

Appendix 4a

Saddleworth and Lees District Public Health Project Proposal

Name of project: Friends and Neighbours Dementia Awareness Raising
Project owner: Helen Morris - Big Lottery funded Dementia Friendly Communities team
What is the idea: In addition to Dementia Friends activity, a simple method of generating increased awareness amongst the general public is required to stimulate a Dementia Friendly community. To work alongside the High Street campaign operated by the DFC Team we are proposing an extra print of a pocket booklet for Friends and Neighbours is produced, which can be made widely available across the district through key partners and their distribution channels. Key partners would include community Leisure Centre, Libraries, GP surgeries, local groups, Domically care companies etc. Copy available to demonstrate
Estimated costs: The pocket booklets have been produced based on a model used elsewhere in the UK for promoting Dementia Friendly Communities and additional copies can be made available as follows: For 2,000 copies £708 VAT Inc. For 4,000 copies £1,073 VAT Inc. For 8,000 copies £1,455 VAT Inc.
Who will benefit: Local people living with dementia and their carers, will all benefit from increased understanding and support through a better informed population The community will benefit by being more socially involved and caring How many residents will benefit: Local people living with dementia and their carers est. c. 400 in wider Saddleworth area From a community of c. 22,000 however many booklets are distributed, read and recycled to friends and neighbours
What impact do we expect and how could we measure it: A Dementia Friendly Community as measured through the DFC project external evaluation in 2016 delivering 70 plus people stating they know more about dementia and understand the challenges it creates and how they can help