advice.

People should not have to worry about the cost of the care that they need. There should be financial support for the person living with dementia and their unpaid carers. Information should be available regarding the various financial challenges people may face and any help the person may be entitled to.

Examples of where dementia care has not been good, and some people don’t know what good dementia care looks like.

Some people were unsure what good dementia care looks like, and some people had experiences where care wasn’t as good as it should be.

Availability of support (lack of support currently). (Unpaid carer and health and care professional, age 55 to 64)

Shocking. We have had no support and had to self fund. (Unpaid carer, age 35 to 44)

Having some support on a consistent basis post diagnosis. Mental health team gave diagnosis and said that's were we walk away. Very hit and miss support after that. (Unpaid carer, 65 to 74)

Reaching out to clients and their carers. I am aware of people who are unaware of the help and services available. I know that your organisation is doing a lot to raise awareness and I know people who have come to support groups after attending awareness raising events you have organised, however I suspect that there are many who are either unaware or, for various reasons, unable to take advantage of the support that is available. (Unpaid carer, age 75 and over)

What should be available to people living with dementia?

The good dementia support described above should be available to people living with dementia, and similar themes were strongly reflected in the answers to this question.

A range of activities based on what matters to the individual.

There was more detail given in answer to this question about activities that should be available that may appeal to different people and what these should look like. Activities should be appropriate for the age of the person or the stage of dementia they are at and should support the person to be physically and mentally active. Groups should meet regularly, for example weekly, to allow people to develop meaningful connections with others.

People living with dementia should have enjoyable places they can visit, and venues should be dementia friendly. They should have access to friendly, inclusive, welcoming environments that they can visit along with their family member or carer. There should be dementia specific groups available, where people can meet with others who are experiencing similar issues.

Activities mentioned included: dementia cafes, social groups, social eating, support groups, clubs, music, singing, dancing, dementia villages, and dementia clubs.

> Access to good day opportunities services where people can meet with others and expand their social circle; a focus on physical exercise and mental exercise to aid preventative measures around advancement of dementia. Rural areas are underserved by transport options and a focus on providing transport closer to home for those who are isolated because of geography would be welcomed. Opportunities for social eating to address concerns around nutrition and hydration as dementia advances. Social eating is proven to encourage people to eat and understanding from those providing the food and support is key in this area. (Community member, age 35 to 44)

> Places to go that are enjoyable. Appropriate to age and depending on the stage of dementia. (Unpaid carer, age 55 to 64)

Access to care and support.

Participants talked about the need for easy access to care whenever it is needed and sufficient time to meet all the person's needs. Care and support should be available 24 hours a day, seven days a week, responding quickly in a crisis. Care should be available locally, and support should be provided to allow the person living with dementia to remain living safely in their own home for as long as possible. The use of technology and equipment can help the person stay safe at home, suggestions included hot water dispensers, door alarms, and access to Carelink monitoring service.

Participants again stressed the importance of good, professional, person-centred care, delivered on a one-to-one basis by consistent and familiar carers. People need access to mental health professionals to support their care.

Care should ensure that people living with dementia have the same opportunities and can access all the same things as other people do. The person living with dementia should have access to whatever they need.

One person commented how they felt the local care and support was good, but 'the majority of those who do engage tend to come from professional/middle class backgrounds', they suggested more should be done to address this.

> Support from PAs they are familiar with, not constantly changing staff, enough hours to cover needs. More in county support so people do not have to move to another county when their care needs cannot be met at home. Dementia friendly shops and services, long term possibility of a dementia village. (Community member, age 55 to 64)

Financial support.

People need information regarding any financial support that may be available to them. Families should have the opportunity to claim mobility allowance to obtain a mobility car, if this is something that would be beneficial to them.

Education and training for the wider community.

Training should be available to people in the community, including shop workers, to help people understand the problems that people living with dementia and their

families can experience. Education should be provided to help shops, public spaces, and services be dementia friendly.

Information and advice.

Information and advice must be easy to access, available prior or immediately following diagnosis, and should advertise local services. Suggestions included clubs where advice is given, counsellors for individual queries, and a roadmap of all the local services. It should provide information on help that is available, what to do if you are worried about memory problems, who to contact in emergencies, where and how to access support, micro-carers, and how to adjust to living with dementia.

> A road map for services that are available, such as "who are you going to call?" (Unpaid carer, 65 to 74)

Transport.

Transport options need to be improved in underserved rural areas, with bus routes available closer to home. Transport to activities and clubs should be provided, to allow people who do not drive access these services. Some people felt that transport should be free.

> The family have to transport their loved one to everything as they lose their driving licence. If they haven't family living nearby then that person becomes very vulnerable. Providing transport to places offering dementia friendly quality opportunities for social connections. (Unpaid carer, age 55 to 64)

Support for unpaid carers.

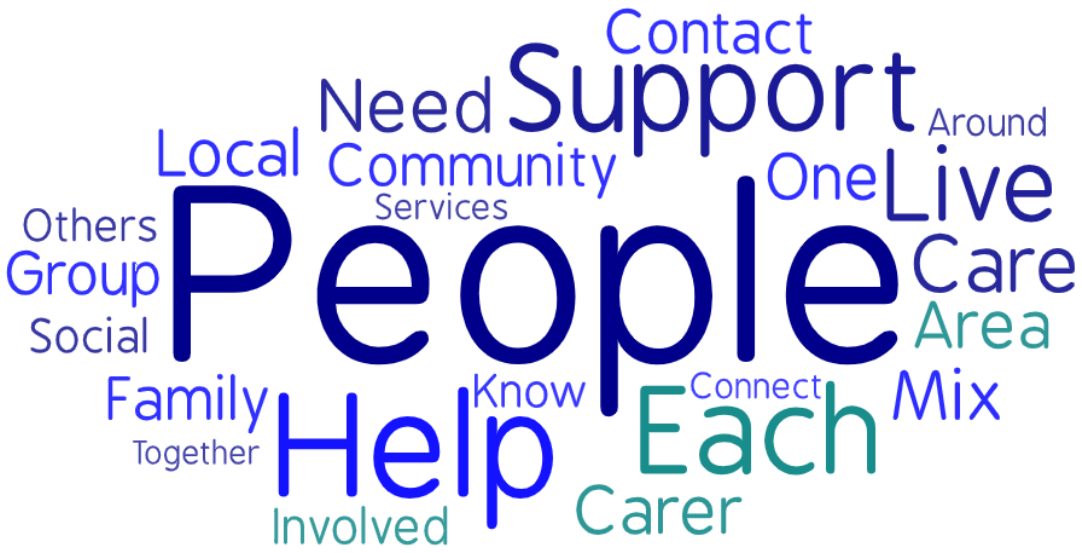
Support for carers was reiterated in the responses for this question. Support needs to be available for carers to allow them to have a break from caring, have a day off, and to access support groups. Drop-in facilities should be available to access support or respite when it is needed.

> Access to drop in services for family members to access support and/or respite. (Professional who hears from people struggling to get support, age 45 to 54)

What does community mean to you?

Participants described how communities can be based around shared issues, conditions, or places (such as the local area). People also talked about how different ages can come together, young, and old. There is no judgement or barriers just acceptance.

Some participants said that communities meant a lot to them. Someone commented that community was ‘the place where I belong’.



Characteristics of communities included:

- People and relationships make a community, including family, friends, neighbours, and work colleagues.
- Being part of a group or involved in groups. Inclusion, connection, and acceptance. Feeling part of something, not alone or isolated. A place where people know you and what you need, and where you feel safe.
- Working together to support and help each other in times of need and look out for each other. A support network, where people take responsibility for those who are disadvantaged. Supporting each other through all stages of life.
- Practical help when it is needed, for those people who are disadvantaged and those living with dementia and their families. Assisting, entertaining or supervising others.

- Knowing you can contact people in your community for help or support, and someone or a group that you can turn to when needed. Knowing people care about your welfare.
- Inclusive, welcoming, no judgement or barriers, trusted people, all ages together, where you are free to be yourself.
- Bringing people together, caring for each other, and having a connection.
- Opportunities for socialising, being involved and engaged, and getting to know people so nobody is isolated. Knowing and helping your neighbours. Having someone you can get in touch with. Mixing with people who have similar issues or the same condition and being able to share problems / worries.
- The services that serve the community, including public and third sector organisations (NEWCIS, Alzheimer's Society, Carers Trust, Age Concern). Local services all working together and coordinating support.
- Community groups and activities, entertainment, things to do, and places to go. Opportunities for people living with dementia and their families.

Below are some examples of the way participants described what community means to them.

Community means having people around us that know us, and know what support we may or may not need. It means having people who look out for us. (Health and care professional and community member, age 35 to 44)

Community is about local services and individuals looking out for each other, not judging others but wanting to proactively support each other through all stages of life. Recognising that those who are disadvantaged are the collective responsibility of all. (Community member, age 35 to 44)

A place where I belong. Where I can be free to be me in a trusted and welcoming environment. (Unpaid carer, age 55 to 64)

Area that you live with friendly people. (Person living with dementia, age 75 and over)

What are the things that will help people living with dementia?

Having the care and support they need.

This includes sufficient paid care and support available for people in their homes, to allow them to remain living in their own home, as long as possible. Giving them the opportunity to do the things they want. This should be from trained staff based on the values described in the section ‘what does good dementia care look like?’. Best practice should be considered when developing and maintaining services for those living with dementia. One paid carer mentioned being able to take ‘positive risks’ when delivering care.

Care must be person-centred. Time should be taken to understand the person’s needs, listening, observing their needs, and knowing what they need when they no longer do. Care should be provided throughout the different stages of dementia, adapting over time to the person’s changing needs.

There should be support to take people out for exercise and activities, and to complete day to day tasks such as shopping, paying bills, housework, attending appointments, and other small tasks. Some people may need help with their mobility. People should visit or befriend those who can’t get out to visit groups to reduce isolation.

Having a single point of access for getting help and advice, so people know where to go for support and can easily find out what is available, this should be widely publicised. Support should be available 24 hours a day, seven days a week, with help provided when it is needed.

> Understanding that dementia isn't just forgetting it's about processing information and listening to what they are telling you. Their cognitive skills are also usually impaired so help with small tasks are important as well. Mainly listening and observing their needs. (Paid carer, age 45 to 54)

Support for unpaid carers.

Many participants mentioned the need to support family and friends who provide care to enable them to continue to care for the person living with dementia. This

includes breaks from caring (respite care), advice, and easier access to support. Having time to rest can help unpaid carers be emotionally and physically able to provide the care their loved one requires.

1. Targeted support for those who have dementia and 2. Support for carers to enable them to look after those they care for. My focus has always been on the former but recently I have become aware that I need some support to ensure that I am physically and emotionally capable of providing the care I need to give to ensure the well being of the person I care for. (Unpaid carer, age 75 and over)

Local groups and community support.

This includes support groups for people living with dementia and carers along with involvement in other groups and activities of their choice for fun, friendship and to stay active. Suggestions include social clubs, memory cafes, days out, dementia clubs, arts and craft, music, singing, choir, support groups, community events and exercise.

These activities should be stimulating and based around what matters to the individual so they can socialise with people with similar interests. Existing activities should be adapted to make them dementia friendly, and support should be provided to help them access these groups and remain part of the community. Groups and activities need to be local and be held regularly.

Providing opportunities for social connections on a weekly basis.. once a month is often not enough to give the person with dementia the much needed routine that can help them. (Unpaid carer, age 55 to 64)

Creating a dementia friendly community.

Many participants spoke about the importance of consideration, acceptance and understanding needs for helping people living with dementia. This includes raising awareness among people, and particularly businesses, and shops to create a dementia friendly community. Businesses and local services should pledge to be inclusive for those living with dementia, to help create dementia friendly towns or villages. Education should be provided to all in the community to help them understand dementia, how to support, and how to make activities dementia friendly.

More understanding from those in the community. Less fear of the unknown and more acceptance that behaviours are not personal. (Unpaid carer, age 35 to 44)

Accessible services and environments.

Communities should strive to become dementia friendly villages or towns, to become more safe, accessible, and welcoming environments. Pledging to make businesses and services more inclusive. Adaptations such as having clearly defined edges on footpaths was one suggestion that can improve access in the community for those living with dementia.

Dementia friendly villages and towns - pledges from key leaders to make their businesses and localities more inclusive for those living with dementia. An increased focus AND understanding of the needs of those living with dementia and best practise in the area by community councillors to ensure all services considered and offered have a focus on those who have dementia as well as others. (Community member, age 35 to 44)

Making help easier to access.

Navigating the support available can be challenging and access to support can be delayed. Suggestions for how to make help easier to access included:

- Provide a single point of access so people have access to all the services available to them that they need.
- Access to information and advice.
- Faster access to services.
- Keep people up to date with what is going on.
- Services being available locally.

Signposting to services led by one agency rather than having to look for them ourselves. (Unpaid carer, age 65 to 74)

Transport.

Transport was raised as something that would help those living with dementia. Transport should be readily available and provided where needed. Encouraging the use of car sharing may help people access activities and appointments.

Financial help and funding.

Social care needs to be affordable and better funded, to ensure sufficient levels of care can be delivered to those who need it.

Technology and other aids.

Technology and aids can help people around the house and keep them safe, for example telecare aids.

Conclusion

Many of the people who took part in the listening campaign, using the survey questionnaire, were replying from multiple perspectives. For example, they were members of the local community but also had family members and friends living with dementia. The themes which were raised seemed fairly consistent between the different groups and there was a lot of agreement consistency about what good dementia care looks like.

The purpose of this engagement was to find out what dementia care means to a community, so we spoke to a wide range of people, many of whom had experience of supporting friends or family living with dementia. There are lots of ideas and activities suggested, however, many people stressed that everyone is different and it's important that support is focused on what matters to each individual and their family. A key part of any action plan informed by this engagement work should be to make sure that all services and support should involve the people who use them in designing them.

There was a lot of support from members of the community for ensuring that the Mold area is an inclusive community where everyone works together to support people living with or impacted by dementia. Also, to raise awareness of dementia and educate the community on how to help those living with dementia.

There was evidence in the survey results, and in feedback received at the event, that there are comprehensive services and support structures in place generally across Flintshire for people living with dementia and for their unpaid carers. However, the awareness and knowledge of these services requires significant improvement. An example of this is reflected in the feedback of a non-Mold resident, Andy, who was diagnosed with young onset dementia and Alzheimer's disease.

> I'd like dementia services to be available and more advertised for their availability. Let people know that you are there, advertise what is available and where they can get reliable help and support. I know you can go and look things up on the internet but sometimes the internet can be overwhelming and misleading. (Andy, person living with early onset dementia and Alzheimer's)

The output from this campaign provides a great opportunity to build on the good work already taking place in Mold and the surrounding area to create a truly dementia friendly community.

Appendix 1: Listening record sheet

Listening record sheet

***Listener name*:** 	**What does good dementia care look like for you / your family / this community?**	**What should be available to you / your family / people living with dementia in this community?**	**What does community mean to you / You as an aging person?**	**What are the things that will help you / your family to do the things you / they want to do in this community?**
	Know how to get in touch with the right people. Get help right away.	Information about how lives are affected and what support is available. Access to other people with relevant experience.	Neighbours looking out for each other. Community events like meals in village hall. Meeting up for coffee. Sharing information about what's going on in the area.	Good health. Local transport. Village hall and the pub.

Appendix 2: Listening Campaign Survey

Dementia service provision

Our privacy notice is available online at www.denbighshire.gov.uk/privacy. Denbighshire County Council hosts our regional team, though we work across North Wales.

If you have any questions contact: Melanie.Sillett@denbighshire.gov.uk (Dementia Project Manager for North Wales) or call 07768 006414.

Please return completed surveys to NEWCIS, 28-44 New Street, Mold, CH7 1NZ. Alternatively you can scan the QR code to complete the survey online. The consultation closes on 31 January 2024.

If you need help to fill in the survey phone 01352 702546 / 07920 823747 or email michael.jones@flintshire.gov.uk.

Are you responding as: (you can tick more than one)

- ☐ someone living with dementia?
- ☐ a family member or friend of someone living with dementia (including unpaid carers)?
- ☐ someone providing paid care and support services for someone living with dementia?
- ☐ someone who works as a health or social care professional?
- ☐ a member of the local community?
- ☐ in a different role?

If '**in a different role**' please tell us more

How old are you?

☐ 11-17	☐ 35-44	☐ 65-74
☐ 18-25	☐ 45-54	☐ 75 and over
☐ 26-34	☐ 55-64	☐ Prefer not to say

What does good dementia care look like?

BWRDD PARTNERIAETH RHANBARTHOL
GOGLEDD CYMRU
NORTH WALES
REGIONAL PARTNERSHIP BOARD

What should be available to people living with dementia in this community?

What does community mean to you?

What are the things that will help people living with dementia to do the things they want to do in this community?

Thank you for taking time to complete this survey.

Please return completed surveys to NEWCIS, 28-44 New Street, Mold, CH7 1NZ.

If you need help to fill in the survey phone 01352 702546 / 07920 823747 or email michael.jones@flintshire.gov.uk.

The consultation closes on 31 January 2024.

Appendix 3: Introductory Letter

CYDWEITHREDFA GWELLA GWASANAETHAU GOFAL A LLESIANT **GOGLEDD CYMRU**

NORTH WALES SOCIAL CARE AND WELL-BEING SERVICES IMPROVEMENT COLLABORATIVE

Trigolion Yr Wyddgrug,

Rydym angen eich help i wella gofal dementia yn lleol, a fydd hefyd yn helpu i wella gwasanaethau yn genedlaethol.

Efallai eich bod eisoes wedi gweld gwybodaeth am Ymgyrch Gwrando Cymunedol Yr Wyddgrug. Mae hyn i gyd yn rhan o'r gwaith gwella gofal dementia parhaus sy'n digwydd ledled Cymru, a dyma'r rheswm dros ysgrifennu atoch.

Mae arolwg wedi'i amgáu gyda'r llythyr hwn a byddwn yn hynod ddiolchgar pe gallech gymryd yr amser i gwblhau'r arolwg a'i ddychwelyd i'r blwch casglu yn yr Hwb Llesiant. Yna byddwn yn casglu canlyniadau'r holl arolygon ac yn bwydo'ch ymatebion i gronfa ddata Gwelliant Cymru a fydd wedyn yn paratoi adroddiad ar ganfyddiadau'r arolygon gan obeithio rhoi eich awgrymiadau ar waith yn y dyfodol agos.

Diolch am eich amser a'ch cyfraniadau - mae gwella gofal dementia yn fusnes i bawb ac rydym yn gwerthfawrogi eich mewnbwn.

Cofion cynnes, Melanie Sillett,
Rheolwraig Prosiect Dementia Gogledd Cymru.

Mold residents,

We need your help to improve dementia care locally, which will also help improve services nationally.

You may have already seen information about the Mold Community Listening Campaign. This is all part of the improving dementia care work that is ongoing across Wales and this is the reason for writing to you.

You will find a survey enclosed with this letter. We would be very grateful if you could take the time to complete the survey and return it to the collection box at The Wellbeing Hub. We will then gather the results of all the surveys and feed your responses into the Improvement Cymru database, which will then feed into a report on the findings of the surveys and hopefully put your suggestions into practice in the near future.

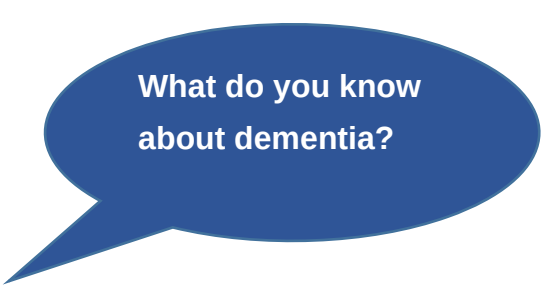
Thank you for your time and contributions - improving dementia care is everyone's business, and we value and appreciate your input.

Kind regards, Melanie Sillett,
North Wales Dementia Project Manager.

Appendix 4: Event posters

Appendix 5: Wales Listens Campaign Example Questions

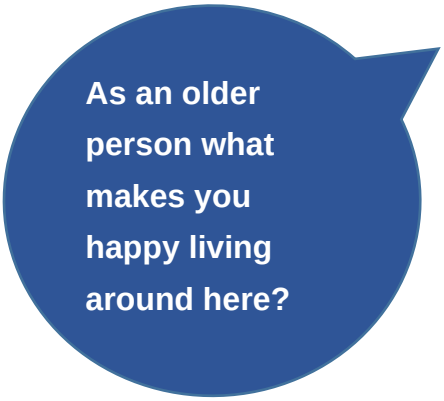
Example questions that can help you to have conversations with people in your community and gather their stories

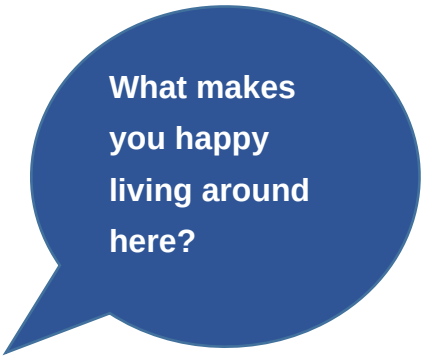


What does good dementia care look like around here?

What is strong within this community, what good things happen around here?

Who are the people in the community that support it?





As an older person what's the best thing about living around here?

What's the worst thing about living around here as an older person?

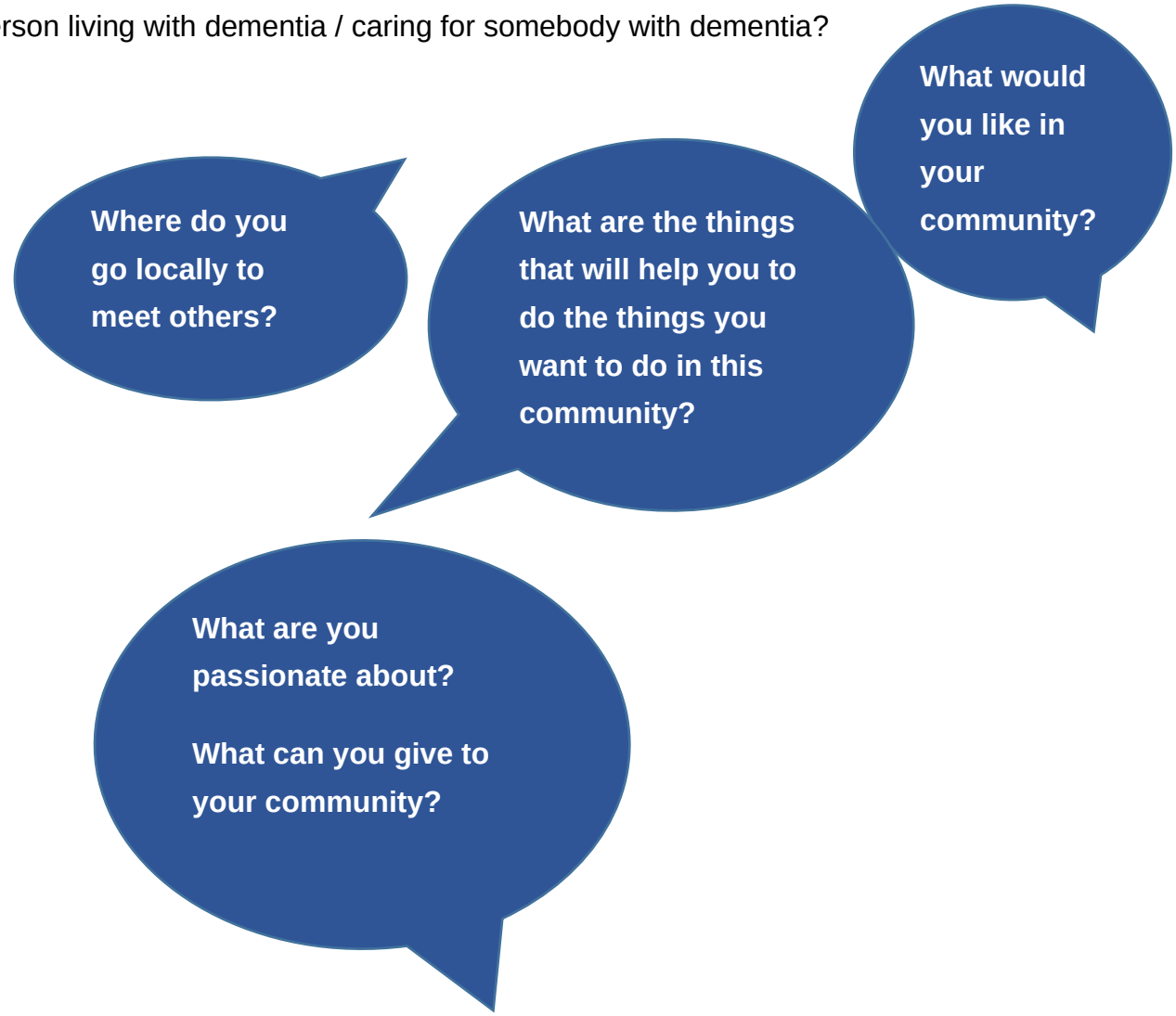
What does community mean to you as an aging person / as a young person

What helps you live in this community?

What will help you to live in this community?

What is it like to live in this community with dementia?

What do you think should be available in the community if you are an older person / person living with dementia / caring for somebody with dementia?



Appendix 6: Email

NEGES I POBL YR WYDDGRUG	People of Mold
Mae gwella gofal dementia yn fusnes i bawb	**Improving dementia care is everyone's business.**
• Mae angen eich help i wella gofal dementia lleol. • Mae'r Ymgyrch Gwrando yn rhan o'r gwaith gwella gofal dementia. • *Y cyfan ry'n ni'n ei ofyn yw ichi gwblhau arolwg byr o 4 cwestiwn.* • Bydd eich adborth yn helpu Llywodraeth Cymru i lunio gofal dementia yn y dyfodol.	• Your help is needed to improve dementia care locally. • The Listening Campaign is part of the improving dementia care work. • *All we're asking is for you to complete a short survey of 4 questions.* • Your feedback will help the Welsh Government shape future dementia care.
Cliciwch yma https://online1.snapsurveys.com/hn3zyi i weld yr arolwg ar-lein. Gellir darparu copïau papur hefyd drwy gysylltu âg Michael Jones ar 01352 702546 neu e-bost Michael.Jones@siryFflint.gov.uk.	Click here https://online1.snapsurveys.com/hn3zyi to access the survey online. Paper copies can also be provided, please contact Michael Jones at 01352 702546 or via email Michael.jones@flintshire.gov.uk
Mae gennych tan 31ain o Ionawr, 2024 i'w gwblhau.	You have until 31st January 2024 to complete the survey.
Diolch i chi am eich amser a'ch cyfraniad – gyda'n gilydd gallwn wella gofal dementia i bawb yn lleol a Chymru gyfan.	Thank you for your time and contribution – together we can improve dementia care for everyone locally and across Wales.

Appendix 7: Mold Community Dementia Event Information

Agenda

Time	Topic / Activity	Lead
11.00	Initial attendees arrive – tea & coffee	
11.15	Welcome – Introduction to Listening Campaign – Agenda for the day – Remind about survey completion. – What happens next – follow up actions	Michael, Teresa, Claire Sullivan
11.20	Lived experience: – Own experience of person living with dementia – Talk about Like Minded Group – Invite to Dementia Friends Session later	Teresa Davies
11.30	Lived experience: – Own experience as a partner and carer for a person living with dementia	Judith Hughes
11.40	Introduction of each stall holder about their service and information available:	
	– NEWCIS	Nia / Heather
	– FLVC	Katherine Hussey
	– Carers Trust – Dementia Centre	Karen Huxley
	– Alzheimer's Society – MAS Pathway	Karen Robertson
	– BCUHB Memory Services	Nichelle, Hayley, Pauline
	– BCUHB Community AHP Therapies	Steve Catherall
	– FCC Telecare	Wendy Hirst

Time	Topic / Activity	Lead
	– Care & Repair	Charlotte Owen
	– Age Connects	Hayley Sullivan, Carol Leaney
	– North East Wales Archive Service	Katie Gilliland
	– North Wales Police – Herbert Protocol	Paul Jordan
	– Fire Service	Shaun Williams
12.20	Mix and mingle, information stalls	
12.30	Serve Soup & Roll - Can Cook / Well Fed Further mixing and information	Faith Lightfoot
13.15	Traffic Lights Exercise	Teresa Davies
13.30	*Main Room*: Home Instead – Singing for The Brain *Lounge*: Quieter space available	Heather Collin
14.15	*Lounge*: Group Chat or Dementia Friends session (tbc) *Main Room*: Additional Activity (tbc) and information sharing recap	Teresa / Others (tbc) Nia / Heather / Service Partners
14.45	Wrap up and Q & A	Michael / Nia / All
15:00	Close	