



March 2015

Newsletter No. 84

Brain Waves

A monthly newsletter from Innovations in Dementia CIC

The aim of these newsletters is to keep people with dementia and their allies informed about the work of Innovations in Dementia Community Interest Company.

Call to action – dementia words matter

DEEP and the Dementia Action Alliance are leading a Call to Action around the language we use to describe people with dementia

Read more on page 2.

In this newsletter:

- Getting outdoors! p2
- Call to Action – Dementia words matter p2
- Dementia-friendly Age UK p3
- Over the rainbow – LGBT people and dementia p4





Getting outdoors!

We are working on a new project looking at how we can make it easier for people to get into the “great outdoors”. It’s called the DEN project - which stands for Dementia Engagement with Nature.

The project is led by Dementia Adventure, and Innovations role is to find out what people with dementia think. We want to find out how people get outdoors at the moment, what they do, what stops them going out, and what can be done to make it easier.

We have worked with the Forget me Not Group in Swindon to make sure we are getting the questions and the approach right - and will be holding meetings with DEEP groups across England in April.

We still have a few available days in April, and we are also looking for people with dementia to interview by ‘phone or via email. If you want to find out more contact Steve. Email: steve@myid.org.uk

The project is commissioned by Natural England and Mental Health Foundation are consulting with carers.

Dementia words matter

DEEP and the Dementia Action Alliance are leading a Call to Action around the language we use to describe people with dementia.

Through this Call to Action we ask you/your organisations to commit to the three ‘C’s:

- **Check** words and descriptions used in your printed materials against the DEEP Guide.
- **Change** any words and descriptions that people with dementia have identified as ones to avoid.
- **Challenge** words which you recognise as ‘curl up and die’ words whenever you see or hear them - in newspapers, on TV, on websites and in conferences and meetings. And pass on the challenge to others to take forward in their own settings.



Find how you can sign up to ‘Dementia Words Matter’ at the DAA website:
<http://www.dementiaaction.org.uk/dementiawords>

DAA Dementia Action Alliance



Dementia-friendly Age UK

Steve has now worked with more than 50 local Age UKs since 2012 - supporting them to make their mainstream services more accessible to people with dementia.

Age UK has always supported people with dementia of course, but this has most usually been through things like day care and home care. As people get their diagnosis of dementia earlier and as people's aspirations change more and more people with dementia just want to use the same service as everyone else. Our job has been to help them to make these services accessible to everyone.

Towards the end of last year Age UK published an important review of evidence around dementia and support - and we were very glad to see this in the conclusion:

"Age UK, as the largest charity for older people, could be in a unique position to provide dementia-friendly support and services which do not define people by their dementia, rather are inclusive of their needs in a generic setting."

Steve is now taking what he has learned from working with local Age UKs and is working with Age UK nationally to help them make their national services accessible as well.

People with dementia have the right to be included, so we think it's great that organisations like Age UK are increasingly thinking in this way too.

You can download the Age UK review:

"Dementia and Cognitive Decline - a review of the evidence" by Sujata Ray and Dr Susan Davidson from the Age UK website:

<http://www.ageuk.org.uk/professional-resources-home/knowledge-hub-evidence-statistics/evidence-reviews/>

You can also find out more about Steve's work with Age UK

<http://www.ageuk.org.uk/professional-resources-home/knowledge-hub-evidence-statistics/briefings-and-presentations/dementia-in-the-community/>

Over the rainbow – LGBT people and dementia

We know that LGBT people with dementia are especially marginalised communities, and that the issues impacting LGBT people with dementia are under-represented in general dementia groups and charities.



The Dementia Engagement and Empowerment Project (DEEP) has published a report produced by the University of Worcester's influential Association for Dementia Studies, in partnership with the Birmingham LGBT (Lesbian, Gay, Bisexual and Trans) Centre for Health and Wellbeing and PACE Health in London.

You can download the report from the DEEP website:

<http://dementivoices.org.uk/2015/03/over-the-rainbow-report-about-lgbt-people-and-dementia/>



**Innovations
in Dementia**

Innovations in Dementia is run by three directors – Rachael, Steve and Nada. We are a Community Interest Company. This means that any profit we make is put back into the organisation.

We do not offer services for people with dementia. Instead we work with other organisations to make sure that people with dementia can continue to take part in their communities and have active lives.

Please share your ideas, experiences and positive stories with us.

Contact us

Email: ideas@innovationsindementia.org.uk. Telephone: 01392 420076

Innovations in Dementia CIC, PO Box 616, Exeter, EX1 9JB

Website: www.myid.org.uk

If you wish to receive (or stop receiving) copies of this newsletter email newsletter@innovationsindementia.org.uk

Registered as a community interest company No. 06046815