

PRESS RELEASE – SEPTEMBER 19, 2018

Dementia Strategy to provide centre of excellence for dementia care in South Tyneside and Sunderland



South Tyneside and City Hospitals Sunderland NHS Foundation Trusts today (*Wednesday 19th September*) launched their Dementia Strategy, setting out their intention to be recognised as a centre of excellence for providing integrated dementia care.

Key aims in the ambitious strategy for 2018-21, which was developed with the support of nurses, doctors and managers in both Trusts and in consultation with patient and carer groups, include providing person-centred care and dementia-friendly environments.

Melanie Johnson, Executive Director of Nursing, Midwifery and Allied Health Professionals for both Trusts, said: “As our population ages, Dementia is one of the most challenging healthcare issues we face. Our Dementia Strategy demonstrates our total commitment to improving dementia care for our patients, providing tailored support to relatives and carers and developing our staff to equip them with the skills

and training they need to care for people living with dementia in South Tyneside and Sunderland.”

The strategy’s main strategic aims and objectives are to develop:

- person-centred care
- a competent and compassionate workforce
- evidence-based pathways of care and assessment
- strong partnerships and engagement
- dementia-friendly environments
- clear accountability and governance

Under the strategy, there will be an emphasis on families and carers being involved in the planning of care. Both Trusts have already signed up to the national John’s Campaign, which is dedicated to promoting the right of carers to stay with loved ones with dementia when they are in hospital.

Other developments will include provision of an up-to-date directory of dementia services for patients and their carers, and giving staff opportunities to shadow or rotate through other health services in order to learn new skills and gain appreciation of the various roles involved in providing integrated dementia care.

Melanie Johnson added: “Over the next three years, our Dementia Strategy will help us to focus on delivering quality improvements in personalised care for patients living with dementia, and their carers, through the commitment of a compassionate, skilled and effective workforce and continued partnership working across the health and care sector in South Tyneside and Sunderland. The care we deliver will be person-centred, empowering the patient with dementia, and their carer, as part of a therapeutic relationship with professionals which promotes safety and supports communication and wellbeing.”

ENDS

Photo caption: *Deputy Director of Nursing and Patient Experience Louise Burn and South Tyneside NHS Foundation Trust Chairman Neil Mundy with staff from South Tyneside and City Hospitals Sunderland NHS Foundation Trusts at the launch of the Dementia Strategy*

Notes to editors

- Dementia is a collective term for over 100 diseases of the brain that can affect memory, communication skills, reasoning and the ability to carry out daily activities. There is no known cure
- One in six people aged over 80 will experience dementia
- Two thirds of people with dementia are women
- The financial cost of dementia in the UK is £26 billion a year
- 60% of all acute hospital beds are occupied by older adults, 40% of whom are considered likely to have a dementia diagnosis

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