

**Reply from Public Health Middlesbrough to Healthwatch Middlesbrough's
Making Middlesbrough More Dementia Friendly Report**

Hi Toni,

Happy for the report to be shared. Have you had CCG response?

Please find below the additional information as promised.

The Clinical Lead / Mental Health Lead and a Health Improvement Practitioner for Ageing Well are both supporting the on-going development of Dementia friendly Communities on behalf of Middlesbrough Public Health through:-

- Financial commitment to Cleveland Alzheimer's Society (Cleavearc) for event, including room hire and resources for dementia friendly communities Event
- Facilitating Dementia Champions Training for Middlesbrough Council's Management network 20/30 managers.
- Encourage Middlesbrough Council to become a key driver in creating DF communities by encouraging and allowing Staff the opportunity to become Dementia friends, in particular those working in community settings and customer focused roles
- Encouraging Teams to nominate Staff to become Dementia Champions
- Encouraging managers to allow Staff the opportunity to complete DF awareness session or Dementia Champions Training.
- Promotion and coordination of Dementia awareness sessions and training through LA Communication Lead.
- Commitment and representation on the South Tees Dementia Collaborative, to support the delivery of strategic themes, including achieving DF Status
- Representation on DF working group, Led by the Cleveland Alzheimer's Society (Cleavearc) to target Local businesses including shops, cafes and transport staff and in conjunction with the dementia action alliance.

Imminent action based on Health Watch report recommendations:-

- Work with other Council departments to promote the Safe Places Scheme.
- Review the checklist for Dementia Friendly Environments report (Petter Otter 2012 North East Report) ensuring most appropriate factors considered such as lighting and seating etc

In addition PH are working on other objectives such as:-

- Education and awareness in Schools, influencing current Schools projects to incorporate dementia awareness in current and future programmes
- Meeting with Safe In Tees Valley/Cleveland Police cadet programme to implement dementia Training in current Programme
- Source funding for Dementia Awareness books (Age appropriate)

- Working with Diane Fleet (central Library) and Alzheimer's society, re a dementia Training programmes for young people
- Working with Action for Carer Forum to improve outcomes for carers including dementia carers

Please let me know if you require any further information.

Kind regards,
Edward

Edward Kunonga
Director of Public Health
Middlesbrough Council
1st Floor, Civic Centre
Middlesbrough
TS1 9FY