Pennine Lancashire
Dementia Awareness Event
19th May 2014
Evaluation report
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1 Introduction

Dementia Awareness Week is an annual event which takes place nationally by the Alzheimer’s Society. This year the awareness week ran from the 18th May 2014 to 24th May 2014. The Pennine Lancashire event coincided with the start of Dementia Week, and provided the opportunity to raise awareness of what is available in Blackburn with Darwen and East Lancashire for people living with Dementia, their Carers, Professionals and Students. The event also promoted other events taking place over Dementia Awareness Week.

The aim of the event was:

- To provide a central arena for the sharing of information of Dementia in Pennine Lancashire.
- Provide an opportunity for people with Dementia, Carers, Professionals, and students to learn about Dementia and have access to resources that are available.
- Raise Awareness of Dementia and encourage local business organisations to join Action Alliance.
- Opportunity for people to share their experiences and suggestions.
- Raise Awareness through the Sally Naden show, BBC Radio Lancashire.

The event covered the following areas:

1. Joining the national campaign to become a Dementia Friend
2. Experiencing the virtual Dementia Tour
3. An interactive market place where delegates were able to learn more about:
   a. support to people living and affected by Dementia,
   b. innovative technology to support people to live at home
   c. creative environmental projects
4. Experiencing a dementia café
5. Joining in with the Getting Together Singing Group
6. Live broadcast of the Sally Naden Show, and live performances by the Mona Lisa Twins

2 Overview

The day generated a lot of energy and enthusiasm regarding dementia. The programme for the event started with powerful messages provided by guest speakers on their experiences of being a person living with dementia, the challenges faced of diagnosis and caring for people living with Dementia. This really set the scene of what the event was about and the importance of supporting those living with Dementia or affected by it. The poem written and read out by Glenys Cassidy “The Long Goodbye” can be found in Appendix 7.

A broad range of stakeholders were represented including Health and Social Care providers, technology providers, third sector organisations, people living with dementia and their carers and care homes.
A series of workshops ran concurrently during the event to provide delegates with the opportunity to attend the Dementia Friends Session, the Dementia Virtual Tour and browse the interactive market place. Records show that by the end of the event, 47 people became a Dementia Friend and the Virtual Dementia Tour was fully booked - observers/participants for the tour included Sally Naden, Jim Birrell (Chief Executive Officer at East Lancashire Hospitals Trust), and Chris Pearson (Chief Nurse at East Lancashire Hospitals Trust). Unfortunately, the Dementia Virtual Tour was not able to accommodate all those in attendance who had expressed an interest to experience the tour. Consideration may be needed at future events on processes for booking places onto workshops to avoid disappointment of expectation where places are limited on particular workshops.

A brochure was produced which provided delegates with information on the individual stand holders in relation to the market place (Appendix 3).

To help shape an evaluation of the event, delegates were asked to record their thoughts of the day on bunting and inserting tokens into boxes marked up as 😊😊😊. 200 tokens were deposited, 96% as 😊, 3% as 😕 and 1% as 😞.

3 Event Promotion

Over 350 people attended and participated in the event. There was wide promotion of the event to obtain optimal participation. This included:

- inviting primary (including promotion via Local Medical, Dental and Optical Committees) and secondary care providers across Pennine Lancashire
- inviting all care homes in Blackburn with Darwen and East Lancashire
- displaying posters at libraries and bingo halls
- using existing networks such as Dementia Forum, Older peoples Forum, Dementia Friends, Alzheimer’s Society
- Direct advertising of the event through the Sally Naden radio show who which generated in more people coming through the door following hearing the live broadcast
- Contacting Fire, Police and North West Ambulance Service
- Contact with churches, mosques, womens centres and childrens centres
- Press release to media
- Promotion on health and social care websites
4. Event Attendance

4i) People Through the Door

The total number of people who attended the event throughout the day was approximately 351, 52 (15%) of these being members of the public; these are categorised further in Table 1 below.

During the sign in process, ‘Attendees on the day’ were asked to note if they were a person living with dementia, or a carer of a person living with dementia. Of those who completed the question, 11 people classed themselves as living with dementia and 59 as a carer; it is worth noting that some of these carers were through their job role as opposed to a direct family member.

Attendees in the ‘Others’ category were mainly the planning team and helpers, the Sally Naden & Mona Lisa Twins teams and the Getting Together Singing Group.

Marketplace Standholders are categorised further in the following section 4ii)

Table 1: Analysis of Attendance
Many organisations were represented on the day including NHS, Local Authority and residential providers; see Table 2 below for a detailed breakdown (not including standholders):

Table 2: Organisations represented

<table>
<thead>
<tr>
<th>Organisation Type</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Housing - Registered Social Landlord</td>
<td>26</td>
</tr>
<tr>
<td>Domiciliary/Day care provider</td>
<td>15</td>
</tr>
<tr>
<td>Residential Provider</td>
<td>12</td>
</tr>
<tr>
<td>Home Improvement Agency</td>
<td>6</td>
</tr>
<tr>
<td>VCFS</td>
<td>9</td>
</tr>
<tr>
<td>Local Authority/Borough Council - Lancashire</td>
<td>2</td>
</tr>
<tr>
<td>NHS - ELCCG</td>
<td>17</td>
</tr>
<tr>
<td>NHS - BwD CCG</td>
<td>12</td>
</tr>
<tr>
<td>NHS ELHT</td>
<td>1</td>
</tr>
<tr>
<td>NHS - LCFT</td>
<td>31</td>
</tr>
<tr>
<td>NHS - General Practice - EL</td>
<td>2</td>
</tr>
</tbody>
</table>

4ii) Marketplace Stands

There was a phenomenal response to organisations wishing to hold stands in the marketplace, in total 45 requests were received. The organisations were categorised and physically located at the event under the headings of ‘Living with Dementia’, Health & Social Care and ‘Innovation’, see Table 3 below for the breakdown. A full list of standholders and which heading they were classified under can be found at Appendix 3: Marketplace Brochure

Table 3: Analysis of stands in each marketplace area

<table>
<thead>
<tr>
<th>Marketplace Area</th>
<th>Number</th>
</tr>
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<tbody>
<tr>
<td>Living with Dementia</td>
<td>16</td>
</tr>
<tr>
<td>Health &amp; Social Care</td>
<td>21</td>
</tr>
<tr>
<td>Innovation</td>
<td>8</td>
</tr>
</tbody>
</table>
4iii) Your Town

During the planning process, the team considered it worthwhile to analyse where attendees on the day came from, this could be either the home town for members of the public or work base in the case of those attending from organisations. The purpose of this was to try and understand if the event had been equitably promoted across the whole of Pennine Lancashire based on the % attendance. Based on the findings, further thought needs to be allocated to promotion across the whole area for future events.

The location of the event could be the reason that the highest attendance was from Burnley (36%).

Table 4: Your Town
5. **Evaluation**

Feedback from delegates at the event was received through the completion of bunting flags. Themes from the event included:

- Inspirational and thought provoking strong speeches
- Informative – wealth of helpful information on contacts and support available
- Opportunity to network with other organisations
- Improved knowledge of Dementia

Full details of all feedback captured can be found in Appendix 6.

Following the event, we have received specific feedback which included:

- A Dementia Advisor previously had difficulties engaging with a carer and their uptake of support, however, following experiencing the virtual dementia tour, the carer is now fully engaged
- Stand holders had the opportunity network with other stand holders due to format of the event
- Following listening to the Sally Naden show, a person newly diagnosed as living with Dementia and their family turned up at the event and were able to speak directly with a Dementia Advisor about support available.
- The Steady On Falls team received follow up enquiries from clients and other services at and following the event.
- A representative from the Alzheimer’s Society commented “This was a fantastic event and went very smoothly considering how big and complex it was. Certainly one of the most effective and dynamic partnerships I have ever been involved in!”

6. **Conclusion**

In conclusion, the organisers of the event were overwhelmed by the positive feedback received from delegates. Due to the success of the event, plans are now in place to make the Dementia Awareness Event an annual event. The event however could not have been a success without the participation of the stand holders and everybody who gave up their time to attend and take part.
Appendices

Appendix 1 - Presentation by Alex Walker, Senior Operating Officer, East Lancashire Clinical Commissioning Group

Appendix 2 - Links to videos

Dementia Friends Video “I get by with a little help from my friends”

http://www.youtube.com/watch?v=LfrnWrpPq54

Small changes help make a dementia friendly community - Alzheimer's Society

http://www.youtube.com/watch?v=Fz8ACEu7Lho

Major high street businesses make their staff Dementia Friends

http://www.youtube.com/watch?v=xO20

Appendix 3 - Market Place Brochure, contact details and information of stand holders

Appendix 4 - List of Attendees

Appendix 5 - Flyer and Programme

Appendix 6 - “My Thoughts” – comments recorded by attendees