

What is a dementia adviser?

Alzheimer's Society is the largest and oldest dementia charity in the UK. We have thirty years' experience of continuously developing and improving services for people affected by dementia, working nationally and locally in partnership with health and social care professionals. We are now developing a new dementia adviser service, providing quality information and signposting to people with dementia and their carers and families.

Services already provided by Alzheimer's Society include one-to-one and group support, dementia cafés, advocacy, befriending services and provision of both home care and day opportunities. The new dementia adviser role will both support, and be supported by, this range of services.

To ensure that we continue to raise the quality of our services, we have undertaken a systematic review of all literature on the effectiveness of similar information models. Under the direction of Professor Clive Ballard of Kings College, London, we will also undertake robust evaluation of the impact of the service on the quality of life of people with dementia, in order to continue its development.

The dementia adviser service

The dementia adviser service is primarily for people with dementia, as well as their supporters and carers. It provides them with a named contact throughout their journey with dementia. Referrals to the service may come from GPs, CMHTs or other health and social care professionals, or self-referral.

The main aims of the service are:

- Provision of a quality information and signposting service which is tailored to individual need. This will be supported by the Society's constantly evolving national and local information base.
- Focus on the individual – empowering them to access the information they need, promoting independence, self-help, well-being, choice and control.
- Collaboration with other health and care professionals and active development of these partnerships to maximise the outcome for the person with dementia.
- Accessibility – seeking out those affected by dementia that we have traditionally found it hard to reach.

The service operates from dementia adviser centres, which can be memory clinics, GP surgeries or Society services. Contact with the dementia adviser is available through whichever medium the individual prefers – telephone, email, post or face-to-face through booked appointments.

What the service provides

The service includes:

- An initial meeting at a centre or at the person's home, if they cannot attend the centre. Here, the objectives are:
 - listening to and answering questions raised by the person affected by dementia
 - developing with the person a personal and tailored Information Plan, using a Information Planning Tool that the Society is developing
 - providing tailored information in the person's preferred format
 - signposting to other services, national and local, as appropriate.
- A follow-up meeting between two – four weeks from the initial meeting (unless it is agreed that this is not required). This will involve:
 - helping with further questions after the initial meeting
 - support to find and access information independently for a range of services
 - looking to, and planning for, the future
 - general information and signposting.
- Regular contact with individual and carers as specified in each individual's Information Plan.
- Follow-up contacts by a growing number of well trained volunteers (at home if required) for those who:
 - cannot or find it difficult to access the information
 - need support to understand the information
 - need support in accessing services to which they have been signposted.

- Continuity of service in line with the personal Information Plan, which will be reviewed regularly.

Referrals will initially receive:

- a standardised Information File with basic information needs
- dementia adviser contact details
- an introductory DVD
- information about local services, including Society services
- a copy of the individual's Information Plan.

The service provides information and signposting, tailored to individual need. It does not provide on-going intensive support, case management, brokerage or advocacy.

Up to 200 contacts will be supported by each dementia adviser and a small, growing number of well trained volunteers. In addition, the service is backed by the Society's local and national information base, our established local networks, and a range of local Society information, support, education and care services.

Outcomes

The expected outcomes for those who use the service include that:

- they have received factually correct and up-to-date information, tailored to their individual needs, in their preferred format
- they have been able to access, understand and use the information in a way that has helped
- they have been supported to access Society and other services and have experienced an integrated approach with health and social care professionals and other voluntary organisations
- they have received a culturally sensitive service that has been accessible, regardless of the diversity of individual circumstances
- they have been able to contribute to service development through review and evaluation.

Monitoring and evaluation

A robust evaluation of the impact of the service on the quality of life for people with dementia will be carried out at demonstration sites. In addition to this, impact will be monitored locally using key indicators. These will help us to further develop the service.

Cost

The dementia adviser service costs £400 annually for each person with dementia. It is tailored to individual need, supported by the Society's constantly evolving national and local information base, and by a developing, integrated range of high quality information, education and support services. The cost of the service in a locality, reaching 200 people with dementia and their carers and families, varies between £70 – £80,000 per year.

Please contact your area team with questions or to discuss in more detail what support Alzheimer's Society can offer you. Contact details for area managers as listed below.

Central West Area. Berkshire, Buckinghamshire, Hampshire, Oxfordshire and Wiltshire.
Telephone Bob Moore, Area Manager on 0118 959 6482

East Anglia and Central Area. Bedfordshire, Cambridgeshire, Essex, Hertfordshire, Norfolk and Suffolk. Telephone Paul Dunnery, Area Manager on 01284 753886

East Midlands Area. Derbyshire, Leicestershire, Lincolnshire, Nottinghamshire and Northamptonshire. Telephone Ian Howarth, Area Manager on 01636 642804

London Area. Greater London boroughs.
Telephone Maggie Owolade, Area Manager on 020 7264 5980

North East Area. Cleveland, County Durham, Northumberland and Tyne and Wear.
Telephone Caroline Burden, Area Manager on 0191 217 3810

North West Area. Cheshire, Isle of Man, Cumbria, Lancashire, Merseyside, Greater Manchester and the Lancaster and Morecambe. Telephone Helen Foster, Area Manager on 01925 572239

Northern Ireland, North and East Area.
Telephone Thelma Abernethy, Area Manager on 028 9038 7784

Northern Ireland South and West Area.
Telephone Danny McQuillan, Area Manager on 028 9038 7785

South East Area. Kent, Surrey, East Sussex and West Sussex. Telephone Chris Wyatt, Area Manager on 01403 276649

South West Area. Bristol, Channel Islands, Cornwall and Isles of Scilly, Devon, Dorset, Gloucestershire and Somerset. Telephone Debbie Donnison, Area Manager on 0117 967 2975

Wales, North Area. Telephone Carol Jones, Area Manager on 01248 677137

Wales, South Area. Telephone Sue Phelps, Area Manager on 029 2048 0593

West Midlands Area. Herefordshire, West Midlands, Shropshire, Staffordshire, Warwickshire and Worcestershire. Telephone Elaine Ivis, Area Manager on 01543 255955

Yorkshire Area. East Yorkshire, North Yorkshire, South Yorkshire, West Yorkshire. Telephone Nicki Dyson, Area Manager on 01904 633804

For further information visit alzheimers.org.uk

Alzheimer's Society Dementia Helpline
England and Wales 0845 300 0336
Northern Ireland 028 9066 4100
8.30am – 6.30pm Monday – Friday

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