BACKGROUND

‘Dementia RED™’ is a project involving the six Council’s in North Wales and Betsi Cadwaladr University Health Board, aimed at increasing dementia awareness.

The ‘Dementia RED™’ Care Information Service aims to provide staffed (part-time) Care Information Centre Points in all GP surgeries that request (and can accommodate) this service and information points in as many other GP surgeries across North Wales as possible. The aim of the service is to ensure that the community is at the heart of working together to achieve the best outcomes through an early intervention and prevention of crisis ethos for people with dementia.

The service is delivered in partnership with the Alzheimer’s Society with Care Information Centre Points staffed by volunteers recruited and supported by the Alzheimer’s Society.

By providing staffed Care Information Centre Points it is hoped that enquirers will feel more encouraged to engage and seek information from a knowledgeable person in a relaxed situation. Information points are equipped to provide access to a full range of information on the services available to those with dementia, to those that care for someone with dementia and to those who have concerns over their own well-being or the well-being of others.

Although the service was originally established to provide access to information within GP surgeries it has developed to provide Care Information Centre Points in other community based locations such as pharmacies, community centres, libraries, ‘Talking Points’, etc.

Over next 2 years the aim is to:

- Building on the network of surgeries and partners developed during the pilot phase;
- Using the learning gained during the pilot phase (and from independent evaluation of the service at the end of Year 1 undertaken by Bangor University) to provide an enhanced service;
- Building on the opportunities presented by complementary initiatives and services such as ‘Dementia Friendly Communities’, ‘Dementia Care Coordinators’, ‘Primary Care Link Workers’, the development of multi-agency ‘hubs’, ‘Talking Points’, etc., to enable more people to access information or be sign-posted to suitable services;
- Develop the structure of trained volunteers.
- Provide information to individuals through the distribution of appropriate information and signposting to support that is geared up to help people to live well with dementia and to access community support services.

This includes:

- Help people who are concerned about their own or another person’s memory to cope and understand the condition better and enable them to access appropriate community support services.
- Advocate for people living with dementia and their carers to be treated with ‘Respect Empathy and Dignity’.

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