

FINAL PROJECT REPORT

OCTOBER 2018 - JUNE 2019



Northern Beaches
**DEMENTIA FRIENDLY
COMMUNITY PROJECT**



PREPARED BY

Ilisa Bird in collaboration with the
Northern Beaches Dementia Alliance

Proudly Supported by



northern
beaches
council

NBDFC PROJECT DESCRIPTION

The prevalence and incidence of dementia is increasing, and we have a community that is ill-prepared to support people living with dementia. By 2058, it is estimated that there will be 1.1 million people living with dementia in Australia. In the Northern Beaches it is estimated that there will be 15,836 people living with dementia by 2058 which is an increase of 151% from 2018.

Although community attitudes of dementia have improved, it is clear from research that the general public do not understand the challenges that are faced by people living with dementia. This may contribute to social isolation for people with dementia and those that care for them.

Our primary aim is to work towards recognition as dementia-friendly community in the Northern Beaches. Dementia-friendly communities are an initiative of Dementia Australia (formerly Alzheimer's Australia) whereby communities work together to create safer physical and more supportive social environments, where people living with dementia and their carers feel accepted.

We are working to create a community in the Northern Beaches where people with dementia and their carers are empowered, supported and included in society, understand their rights and recognise their full potential.

2018-19 OUTCOMES

- Well informed Northern Beaches Community with regard to dementia
- Socially inclusive Northern Beaches Community
- Collaboration of local business, community organisations, government and local residents of Northern Beaches Community
- Sustainable and dedicated working party within Northern Beaches local area
- Strong alliance ensuring a cohesive and dedicated community for years to come
- Intergenerational programs to strengthen the bonds between generations
- Community with dementia friendly communication and environmental design to support people with dementia to remain independent at home longer.



Photo: students from Seaforth Public School Band at Opal Austral House

Join us to make a

change

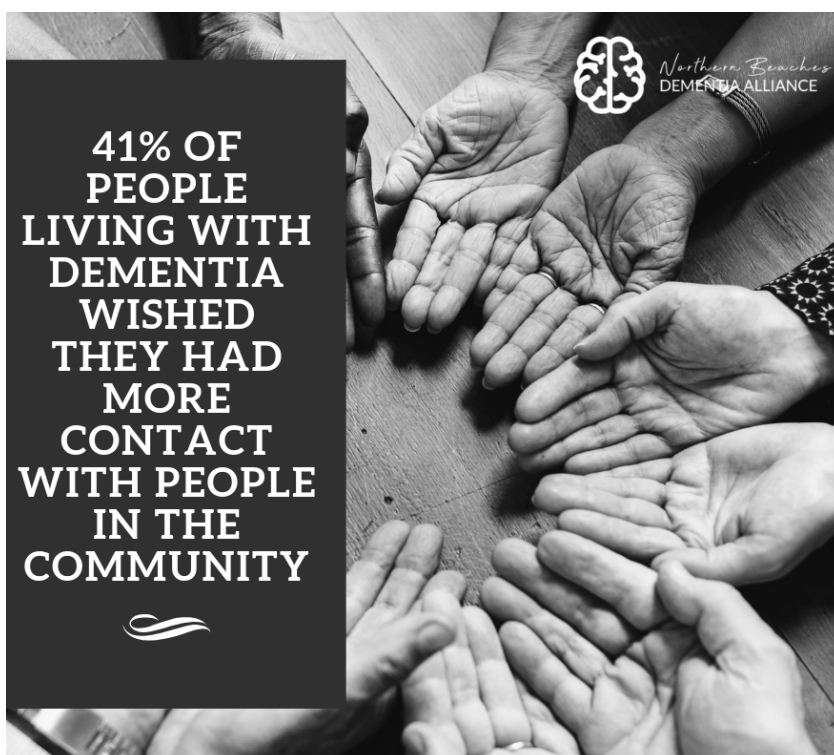
Together we can create a dementia friendly
Northern Beaches community

ACTION PLAN

NBDFC

OCT 2018 - JUNE 2019

- Deliver four community education workshops
- Deliver two intergenerational education sessions
- Facilitate four intergenerational music therapy sessions
- Reach out to community and business providers in the Northern Beaches Council region to establish dementia-friendly organisations and groups
- Establish a strong 8-10 member Alliance
- Sustain the Alliance working party within the within the Northern Beaches
- Sustain the education and awareness of dementia beyond the project



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Image: 2018-19 Partners

THE NORTHERN BEACHES DEMENTIA ALLIANCE



Photo: Northern Beaches Dementia Alliance members (2018)

The Northern Beaches Dementia Alliance (NBDA) was formed in 2018 and are responsible for governing the activities outlined in the action plan. The Alliance currently has 9 members:

- Ilsa Bird (Chairperson/Project Manager), Your Side Australia
- Angelique Scarpas (Secretary), RSL Lifecare at Home
- Nadia Dennis (Community engagement), community member
- Lyn Macintosh (Lived experience representative), community member
- Jim Macintosh (Lived experience representative), community member
- Cynthia Stanton (Sector engagement), Sydney North PHN
- Michele Ferris (Clinical consultancy), CCNB
- Bettina Esposito (Business & commerce engagement), Just Better Care
- James Beasley (Business & commerce engagement), Hammondcare at Home

Benefits

- Strong community partnerships and collective action towards a common goal

Outputs

- NBDA Terms of Reference were developed Oct 2018 and updated Feb 2019
- Nine monthly meetings have been held between Oct 2018-June 2019
- One working party consultation meeting was held in November 2018
- One evaluative survey released to working party in December 2018
- The working party engages monthly via email updates and social media

Evaluation/ lessons learned:

- The NBDA is a sustainable aspect of the project and has been a crucial element for the success of our activities to date
- Regular face to face meetings with the working party is unsustainable, high levels of engagement have been achieved the digital modalities (Facebook, email campaigns and online surveys).



Northern Beaches
DEMENTIA ALLIANCE



Photo: Community education session at Forest Community Men's Shed



90% of participants agreed or strongly agreed that the community education presentation improved their understanding of dementia.



Photo: Community education session at Pittwater Day Club

COMMUNITY EDUCATION SESSIONS

Community education sessions included information about dementia, actions for risk reduction and shared the stories of people living with dementia. The sessions also included information regarding dementia-friendly communication, environments and organisations.

Benefits

- Improve dementia awareness and reduce stigma associated
- Provide knowledge and skills to individuals about dementia-friendly principles to sustain action beyond the project
- People living with dementia and carers feel accepted and understood

Outputs:

- Three community sessions have been undertaken since December 2018 with Pittwater Day Club, The Forest Community Men's Shed and RSL Lifecare Village to increase dementia awareness and encourage associated organisations/groups to become dementia-friendly.
- Development of an original presentation and accompanying resources ('Dementia Risk Reduction' and 'About the NBDFC flyers')
- 175 people received dementia education through the community sessions

Evaluation

- 90% of community education participants agreed or strongly agreed that the presentation improved their understanding of dementia
- 77% of community education participants agreed or strongly agreed that the presentation helped them understand how to communicate in a dementia-friendly way
- Venues were offered in-kind by hosts and therefore we did not utilise the Council venues included in our fee waiver.

"The session was very interesting and very educational. I now have a lot better understanding of dementia"

- Pittwater Day Club member



Photo: Professor Sue Kurrle speaking at the Understanding Dementia Forum

97 %

97% of the attendees strongly agreed or agreed that the Forum event increased their knowledge of dementia

98 %

98% of the attendees strongly agreed or agreed that the Forum event increased their understanding of dementia-friendly communities



Photo: Understanding Dementia Forum

COMMUNITY EDUCATION - UNDERSTANDING DEMENTIA FORUM

The fourth community education session was held as a community forum and included information about dementia, actions for risk reduction, shared the stories of people living with dementia and carers, and shared information about the project goals. The Forum was opened by the Deputy Mayor, Sue Heins and featured keynote speakers including Professor Sue Kurrle (Geriatrician), Anthony Parker (Dementia Australia), Ilsa Bird (Your Side/NBDA) and Lyn Macintosh (Dementia Carer).

Benefits

- Improve dementia awareness and reduce stigma associated
- Provide knowledge and practical skills about dementia-friendly principles to sustain action beyond the project
- People living with dementia and carers feel accepted and understood
- Connect community members with Dementia Australia for support beyond the project timeline.

Outputs:

- The Understanding Dementia Forum was held at Pittwater RSL Club during May 2019 with a total of 181 attendees.
- An original flyer was designed and distributed.
- An expo was held before and after the speakers with seven organisations who provided information and resources for attendees

Evaluation

- 97% of the attendees strongly agreed or agreed that the Forum event increased their knowledge of dementia
- 98% of the attendees strongly agreed or agreed that the Forum event increased their understanding of dementia-friendly communities
- 98% of attendees rated the event 7 or higher out of 10
- The most common ways attendees heard about the event was through print media (26%), word of mouth (21%), Facebook and advertising (19%)
- 95% of attendees had not attended an Alliance event previously
- 90% of attendees had not heard of the NBDFC project before attending
- Feedback themes included longer question time, positive responses to the carer perspective, gratitude from family members or carers of people living with dementia and requests for the event to be repeated.
- 44% of attendees were over the age of 65 years and 37% were aged 45-65 years.
- Venue was provided in-kind by Pittwater RSL Club and therefore we did not require the Council venues included in our fee waiver.



Photo: Deputy Mayor Sue Heins speaking at the Understanding Dementia Forum



Photo: Understanding Dementia Forum



Photo: Alliance member and carer, Lyn Macintosh speaking at the Understanding Dementia Forum

UNDERSTANDING DEMENTIA FORUM - FEEDBACK FROM ATTENDEES



"The presenters were exceptional"

"Extremely informative. I now have more awareness of dementia and how I can assist them. Excellent!"

"A very worthwhile forum and very much needed in our community."

"The video made me cry - people with dementia are still the same person, just like was said. People don't realise this. Keep doing what you are doing."

"Great job advocating for our vulnerable in our society and community."

"Excellent presentation and information brochures."

"Congratulations! Great event!! Helped me tremendously."

"So valuable, a great resource. Thank you!"



DEMENTIA-FRIENDLY ORGANISATIONS AND GROUPS



Photo: Staff at Your Side Australia with their Dementia Friends certificates

Community groups and organisations on the Northern Beaches were approached to undertake the process of becoming dementia-friendly organisations (DFO). In order to become dementia-friendly, organisations/groups are required by Dementia Australia to draft an action plan, undertake an environmental audit and provide education for their staff/members.

Benefits

- Creation of safe and supportive physical and social environments for people living with dementia
- Improved customer/member experiences through dementia awareness and education.
- People living with dementia are provided with opportunities for participation, inclusion and connection with community to reduce social isolation for them and their carers
- Organisations and groups are connected to the National Peak Body (Dementia Australia) to receive additional information about dementia-friendly communities beyond the project time frame.

Outputs

- The Forest Community Men's Shed have been included on the Dementia Australia online Community Map as an inclusive group. The Forest Community Men's Shed are the first Men's Shed in Australia to be included on the community map.

- The Alliance are currently supporting Pittwater RSL Club, Your Side Australia, Sydney North PHN, Easy Link Transport and Pittwater Pharmacy to become dementia-friendly organisations.
- Delivered one staff education session for 21 staff during March 2019
- 30 Dementia Australia DFO Toolkits distributed to local organisations



Image: NBDFC Facebook post promoting DFOs



Men's Shed Operations Committee

Evaluation

- Organisations require support through the process and therefore two Alliance positions will be responsible for this going forward (Business and Commerce engagement).
- Organisations and groups are more likely to undertake the process if dementia directly impacts their family, staff, customers or members.
- Only one Dementia Australia approved dementia-friendly organisation currently exists in the Northern Beaches (St. George Bank Mona Vale)
- 60% of Your Side staff reported 30% or more increase in their knowledge of dementia following the education session.

"We aim to ensure that our members living with dementia are able to remain active participants in all aspects of their life while at The Shed."

- President, The Forest Community Men's Shed

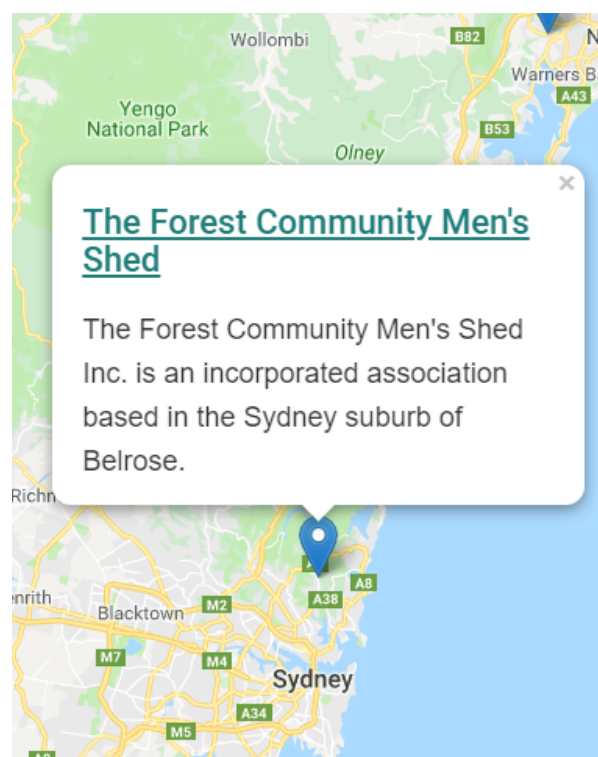


Image: Dementia Australia online DFC Map

INTERGENERATIONAL EDUCATION



Photos: Avalon Public School Choir (left) and Seaforth Public School Performance Band (right) students with their Dementia Friends certificates

An intergenerational education program was undertaken with local primary schools which included age appropriate information about dementia, dementia-friendly principles and people living with dementia explaining their personal journey.

Benefits

- Students increase their understanding and awareness of dementia
- Students develop practical skills for interacting with someone living with dementia

Outputs

- Four intergenerational education sessions were held between May and July 2019 with Seaforth Public School Training and Performance Bands, Terrey Hills Public School Choir and Avalon Public School Choir.
- 142 students total attended intergenerational education sessions
- An original presentation was developed in addition to Dementia Australia resources

Evaluation

- 10 local primary schools were invited to participate, four schools were able to host the session during the project time frame.
- Uptake by schools would have been higher if they were contacted earlier as schools require time for planning. The project time frame was limited, for example, school holidays impeded contact with Principals and teachers

- Education sessions were more effective when held on a separate day to the music program
- 15 minute time allowance was not enough time to include questioning, session requires 30 mins
- All school staff and assisting parents strongly agreed or agreed that the presentation was age appropriate and valuable for the students
- Feedback themes from staff and/or parents included: more time for the presentation, include role play or discussion, the students were interested and attentive
- 96% of students stated that they learned more about dementia from the presentation

"My grandma has dementia so it's good to know more about it"

- Student, Avalon Public School Choir

...

"I really liked learning more about dementia and how it affects people"

- Student, Seaforth Public School Band

Photo: Avalon Public School Choir singing at Avalon House Nursing Home



INTERGEN MUSIC PROGRAM

An intergenerational music therapy program was undertaken with local primary schools and aged care providers. Primary school bands or choirs visited residential aged care facilities to perform for the residents, interact with them during morning tea and reminisce about music.

Benefits

- Students increase their understanding and awareness of dementia
- Students put into practice skills for interacting with someone living with dementia
- Students increase confidence and self-esteem relative to interacting with older people
- Older people and people living with dementia experience improved mood as a result of music and interaction with children
- Reduce the stigma of dementia and ageism
- Partnerships created between schools and RACFs

"The children were lovely and their music was beautiful!"

- Resident, Opal Austral House

Photo: Seaforth Public School students interacting with Opal Austral House residents



Outputs:

- Five intergenerational music sessions were held between May and July 2019. Seaforth Public School Training and Performance Band attended two visits to Opal Austral House, Terrey Hills Public School Choir visited Terrey Hills Nursing Home and Avalon Public School Choir attended two visits to Avalon House and Mona Vale House Nursing Homes.
- 142 students total attended intergen music sessions aged between 8-12 years old
- 163 total aged care facility residents attended the intergen music sessions.

"This was an immensely enriching experience for the students. The interactions between students and residents was heart-warming and there was much joy on both sides."

- Avalon Public School Choir Director

Photo: Terrey Hills Public School Choir singing at Terrey Hills Nursing Home





Photos: Seaforth Public School students interacting with residents at Opal Austral House (top left), Avalon Public School students interacting with residents at Mona Vale House Nursing Home (middle left), Terrey Hills Public School Choir singing at Terrey Hills Nursing Home (bottom left), Avalon Public School students interacting with residents at Avalon House Nursing Home (top right) and Seaforth Public School Band playing at Opal Austral House (bottom right).

Evaluation

- The sessions for the band were longer to allow for instrument transfer and set-up. The bands required more equipment and bigger busses. It was more time and cost effective to undertake the session with the school choirs.
- RACFs were happy to provide performance venues and morning tea for students.
- Feedback from nursing home residents and staff stated bands were too loud in the small spaces.
- Organisation was time-consuming, an online form will be developed to improve efficiency.
- All school staff/parents agreed or strongly agreed that the visit was a valuable experience for the students
- Feedback from school staff/parents included: not enough space for the band, organising transport of the band was difficult, better to be done by the choir, students could bring props as conversation starters.
- All RACF staff strongly agreed that the visit was a valuable experience for the residents.
- Feedback from RACF staff included: music provoked a lot of memories for residents, residents were smiling and singing along, split into small groups for interaction, looked like the children enjoyed it as much as the residents.

"There was lots of emotion from the residents including joy and tears. They were over the moon and loved seeing the children perform."

- Recreational Activities Officer,
Mona Vale House

- 93% of students stated that they enjoyed visiting the aged care facility.
- When describing their experience, 81% stated 'I loved it', 11% were 'unsure' and 8% stated 'I didn't like it'.
- 88% of the students stated that they would like to participate in the experience again.
- The choir student responses were generally more positive than the band student responses.

"It was so nice to talk and sing to the people at the nursing home. It was nice to make them have an enjoyable experience. I really hope we can come again."

- Student, Avalon PS Choir

DEMENTIA FRIENDS

As part of the community education and intergenerational education sessions, attendees were registered as 'Dementia Friends' after watching the 'Dementia Friends' video resources. This includes people living with dementia sharing their journey and what a dementia-friendly community means to them.

Benefits

- Attendees understand the challenges that people living with dementia face
- Attendees understand why dementia friendly communities are important
- Attendees are connected to the National Peak Body (Dementia Australia) to receive additional information about dementia-friendly communities beyond the project time frame.
- Attendees receive a 'Dementia Friend' certificate and a badge

Outputs

- 311 people in total registered as Dementia Friends as a direct result of the project



Photo: Community education session at Pittwater Day Club



Evaluation

- Registration forms (Dementia Australia) required a participant email address in order to receive the certificate. Many attendees did not have an email address (particularly older people and students). Dementia Australia provided badges and certificates to the NBDA so we could distribute on their behalf.
- Students liked receiving their badges and certificates immediately after completing the session.
- 70% of participants reported an increase of 20% or more in dementia knowledge following the dementia friends presentation.
- The majority of participants who registered as dementia friends identified as interested members of the public (49%) or family or friends of someone living with dementia (45%)
- 43% of community education and forum attendees signed up to become dementia friends

"I thought I had reasonable knowledge of dementia, but after your presentation, I now see my knowledge was quite limited. Thank-you."

- Member, Forest Community Men's Shed

COMMUNICATION STRATEGY

A digital communication strategy was initiated to engage with our project working party and the wider Northern Beaches Community. This included email, web-page and social media with project activity and event updates as well as information, events and resources related to dementia and dementia-friendly communities.

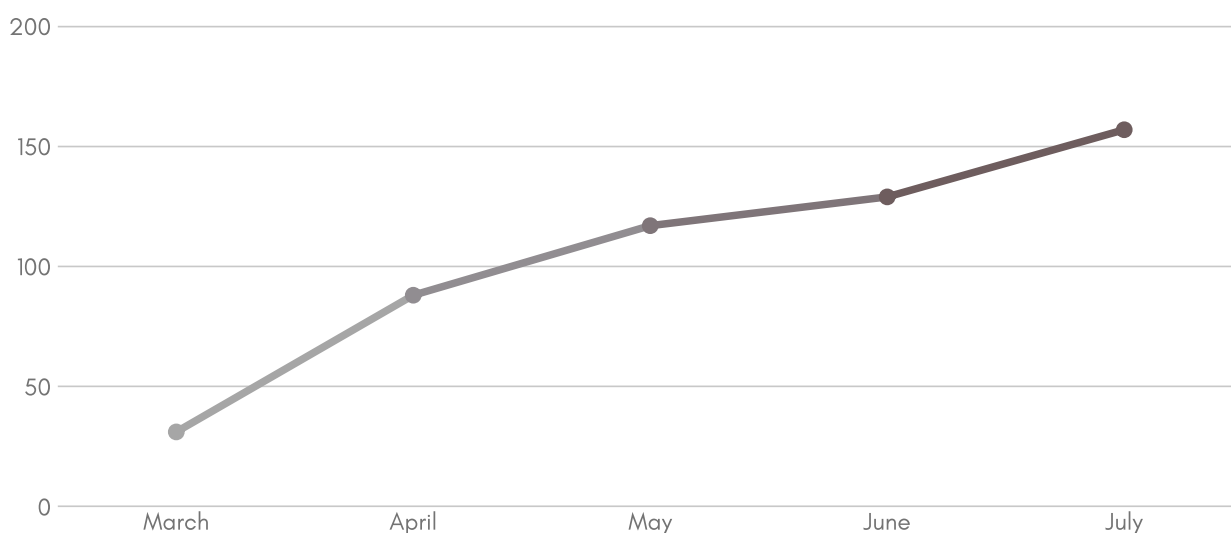
Benefits

- Increase awareness of the NBDFC project and Alliance as well as activities and events in the local Northern Beaches Community
- Connect and engage with the working party and wider community members
- Increased local community awareness of dementia and reduction of stigma

Outputs

- A Facebook page was created, and posts were added regularly (Facebook.com/NBDFC).
- The NBDFC Facebook page has increased from 31 followers to 157 followers between March and July 2019
- The total post reach between April-July 2019 was 17,673 people
- Two paid marketing boosts were undertaken April and May 2019 to promote the NBDFC page and the Understanding Dementia Forum.
- A monthly project update (email campaign) was initiated in October 2018 and has a total of 504 subscribers
- A dedicated email inbox was initiated (dementiafriendly@yourside.org.au) in December 2018 and a new web-page was created (yourside.org.au/nbdfc)

Increase in Facebook page followers March-July 2019



Evaluation

- The largest percentage of our Facebook audience (38%) are female aged between 35-54 years
- The posts with the highest level of engagement were posts about the intergenerational music program
- Monthly email updates and weekly Facebook posts are sustainable long term
- The email campaign has an open rate of 51% which is much higher than the industry average of 21.7%.
- The most significant increases in Facebook followers were obtained following the paid marketing boosts and the Understanding Dementia Forum.

MEDIA & MARKETING



Northern Beaches
DEMENTIA ALLIANCE

As part of our marketing strategy, local media was contacted to promote the project activities.

Benefits

- Increase awareness of the NBDFC project and Alliance as well as activities and events in the local Northern Beaches Community

Outputs

- The Understanding Dementia Forum was advertised in the What's On section of the Manly Daily twice during May and it Pittwater Life Magazine
- Peninsula Living magazine featured a story about the project in their May issue
- Forum speaker, Sue Kurrle featured on ABC radio to promote the Forum.
- The project manager, Ilsa Bird, was nominated and featured in the 'Humans of Aged Care' and 'Women of Aged Care' social media campaigns.
- The Project Manager spoke on Radio Northern Beaches during June 2019
- Two stand-up banners designed and printed
- Original NBDFC and NBDA logos designed
- Alliance members and volunteers had a stand at Warriewood square during May 2019 to promote the Forum and the NBDFC project activities.

Image Article about NBDFC in Peninsula Living



Image: Understanding Dementia Forum advertised in the Manly Daily

Wednesday, May 15, 2019 manlydaily.com.au | 21 WHAT'S ON

Best of the rest Today

UNCOVER YOUR PAST

Come along and enjoy an intro to family history research and discover your ancestors and uncover your past. It's part of a celebration of the Australian Heritage Festival 2019. This workshop will take about one hour and morning tea will be provided. From 9am. Bookings essential. **Mona Vale Library, 1 Park St.**

DEMENTIA FRIENDLY FORUM

Can the northern beaches become dementia friendly? Find out how it can at a seminar on Monday, May 20, at 6pm, Pittwater RSL Club, 82 Mona Vale Rd, Mona Vale.

It is being hosted by the newly formed Northern Beaches Dementia Alliance, which is seeking to create a "dementia-friendly" local community. This kind of community is a place where people living with dementia are supported to live a high quality of life with meaning and purpose. Bookings required for catering purposes. **Details: events@snhn.org.au or 0421 105 988.**



Friday

UNCOVER YOUR PAST

Music At Manly presents a Masterworks for Cello. Benett Tasi with his dad Joshua Tsai, 7.30pm to 9.30pm at Cardinal Cerretti Chapel. Program includes a JS Bach Suite for Solo Cello, the Second Cello Sonata by Johannes Brahms, and Elgar's Cello Concerto. **Cardinal Cerretti Chapel, St Patrick's Estate, 151 Darley St, Manly. Cost: \$35. Details: 9948 7738.**

STEELY DAN SOUNDS

Steely Dan are without doubt one of the seminal bands of the 70s and 80s. You can experience the music of this band at Manly Leagues Club tonight. The band, The Kites, are

Evaluation

- It has been difficult to gain media attention and this requires a significant amount of time. A dedicated marketing position needs to be created on the Alliance.
- Marketing collateral design demands time and therefore a design timeline or schedule should be included in the marketing strategy.
- We did not utilise the Council fee waiver for promotional flags as the design process was complicated and too time consuming for the short project timeline.



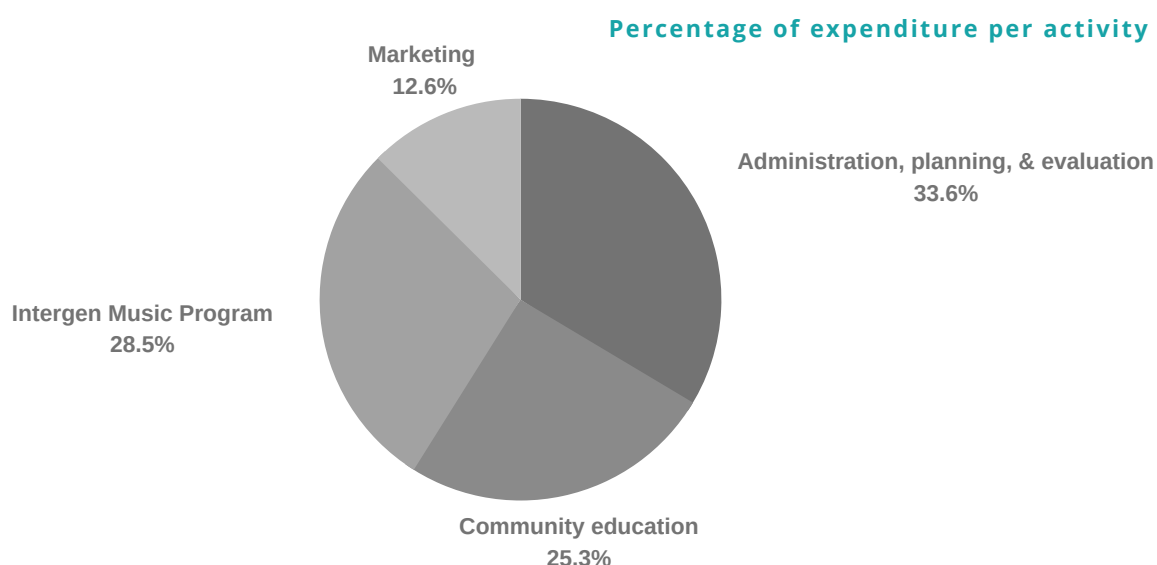
Photo: Alliance member Nadia Dennis and student volunteer Anna Pickles at Warriewood Square

BUDGET SUMMARY

Income

Northern Beaches Council Community and Cultural Development Grant = \$10,000 (+\$824.50 fee waiver)

In-kind contribution = \$21,554.20



CONCLUSION

Working towards a dementia-friendly community requires strong partnerships with the community, local organisations, people living with dementia and carers. Project successes are attributed to a dedicated project lead and Alliance as well as support from Dementia Australia and the Northern Beaches Council.

Future project activities include:

- The development of a dedicated Dementia Advisory Group
- Expansion of the intergenerational program into more primary school and a pilot program in high schools
- A local Dementia Friendly Organisations campaign
- Continued community education and future forums.

**THE
PREVALENCE
OF
DEMENTIA
IN THE
NORTHERN
BEACHES IS
PROJECTED
TO INCREASE
BY 151% BY
2058**



Northern Beaches
DEMENTIA ALLIANCE