



"We've got to treat this like the national crisis it is. We need an all-out fight-back against this disease, one that cuts across society"

Prime Minister David Cameron

## How we're supporting the Prime Minister and various stakeholders to address the growing issue of dementia in the UK

According to national charity Dementia UK, 42 per cent of the UK population knows a close friend or family member with dementia. That's because more than 820,000 people in Britain have dementia and that figure is expected rise to more than one million by 2025.

Research commissioned by the Technology Strategy Board found that in UK care homes in the 1980s, 20-25 per cent of people had dementia, but now it's estimated that that figure has rocketed to more than 80 per cent.

Alzheimer's Research UK estimates that dementia currently costs the UK economy £23bn per year – which is twice as much as cancer and three-times as much as heart disease. Caring for a person with dementia has been calculated to cost £27,647 per year, much more than caring for a person with cancer (£5,999), heart disease (£3,455) or someone who has suffered a serious stroke (£4,770).

### Dementia Challenge

In 2010 we published PAS 800, the result of working closely with the University of Bradford and other stakeholder experts. Intended to help carers, the specification provides a guide to the principles and recommendations of Dementia Care Mapping, which looks at care from the viewpoint of people with dementia. When launching the Dementia Challenge in

March 2012, Prime Minister David Cameron said: "We've got to treat this like the national crisis it is. We need an all-out fight-back against this disease, one that cuts across society. Dementia is a terrible disease and it is a scandal that we, as a country, haven't kept pace with it."

The Dementia Challenge seeks to significantly improve dementia care and research by 2015 through better health, care and research, as well as create dementia-friendly communities that understand how to help those with dementia, their families and carers.

Reporting directly to the Prime Minister, we are a member of a special Champion Group established to help create dementia-friendly communities.

### Dementia Action Alliance

In 2012, we joined the Dementia Action Alliance and a few months later we ran a standards breakout session at the organization's annual meeting, as well as our own event in March 2013, with dementia-friendly communities and care provision as the theme.

Working closely with Alzheimer's Society, we developed a proposal for how a national standard could support a recognition process for dementia-friendly communities. It was based upon an Alzheimer's Society report.

### National standard

We presented our proposal for a national standard at the PM Champions Group for Dementia Friendly Communities in July 2013, and we've been working with Alzheimer's Society to finalize the work.

In addition, we're looking to develop other standards to support dementia-friendly communities in such areas as building design, financial services, retail and emergency services.

Throughout 2014 we'll continue to work with the PM Champions Group and our committees to develop new standards, while seeking to make existing standards more dementia friendly and develop a means by which dementia standards can be considered in the future, once the PM Challenge has been completed.

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