



## BRADFORD ON AVON DEMENTIA ACTION ALLIANCE (DAA)

“Every three minutes, someone in the UK develops dementia. This means all of us knows someone affected by dementia - a family member, customer or member of staff - and it doesn’t just affect older people. But too many people living with dementia report feeling cut off from their community, losing their friendships and facing the condition alone.

Having dementia shouldn’t mean an isolated life. And it doesn’t have to. The actions from all of us can create supportive communities, where people living with the condition can continue to socialise with others, go to their favourite shops or take part in activities for as long as possible.” *Alzheimer’s Society April 2019*

### **WHAT IS THE BRADFORD ON AVON DAA?**

The Bradford on Avon Dementia Action Alliance (DAA) brings together local organisations that are committed to raising awareness of dementia and its impact upon those who have the condition or are otherwise affected by it. We know from listening to the experiences of those who are directly affected by dementia that many barriers still need to be broken down if every aspect of our community life is to become welcoming, accessible and supportive. The Bradford on Avon DAA is committed to helping facilitate change which will enable local people to live well with dementia.

The Dementia Friendly Initiative was launched in November 2017 and the DAA has gone from strength to strength with many groups and organisations from across the community area becoming involved.

A steering group was formed to take forward an action plan for the town and its local villages. Funding is provided by Bradford on Avon Town Council, Porthaven and other in-kind contributors with specialist input received from Alzheimer’s Support and the Alzheimer’s Society.



*Dementia Action Week in May 2018 showcased the vibrancy of our dementia-friendly community by setting up a Social Cafe to run alongside the Leg Club on Monday mornings and putting on events at Wiltshire Heights, Holy Trinity Church, Wiltshire Music Centre and in St. Margaret’s Hall.*



*In May 2019 we organised a Party in the Park in Westbury Gardens, on a lovely sunny day, to share awareness of what it means to be a Dementia Friend and how we can all support people living with dementia and their carers. There was also lots of fun to be had for everyone.*

*We are already organising the Party in the Park for June 2020.*

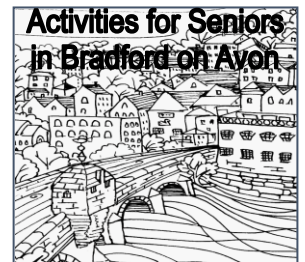




*Dementia Friends are organisations and people who have learned more about dementia and the small ways in which we can all help. Information sessions are run in the community by Dementia Friends Champions to help you understand what it is like to live with Dementia and the actions you can take.*

*In the Bradford on Avon area we currently have over 500 Dementia Friends and will be arranging more awareness sessions in the New Year. Our aim is to become a Dementia Friendly Community with various businesses becoming Safe Places for vulnerable people.*

The Senior's Forum has produced a directory which is updated every six months and can be obtained in various places in town. It lists activities and services in the town for Seniors and includes events for those with dementia. Music for the Mind, Walking for the Mind and Muddy Boots happen weekly and there is a fortnightly Art Group. Bradford on Avon is fortunate to have two Memory Cafes, one funded by the health centre and the other funded and run by Holy Trinity Church. There are various support groups available in the town including a Carers Café run by Carers Support Wiltshire.



There are also dementia advisors who are part of the Transforming Care for Older People based within the local GP surgery.

The DAA is also very proud of the **Men's Shed** which has just been set up in the town. Currently the "shedders" are renovating the venue ready for the launch later in 2020. They will be setting up their own web site in due course. There will be weekly sessions for men with dementia once it is up and running.

*Wiltshire Heights Care Home is a fully involved part of the DAA and has initiated activities such as an inter-generational programme between residents and the local primary schools and pre-schoolers. Libby Miles, the Client Services Manager says, "Being part of the DAA enables us to support residents in our local community to live how they want to following a diagnosis of a dementia and to truly make a difference to their lives. Utilising my skills as a dementia friends champion I am able to challenge people's perceptions about dementia and make a real change."*

*The Home has introduced a fully accessible matinee film screening once a month in St Margaret's Hall which is dementia and wheel chair friendly with tea and biscuits/cakes.*

*Libby and Jennie Parker, chair of the DAA, actively contributed to a research project led by Bristol University. Libby, Jennie and Penny Welch are the Dementia Friends Champions on the DAA steering group and run the awareness sessions.*

If you would like to help with any of these projects or are interested in your group joining the DAA please contact [jennieparker30@gmail.com](mailto:jennieparker30@gmail.com) to register your interest. Dementia Awareness sessions can be set up at short notice.

Please contact us if you require more information. <https://dementiafriendlyboa.org/>

