

# Finalist's case study

## University of Salford Social Responsibility The Salford Institute for Dementia and becoming a Dementia Friendly University

### Section 1 About the project

#### Summary

One in three of us will develop Dementia.

While we wait for a cure, the University of Salford has established the Salford Institute for Dementia to carry out research, education and innovations into dementia-friendly care and design to help make a positive difference to those affected by dementia. Our commitment to being dementia-friendly also extends to support for student and staff touched by the condition and training to become Dementia Friends.

#### Project partners

The Institute has been funded from a variety of sources

- Medlock Charitable Foundation – £250,000 over five years
- Dowager Countess Eleanor Peel Trust donated £500,000 over five years
- Grants worth £60k from local NHS partners to evaluate the development of dementia friendly hospitals and homes
- Part of an NIHR/ESRC research grant, worth about £40k
- 400k Euros to lead a group of six European Universities developing a new European Masters in Dementia
- University internal funding approx. £100k per year (in staff time)

### Section 2 The results

#### The problem

One in three of us will get Dementia, meaning every family is, or will be affected. There are currently over 800,000 people living with dementia in the UK, many of whom feel isolated and lonely, and may live with a narrative of despair and decline rather than a more hopeful narrative of sustaining their remaining capacities and abilities, to live as well as possible with dementia (Alzheimer's Society).

#### The approach

The University of Salford's approach to dementia is distinctive in that:

- Engagement with people affected by dementia is central to all our work and approach
- We are actively working towards becoming a Dementia Friendly University, putting the values underpinning our academic work into practice in our own organisation

University of  
**Salford**  
MANCHESTER

#### Profile

- HEE
- 20,000 students (includes full and part time students)
- 2500 staff
- Urban

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## Our goals

The Salford Institute for Dementia based at the University of Salford, builds on the Dementia Design Group established in 2010, in taking steps to improve the lives of people with dementia and their carers by:

- A) engaging directly with people affected by dementia in the definition of its priorities, design of products, dissemination and implementing strategies;
- B) focussing specifically on the creation, development and dissemination of interdisciplinary, non-pharmacological knowledge about living well with dementia, including in the built environment, digital technologies and the performing arts;
- C) leading the university's work towards becoming a Dementia Friendly University by encouraging staff and students to become Dementia Friends and Dementia Friends Champions and ensuring that support is in place for staff and students affected by dementia;
- D) working with colleagues across the university towards ensuring that dementia is included in undergraduate and postgraduate degree curricula across the university, as appropriate and
- E) playing a central role in the Salford Dementia Action Alliance, of which the University's Pro Vice Chancellor for Public Benefit and senior management lead for the Salford Institute for Dementia is the Chair.

The Institute works together with internal and external partners in a wide range of public sector and independent sector/commercial organisations regionally, nationally and internationally, and people affected by dementia such as the Salford Dementia Champions and our wider reference group of active NW contacts

## Obstacles and solutions

<p>The time and commitment requirements of people living with dementia and their carers being involved in the local, national and international work of the Institute can be significant</p>	<p>The Institute ensures that our partners (people with dementia and their carers) who share their time and experience to guide, advise and undertake dementia related work at the University are supported to choose the activities that are of most interest to them and most appropriate to their expertise.</p> <p>By building strong person relationships with them, their families and friends the support offered by the Institute can be tailored to their preferences for each activity.</p> <p>The Institute has a range of sources of funding that are accessed to provide payment for work undertaken and for individualised travel and hospitality arrangements.</p> <p>In order for the involvement of people with dementia and their carers to be sustainable these aspects of individualised support are essential.</p>
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<p>A potential challenge to the nature of the future activity of the Institute is sustaining the Institute's inter-disciplinary, collaborative approach to dementia which is a unique feature of our approach.</p>	<p>The identity of the Institute as being an <i>Institute without walls</i> is a constant reminder that the research, innovation and education activities cannot take place in isolation. The work is undertaken by intentionally collaborating across the borders of disciplines, the boundaries of organizations and society's limited view at times of people's potential.</p>
<p>The location of the Institute within a University could contribute to a perception of our work being undertaken in isolation from individuals and organizations in the local and wider community.</p>	<p>The Institute undertakes large group and one-to-one listening events before engaging in research, innovation and education activities. This engagement continues throughout the duration of any resulting activities.</p> <p>There are plans for a publically accessible dementia hub at the University, including a dementia friendly garden and café to be developed. Where the public, students and academics from the Institute and staff from dementia related organizations can connect and collaborate.</p>

## Performance and results

Significant aspects of the work of the Salford Institute for Dementia have been informed by and involve people living with dementia, their carers and organisations who provide support for people living with dementia

- A listening event attended by people with dementia, carers, practitioners and professionals from care and design backgrounds on what makes a hospital environment dementia friendly. The freely accessible report of the findings of this event has been shared with practitioners and organisations who provide care, support and environments for people with dementia who access hospital services.
- Evaluation projects undertaken of Department of Health funded built environment projects in three hospitals and three care homes undertaken by a team from the Institute that included people with dementia who undertook several of the evaluations.
- Public seminars intentionally focused on meeting the information needs of people living with dementia and their families delivered in partnership with organizations such as the Humphrey Booth Resource Centre (Salford City Council), Hugh Jones Solicitors (Court of Protection Solicitors) and the Angel Centre (Social Enterprise centre).
- A new MSc Dementia: Care and Enabling Environments developed in consultation with people living with dementia and carers. This programme will include sessions taught by people living with dementia and carers.
- People living with dementia and carers have advised on the development of the University of Salford led European Union funded, pan European Masters in Dementia POSADEM (Positive about Dementia). This included one person with dementia who advises the Institute attending the recent series of meetings at the University of Maastricht. The opportunity to attend the next series of meetings at the University of Carinthia, Austria in 2015 is already being planned.

The involvement of students from across the University in the work of the Institute is seen as a vital approach for supporting the next generation of practitioners and professionals to be dementia friendly in their future careers.

- Drama students were supported by a lecturer in nursing to develop drama productions that addressed the experience of living with dementia. One of these dramas has now been performed for Health Education

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England, NHS, Greater Manchester Police and will form the key focus of a public event in November 2014 to address 'Dementia: What REALLY matters'. The students will form part of a debate panel that will also include an international dementia expert and a person living with dementia whose story is captured in their drama.

- Media students have undertaken 'live briefs' with dementia activists including people with dementia and their carers. The media students have captured these people's views and experiences using different formats. This ensures that the dementia activists' contributions to understanding how society can respond to the challenges and opportunities of living with dementia can be accessed by different people.
- Student nurses have dementia related teaching throughout their programme of study. The content of these aspects of the nursing curriculum are now being developed for teaching across Health Sciences and the School of the Built Environment.

People living with dementia and carers have attended the external advisory board meetings of the Institute alongside the national and international dementia leads of different organisations. This ensures that the governance of the Institute is guided by those whose lives are most impacted by dementia.

## Section 3 The future

### Lessons learned

That a University can bring together people living with dementia, carers, dementia charities, private and public sector organizations, the future generation of professionals and practitioners, social enterprise organisations, NHS, police, fire and rescue services, politicians, faith and community leaders, philanthropists, educationalists, researchers and innovators to make a positive difference to the experience of living with dementia.

### Sharing our project

The Institute's work has been disseminated through an on-line pecha kucha presentation (July, 2013), at the National Dementia Action Alliance (May 2014, London) and an international dementia conference (June 2014, Sydney). Three short papers have been published in practitioner focussed care and health service journals. We routinely discuss our work at Salford Dementia Action Alliance meetings.

Through the involvement of six European universities, a European Union funded education development programme, Positive about Dementia, replicates the Institute's approach across Europe of sharing best practice about living well with dementia through collaboration with people affected by dementia and partner organisations.

The Institute has had significant media coverage in the regional and national press since its launch in December 2013, in *The Guardian* (December 2013); *The Independent* (October 2014); BBC TV News (December 2013); BBC North West News (October 2014); local and regional radio across the country (December 2013); local radio (October 2014)

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## What has it meant to your institution to be a Green Gown Award finalist?

The Salford Institute for Dementia is delighted to be recognised for the impact that we have had on developing local, national and international understanding of how to support people to live well with dementia.

We have been committed to developing an approach to the education of current and future professionals and practitioners that reflects the experience and value of the lives of people living with dementia. This approach also underpins our research and innovation projects. We believe that this is the most meaningful and sustainable way for the Institute to make a difference to the experience of living with dementia.

We feel that this nomination is an important recognition for our partners who are living with dementia or who are carers and so have invited them to join us at the Awards dinner.

We feel that this award also recognizes the positive way in which many of our students have committed to making a difference through their studies and the application of their newly acquired knowledge and skills for the advancement of a dementia friendly society.

## Further information

Amanda Jervis, Institute Administrator, 0161 295 2363; [a.jervis@salford.ac.uk](mailto:a.jervis@salford.ac.uk); [dementia@salford.ac.uk](mailto:dementia@salford.ac.uk)

<http://www.salford.ac.uk/salford-institute-for-dementia>

<https://twitter.com/InstforDementia>