Meeting the Challenge of Dementia:
Raising Awareness and Improving Care Standards

A Public Policy Exchange Symposium

Thursday 28th June 2012
10:15am – 4:30pm
Central London

Public Policy Exchange, in association with the Centre for Parliamentary Studies, holds regular interactive seminars which provide an invaluable interface for policy discussion, debate and networking. These special events offer local practitioners, civil servants and other stakeholders not only an insight into current policy thinking, but also the opportunity to feed into future development across all areas of public policy.
Overview

Dementia is one of the most important challenges we face as the population ages. There are estimates to be over 750,000 people in the UK with dementia and numbers are expected to double in the next thirty years. Estimated at £19bn a year, the cost to our economy is huge and as such, there is not only a moral but a strong financial imperative to improve dementia care.

Three years on from the publication of the five-year National Dementia Strategy (2009) for England, much is being done within health and social care to improve support and services for people with dementia and their carers. Building on the achievements of the existing Strategy, the recently published Operating Framework for the NHS in England 2012/13 identifies dementia as a high-level priority for action and outlines the need for better training for anyone working with people with dementia.

The Government recognises that low levels of understanding and awareness of dementia and poor diagnosis have contributed to a national crisis. 68% of people with dementia had a gap of longer than a year between noticing symptoms and getting a diagnosis, with 8% having to wait five years or more. Investing in services for the early diagnosis of dementia can be cost-effective and the Prime Minister’s Challenge on Dementia (March 2012) announced an ambitious programme to deliver major improvements in dementia care and research by 2015. This includes the doubling of funding for research over to £60 million by 2015 with major investments in brain scanning.

Much is already being done to improve dementia care: investment in a nationwide campaign to raise awareness of dementia, funding for better research, assistance for carers in their responsibilities and creating dementia-friendly communities. Nevertheless, many argue that more work is still required in order to improve support for people with dementia. According to the Alzheimer’s Society Report, Dementia 2012: A National Challenge, three-quarters of the people in the UK feel that society is not geared up to deal with dementia.

A crisis referred to by the Prime Minister as being ‘on par with high rates of HIV and cancer in previous decades’, this timely symposium provides an invaluable opportunity to explore the challenges faced in dealing with dementia by the whole society. The symposium will provide a platform to discuss how to raise awareness of dementia, explore how to tackle the stigma attached to the condition and examine the next steps needed to strengthen local partnership working and improve support and services.

Why Attend?

✓ Gain an insight into the latest policy developments to improve dementia care
✓ Evaluate the provision of opportunities to facilitate early intervention and diagnosis
✓ Examine the future of the health and care system in improving support for people with dementia and their carers
✓ Consider how to work in partnership to overcome barriers faced by sufferers and explore ways to create dementia-friendly communities
✓ Discuss how to improve public awareness and understanding to prevent stigma and discrimination

Who Should Attend?

- Central Government and Agencies
- Local Authority Officers and Councillors
- Primary Care Trusts
- Health Practitioners
- Social Care Practitioners
- Health Promotion Agencies
- Dementia Care Teams
- Dementia Nurses
- Memory Clinics
- Care Providers
- Mental Health Practitioners
- Patient’s Organisations
- Clinical Leads and Specialists
- Geriatric Health Teams
- Geriatric Psychiatrists
- Community Health and Outreach Teams
- Community Cohesion Officers
- Community Engagement Officers
- Community Relations Advisers
- Social Inclusion Officers
- Disability Practitioners
- Equal Opportunities Officers
- Equality, Diversity and Human Rights Practitioners
- Pension’s Organisations
- Pension Funds
- Legal Advisers
- National Association of Pensioners
- Campaigning Organisations
- National Senior Citizens Organisations
- Citizen’s Advice
- Welfare and Elderly Federations
- Unions of Retired Persons
- Active Ageing Organisations
- Social Services
- Institutes of Lifelong Learning
- Adult Education Organisations
- Health Promotion and Disease Prevention Bodies
- Palliative Care Associations
- Third Sector Practitioners
- Trade Union Representatives
- Academics and Researchers
- Faith Organisations
- Charities, Social Enterprises and Cooperatives

Accommodation

Through our partnership with HotelMap, we are able to offer our delegates heavily discounted hotel rates at a wide range of London hotels. To view hotel availability and rates and to book online, visit www.HotelMap.com/MSNUZ/

Alternatively, if you would like to book your accommodation by phone, you can call Daniel Spinner at HotelMap, on 020 7292 2335 quoting Special Reference Code MSNUZ

Enquiries: 0845 606 1535

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Programme

09:30  Registration and Morning Refreshments
10:15  Chair’s Welcome and Introduction
10:30  Panel Session One:
Making Dementia a National Priority – The Way Forward
• Responding to the National Crisis – Assessing the Progress Made, Adding to the Evidence Available and Recommending New Actions
• Early Intervention and Diagnosis – Improving the Quality of Life and Care by Increasing Diagnosis Rates through Regular Medical Checks
• Exploring the Role of GPs in Ensuring Effective Use of Clinical Expertise to Improve Services for Sufferers and their Carers
• Driving Improvements in Health and Care Systems and Developing Better Research
11:15  Morning Refreshments
11:30  Open Floor Discussion and Debate with Panel One
12:30  Networking Lunch
13:30  Panel Session Two:
Meeting the Dementia Challenge – The Local Response
• Raising Awareness and Understanding of Dementia to Reduce Stigma and Discrimination, Preventing a Breakdown of Relationships
• Providing a Range of Information Services, Resources and Training for Health and Care Professionals, Ensuring Sufferers have Appropriate Information and Support
• Engaging with Local Services and Realising the Importance of a Strong Support Network to Prevent Social Exclusion
• Working in Partnership to Develop Dementia-Friendly Communities and Understanding their Role in Delivering Better Quality of Life for People with Dementia
14:15  Afternoon Refreshments
14:30  Open Floor Discussion and Debate with Panel Two
15:30  Chair’s Summary and Closing Comments
15:40  Networking Reception
16:30  Close

**Please note that the programme is subject to change without notice**

Event Details

Date:    Thursday 28th June 2012
Time:    10:15am – 4:30pm
Venue:   Central London

Forthcoming Events

Recruiting Non-UK Nationals: Understanding and Working with the Points Based Immigration System
22nd May 2012
Road Safety: Empowering Local Authorities to Deliver a Smarter Safer Network
23rd May 2012
Child and Adolescent Mental Health and Well-being: Transforming Service Delivery
24th May 2012
Revolutionising Public Sector Communications: Using The Power Of Social Media To Accelerate the Digitisation of Public Services
30th May 2012
Zero Tolerance: A New Direction in Tackling Forced Marriage and ‘Honour’ Based Violence
30th May 2012
International Student Recruitment: Understanding and Working with the Points Based Immigration System
12th June 2012
The New Adoption Action Plan: Towards a Fairer and Faster Process
13th June 2012
Putting Full Recovery First: Redrawing the Drug Strategy Roadmap
14th June 2012
The Government’s Alcohol Strategy 2012: Calling Time on Binge Drinking and Alcohol Fuelled Violence
19th June 2012
Countdown to the 2020 Sustainability Target: Unlocking the Power of Renewable Energy
26th June 2012
Implementing The New Early Years Foundation Stage Framework
27th June 2012
5th Annual Sexual Health and Young People Symposium: The Next Steps in Integrating Local Service Delivery
27th June 2012
The Future of Family Policy: Working in Partnership to Support Strong and Stable Parenting
10th July 2012

Sponsorship and Exhibition Opportunities

We offer a range of opportunities to enable your organisation to raise its profile and communicate with key decision makers in the public sector.

For further information please contact Parvin Madahar on 020 3137 8630 or email parvin.madahar@publicpolicyexchange.co.uk

Enquiries: 0845 606 1535 www.publicpolicyexchange.co.uk
Meeting the Challenge of Dementia:  Booking Form [Cf28-PPE]
Raising Awareness and Improving Care Standards             28th June 2012

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