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| **Dementia and Ageing Well**  **Briefing produced by Public Health England’s East of England Health & Wellbeing Team – Jan 2020 (V1.01)** |

This briefing paper has been produced by Public Health England’s East of England Health and Wellbeing Team. It is designed to provide easy access to key reference points and useful resources around the dementia and ageing well agenda and will be updated on a regular basis as new information becomes available. The information in each section is presented chronologically, with the most recent first.

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| National policy and reports |

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**Healthy Ageing: Consensus Statement**

This [**statement**](https://www.gov.uk/government/publications/healthy-ageing-consensus-statement) by PHE and the Centre for Ageing Better (**October 2019**) sets out the shared vision for making England the best place in the world to grow old. This consensus sets out 5 key principles including creating more opportunities for people to contribute to society as they age and accessible and inclusive homes and neighbourhoods.

**The Grand Challenge Missions**

The Industrial Strategy sets out [**Grand Challenges**](https://www.gov.uk/government/publications/industrial-strategy-the-grand-challenges/missions) (**updated September 2019**) to put the UK at the forefront of the industries in the future. One of the missions is around the [**ageing society**](https://www.gov.uk/government/publications/industrial-strategy-the-grand-challenges/missions#ageing-society) and the Government has made a commitment that by 2035, people can enjoy at least five extra healthy, independent years of life, whilst reducing inequalities.

**Health Inequalities in Ageing in Rural and Coastal Areas**

These PHE [**resources**](https://www.gov.uk/government/publications/health-inequalities-in-ageing-in-rural-and-coastal-areas) (**August 2019**) provide evidence of health inequalities among older people in coastal and rural areas, together with a summary of key considerations to reduce inequalities and promote healthy ageing in these areas.

**Mid-life Support: Insights for Employers**

In **August 2019**, the Centre for Ageing Better published this [**report**](https://www.ageing-better.org.uk/publications/mid-life-support-insights-employers) highlighting in importance of providing support to employees in mid-life as a way of helping them stay in work for longer, or if they want to, plan for what they will need in retirement.

**Briefing: Health and Care of Older People in England 2019**

This AgeUK [**briefing**](https://www.ageuk.org.uk/globalassets/age-uk/documents/reports-and-publications/reports-and-briefings/health--wellbeing/age_uk_briefing_state_of_health_and_care_of_older_people_july2019.pdf) (**July 2019**) highlights the growing social care crisis in England, which is leaving older people without access to the high-quality provision which they need. This report provides a range of useful insight and data on the current state of the NHS for older people.

**Interventions for Productive Healthy Ageing**

This PHE [**guidance**](https://www.gov.uk/government/publications/productive-healthy-ageing-interventions-for-quality-of-life) document (**March 2019**) lists interventions that can be made by pharmacy teams working in different settings, to help older people to lead more independent lives and improve their health. The guidance includes interventions based around preventing falls, dementia, physical inactivity, malnutrition and social isolation and loneliness.

**A Connected Society: A Strategy for Tackling Loneliness**

In **October 2018**, the Government published its first [**loneliness strategy**](https://www.gov.uk/government/publications/a-connected-society-a-strategy-for-tackling-loneliness). This strategy details the vision for addressing this increasingly recognised public health issue. Feeling lonely often is linked to early deaths and increased risk in serious health implications such as coronary heart disease, stroke, cognitive decline and an increased risk in Alzheimer’s, among others. This strategy brings together businesses, charities, community groups, health services and local authorities to raise awareness of loneliness and to support people build connections to ensure happier and healthier lives.

**Transforming Later Lives**

The Centre for Ageing Better published this [**strategy document**](https://www.ageing-better.org.uk/sites/default/files/2018-07/Ageing-Better-Transforming-Later-Lives.pdf) in **July 2018** focusing on four main areas for their long-term vision: safe and accessible housing, fulfilling employment, connected communities and finally, healthy ageing.

**The Association of Directors of Public Health (ADPH) Position Statement**

This ADPH [**policy position document**](http://www.adph.org.uk/wp-content/uploads/2018/05/ADPH-Position-Statement-Healthy-Ageing.pdf) (**May 2018**) sets out the background and policy context to healthy ageing and then details the ADPH’s positions and recommendations at a national and local level.

**Dementia in Older Age: Barriers to Primary Prevention and Factors**

PHE commissioned the Personal Social Services Research Unit at the London School of Economics and Political Science to conduct a series of studies and literature reviews, detailed respectively below. These report documents are aimed at researchers and commissioners to help make decisions about the prioritisation of primary prevention measures relevant to dementia.

* [**Primary prevention of dementia: Barriers and facilitators**](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/633100/primary_prevention_of_dementia_barriers_and_facilitators.pdf) (**March 2017**)
* [**Why no reliable estimate can be produced for the rate of return on investment in primary prevention of dementia**](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/633104/return_on_investment_tool_in_primary_prevention_of_dementia.pdf) (**March 2017**)
* [**The effect of midlife risk factors on dementia in older age**](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/633096/effect_of_midlife_risk_factors_on_dementia_in_older_age.pdf) (**March 2017**)
* [**The effect of midlife risk factors on dementia in older age: Key messages**](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/633098/effect_of_mid_life_risk_factors_on_dementia_in_older_age_key_messages.pdf) (**June 2017**)

**Global Strategy and Action Plan on Ageing and Health**

The World Health Organisation has published this [**strategy**](http://www.who.int/ageing/WHO-GSAP-2017.pdf?ua=1) (**2016-2030**) with the vision of a world in which everyone can live a long and healthy life. The action plan (**2016-2020**), as part of this document, details goals for the next five years including implementing existing evidence, filling the evidence gaps and establishing partnerships to ensure a decade of healthy ageing from 2020-2030.

**Changing Risk Behaviours and Promoting Cognitive Health in Older Adults**

This PHE evidence-based [**resource**](https://www.gov.uk/government/publications/changing-risk-behaviours-and-promoting-cognitive-health-in-older-adults) (**November 2016**) is aimed at local authority commissioners and CCGs to inform and steer the focus of what types of interventions should be delivered to help the uptake and maintenance of healthy behaviours among older adults living in the community and to promote cognitive health.

**Prime Minister’s Challenge on Dementia 2020**

In **February 2015**, the [**Prime Minister’s challenge on dementia 2020**](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/414344/pm-dementia2020.pdf)was published and detailed 50 commitments that aim to make England a world-leader in dementia - relating to awareness, care and research - by 2020. Following this publication, in **March 2016** an [**implementation plan**](https://www.gov.uk/government/publications/challenge-on-dementia-2020-implementation-plan) was released, which set out how these 50 commitments will be met. It details four themes (risk reduction; health and care; awareness and social action and research), priority actions within these themes and the organisations who are responsible.

**Baby Boomers: Fit for the Future**

This [**annual report of the Chief Medical Officer**](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/654806/CMO_baby_boomers_annual_report_2015.pdf) (**2015**) focused on the state of the public health in relation to ‘baby boomers’ who are those around the age of 50-70 years old now. Societal and demographic changes to this group of people have occurred through their lifetimes and many of these changes affect them as wider determinants of health.

**Data, guidance, infographics and toolkits**

**Dementia Fingertips Profile**

This [**dementia tool**](https://fingertips.phe.org.uk/profile-group/mental-health/profile/dementia) provides data through indicators on six data domains: prevalence; preventing well; diagnosing well; living well; supporting well and dying well and is regularly updated. Data is provided at CCG and Local Authority levels, with the ability to benchmark current practice against other CGGs, local authorities and England.

**Productive Healthy Ageing Fingertips Profile**

This [**productive healthy ageing tool**](https://fingertips.phe.org.uk/profile/healthy-ageing) brings together a wide range of indicators at national, regional and local level that are relevant to people’s health as they age, and is regularly updated. The tool can be used to identify, compare and monitor variations and trends across the range of issues and there are links to other useful resources.

**Dementia Training Resources: NHS Health Checks**

These [**training resources**](https://www.healthcheck.nhs.uk/commissioners_and_providers/training/dementia_training/) produced in partnership with PHE offer guidance for NHS Health Check trainers and practitioners to deliver the mandatory dementia component of the NHS Health Check and to support them when having conversations with patients on dementia risk reduction.

**Dementia Data and Analysis: A Guide for Health Professionals**

This PHE [**guidance**](https://www.gov.uk/guidance/dementia-data-and-analysis-a-guide-for-health-professionals) (**updated November 2019**) details how commissioners and providers can utilise data and analysis for dementia service and intervention decision making.

**All Our Health**

The PHE [**All Our Health framework**](https://www.gov.uk/government/collections/all-our-health-personalised-care-and-population-health) (**first published 2015, but evolving with latest updates in May 2019**) is a framework of evidence to help healthcare professionals in England understand and maximise the impact on improving health outcomes and reducing health inequalities. Since the publication of this framework, PHE has published a resource [**about the framework**](https://www.gov.uk/government/publications/all-our-health-about-the-framework/all-our-health-about-the-framework) and another piece of guidance around applying ‘All Our Health’ in relation to [**dementia**](https://www.gov.uk/government/publications/dementia-applying-all-our-health/dementia-applying-all-our-health) (**January 2018**) and [**falls**](https://www.gov.uk/government/publications/falls-applying-all-our-health/falls-applying-all-our-health) (**updated July 2019**).

**Strength and Balance Quality Markers: Supporting Improvement Through Audit**

The PHE [**guidance**](https://www.gov.uk/government/publications/strength-and-balance-quality-markers-supporting-improvement) (**July 2019**) is aimed at both local commissioning and strategic leads in England with a remit for falls, bone health and healthy ageing and providers involved with strength and balance falls prevention exercise.

**Toolkit for General Practice in Supporting Older People Living with Frailty**

This NHS England produced [**toolkit**](https://www.england.nhs.uk/publication/toolkit-for-general-practice-in-supporting-older-people-living-with-frailty/)(**updated in April 2019**) is aimed at GPs, practice nurses and the wider primary care workforce to enable them to proactively case find those at risk of frailty to target prevention strategies, as well as assess and manage those people who are already living with frailty (65 years and older). This toolkit supports the delivery of the 2017 GP contract.

**Reducing Your Risk of Dementia**

This [**information leaflet**](https://www.alzheimers.org.uk/sites/default/files/2018-12/Dementia_Risk_DEC2018.pdf) was produced by Alzheimer’s Research UK and PHE (**December 2018**) for the public explaining what dementia is and the associated risk factors and the lifestyle choices that can be made to reduce an individual’s risk of dementia.

**After a Diagnosis of Dementia: What to Expect from Health and Care Services**

The Department of Health and Social Care published this [**guidance**](https://www.gov.uk/government/publications/after-a-diagnosis-of-dementia-what-to-expect-from-health-and-care-services/after-diagnosis-of-dementia-what-to-expect-from-health-and-care-services) (**May 2018**) on the support that individuals should receive from local services in England if they or someone they know has been diagnosed with dementia. It details information on what a care plan is; how health and social care services can help and the support available to unpaid family carers.

**Falls Prevention: Cost-Effective Commissioning**

This [**return on investment toolkit**](https://www.gov.uk/government/publications/falls-prevention-cost-effective-commissioning) (**Last updated April 2018**) pulls together evidence on the effectiveness and associated costs for interventions aimed at preventing falls in older people in the community.

**My Future Wishes: Advanced Care Planning for People with Dementia in all Care Settings**

The [**document**](https://www.england.nhs.uk/wp-content/uploads/2018/04/my-future-wishes-advance-care-planning-for-people-with-dementia.pdf)(**April 2018**) provides information and support for healthcare professionals, providers and commissioners around advance care planning (ACP) for people living with dementia. The aim is to help create opportunities to develop an ACP through initiating conversations and ensuring it is fully embedded in wider inclusive, personalised care and support planning and to ensure people living with dementia have the same equal opportunities in terms of accessing care services and support, as those who have other life limiting conditions.

**Musculoskeletal Conditions: Return on Investment Tool**

This [**return on investment toolkit**](https://www.gov.uk/government/publications/musculoskeletal-conditions-return-on-investment-tool) (**December 2017**) pulls together evidence on the effectiveness and associated costs for a number of interventions for musculoskeletal conditions. It allows results to be tailored to local situations and allows local authorities and clinical commissioning groups can use results to make commissioning decisions.

**Productive Healthy Ageing and Musculoskeletal (MSK) Health**

PHE produced this [**guidance**](https://www.gov.uk/government/publications/productive-healthy-ageing-and-musculoskeletal-health/productive-healthy-ageing-and-musculoskeletal-msk-health) (**December 2017**) for local authorities and health professionals and it makes the case for action to support healthy productive later life, given that life expectancy is rising. It contains useful infographics, interventions to prevent the onset of MSK conditions and a call to action to local government, commissioners and service providers, among others.

**Falls and fractures: Consensus Statement and Resources Pack**

This PHE [**guidance**](https://www.gov.uk/government/publications/falls-and-fractures-consensus-statement) (**last updated July 2017**) was produced by the National Falls Prevention Coordination Group and is aimed at commissioners and strategic leads in England with a remit of falls, bone health and healthy ageing.

**Implementation Guide and Resource Pack for Dementia Care**

NHS England has published a [**new guide and resource pack**](https://www.england.nhs.uk/wp-content/uploads/2018/01/implementation-guide-and-resource-pack-dementia-guide.pdf) (**July 2017**) that details what good quality dementia assessment, diagnosis and care looks like, alongside the policy drivers and strategic context for transforming dementia care. It aims to set out why it is of importance to commissioners in supporting the commitments in the Prime Minister’s challenge on dementia 2020.

**NHS England Dementia: Good Care Planning**

This [**document**](https://www.england.nhs.uk/wp-content/uploads/2017/11/dementia-good-care-planning-v2.pdf) (**February 2017**) is aimed at primary care providers and commissioners and provides information to help improve dementia care planning. It details areas of good practice and key characteristics of a person-centred dementia care plan. This document is in line with the commitments set out in the Prime Minister’s challenge on dementia 2020.

**Health Matters: Midlife Approaches to Reduce Dementia Risk**

This PHE [**guidance**](https://www.gov.uk/government/publications/health-matters-midlife-approaches-to-reduce-dementia-risk/health-matters-midlife-approaches-to-reduce-dementia-risk) (**March 2016**) is aimed at health professionals and local authority commissioners and makes a case for action in midlife to promote healthier lifestyles that can reduce dementia risk. It details the scale of the challenge; the risk factors of dementia; actions that can be taken to lower the risk of dementia and the role of CCGs and local authorities.

**A Practical Guide to Healthy Ageing**

NHS and Age UK produced this [**practical guide**](https://www.nhs.uk/Livewell/men60-plus/Documents/Age%20UK%20and%20NHS%20A%20Guide%20To%20Healthy%20Ageing.pdf) (**October 2015**) to healthy ageing aimed at people aged 70 years or older and gives advice to help people to live well and remain independent.

**Dementia-Friendly Health and Social Care Environments**

The Department of Health and Social Care published this [**health building note**](https://www.gov.uk/government/publications/dementia-friendly-health-and-social-care-environments-hbn-08-02) (**March 2015**) which details design guidance and a series of case studies for dementia-friendly health and social care settings; both new environments and the adaptation or extension of existing facilities. The executive summary document also details the final recommendations report for improving the environment of care for people with dementia.

**NICE Guidelines and Quality Standards**

Below are the following pathways relating to dementia and healthy ageing. NICE pathways allow users to navigate the breadth and depth of NICE recommendations on a given subject through topic-based diagrams, linking to the tools and resources that NICE has produced to support the implementation of the guidance. For each topic area, there are NICE guidelines, – clinical and/or public health – and their related quality standards:

* [**Dementia**](https://www.nice.org.uk/guidance/conditions-and-diseases/mental-health-and-behavioural-conditions/dementia/products?Status=Published)
* [**Older people**](https://www.nice.org.uk/guidance/population-groups/older-people)

**Initiatives and Campaigns**

**Dementia Friends Programme**

This Alzheimer’s Society led [**initiative**](https://www.dementiafriends.org.uk/) aims to transform people’s perceptions of dementia and change the way in which people think, act and talk about the condition. Dementia Friends Champions run information sessions to help improve understanding of what it’s like to live with dementia and small actions that can be taken. An online video is also available.

Organisations can also become dementia friendly and Alzheimer’s Society also runs a [**Dementia Friendly Communities**](https://www.alzheimers.org.uk/get-involved/dementia-friendly-communities) programme which aims to improve inclusion and quality of life for people with dementia. This programme encourages communities to sign up and work towards becoming dementia-friendly.

**Help Us, Help You – Winter Pressures Campaigns**

NHS England and PHE are introducing a new overarching brand bringing together winter pressures campaigns, this winter. In October 2018, the first two campaigns in the series were launched: NHS111 and Stay Well This Winter. Further campaigns will be delivered and focus on flu immunisation, community pharmacy and extended GP hours. The campaigns will be delivered in phases, targeting different audiences. More information, resources and promotional materials can be found on the PHE [**resource hub**](https://campaignresources.phe.gov.uk/resources/campaigns/81-help-us-help-you).

**NHS Diabetes Prevention Programme**

The Healthier You: NHS Diabetes Prevention Programme was launched in 2016 and is a joint commitment from NHS England, PHE and Diabetes UK. Its aim is to support individuals who are at high risk of developing Type 2 diabetes. Those who are referred onto the programme get tailored help and support including education on lifestyle choices, healthier eating and physical activity programmes and their benefits. An annual Diabetes Prevention Week campaign runs in April to raise awareness of the programme and of the causes of Type 2 diabetes. Free promotional materials are available from the PHE [**resources hub**](https://campaignresources.phe.gov.uk/resources/campaigns/72-diabetes-prevention-week/overview).

**NHS Health Check**

This [**initiative**](https://www.nhs.uk/conditions/nhs-health-check/)aims to improve the health and wellbeing of adults who are 40-74 years old through the promotion of earlier awareness, assessment and management of major risk factors and conditions, such as the development of certain health problems including, dementia, diabetes, heart disease, kidney disease and stroke.

**PHE One You - Social Marketing Programme**

Launched in March 2016, ‘One You’ encourages adults to take part in an online health quiz, called ‘How Are You?’, which helps them reassess their lifestyle choices. After completing the quiz, individuals can receive email reminders and resources to motivate them to make changes to lead a healthier lifestyle. ‘One You’ has its own [**website**](https://www.nhs.uk/oneyou) with a range of resources and free [**apps**](https://www.nhs.uk/oneyou/apps/). In the first year of its launch, there were 1.34 million completions of the quiz. Promotional materials can be downloaded and ordered for free from the PHE [**resource hub**](https://campaignresources.phe.gov.uk/resources/campaigns)**.**

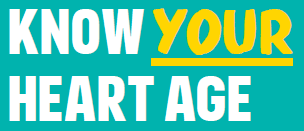
Under the banner of ‘One You’, PHE has launched several campaigns covering different lifestyle choices and changes that can be made:

****[**Drink free days**](https://www.nhs.uk/oneyou/for-your-body/drink-less/) – PHE in association with Drinkaware, launched this campaign in September 2018 to help people, particularly 45-64 year olds, cut down on the amount of alcohol they are regularly drinking and to highlight that having more drink free days can reduce risks of serious conditions like CVD and improve their health.

****[**Active 10**](https://www.nhs.uk/oneyou/for-your-body/move-more/) – Initially launched in March 2017 and re-launched in June 2018, this PHE campaign aims to combat physical inactivity and lower the risks of serious illnesses such as heart disease, by encouraging adults to incorporate more physical activity into their daily lives, by going for a brisk ten-minute walk (or more) each day.

****[**400-600-600**](https://www.nhs.uk/oneyou/for-your-body/eat-better/) – Adults are consuming on average an extra 200-300 calories per day. This ‘calorie creep’ contributes to two thirds of adults being overweight or obese, which can in turn lead to serious CVD conditions. This PHE campaign was launched in March 2018, to help adults manage the ‘calorie creep’ by providing simple tips to help them make healthier choices whilst on the go. The aim is around 400 calories for breakfast, 600 for lunch and 600 for dinner, plus a couple of healthier snacks and drinks in-between.

****[**Stoptober**](https://www.nhs.uk/oneyou/for-your-body/quit-smoking/) – Originally launched in October 2012, this PHE 28-day stop smoking challenge, encourages and supports smokers across England towards quitting for good. There are lots of ways to quit and Stoptober can help people choose what works for them and provides free support along the way.

[**Heart Age Test**](https://www.nhs.uk/oneyou/be-healthier/check-your-health/heart-age-test/) – This tool is a collaboration between NHS, PHE, the British Heart Foundation and UCL. It was relaunched in September 2018 and is an ‘always-on’ campaign. This simple online test helps individuals compare their heart age to their real age and explains the importance of knowing their blood pressure and cholesterol numbers. The test can still be completed if these numbers are not known. As part of the results, it also provides individuals with advice on how to lower their heart age and reduce their risk of heart attack and stroke.

**Other briefing documents in this series**

There are several briefing documents in this series which may be useful and will be updated on a regular basis. These include:

* [Cardiovascular Disease](https://khub.net/documents/28020229/29427771/Cardiovascular+disease+briefing.docx/b74423e3-b4a7-13bd-2990-3a007551dadc)
* [Making Every Contact Count](https://www.khub.net/documents/28020229/29427771/Making+Every+Contact+Count+%28MECC%29+briefing.docx/9cacdd13-f4a7-43ea-3fc7-386ea37d362f?t=1560160259430)
* [Obesity Prevention](https://khub.net/documents/28020229/29427771/181023ObesityBriefing.docx/0519da08-4dd1-6327-a352-dfb31ebba7de)
* [Physical Activity](https://khub.net/documents/28020229/29427771/181023PhysicalActivityBriefing.docx/1035815f-70a7-3559-2a62-bae20dbbd8f8)

You can click on the links above to download each document or visit the [PHE East of England Group](https://khub.net/group/pheeastofengland) on the KHub to view all the documents in the series and other useful resources. For any further questions, please contact Fennie Gibbs, Health and Wellbeing Support Officer, PHE East of England on [fennie.gibbs@phe.gov.uk](mailto:fennie.gibbs@phe.gov.uk).