

Design approaches to empower people living with mild to moderate dementia in the UK

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<https://dowell.mmu.ac.uk>

EHTEL

Understanding the political (and financial) choices made by policymakers in supporting patients and carers affected by dementia and frailty

Broader policy context in the UK

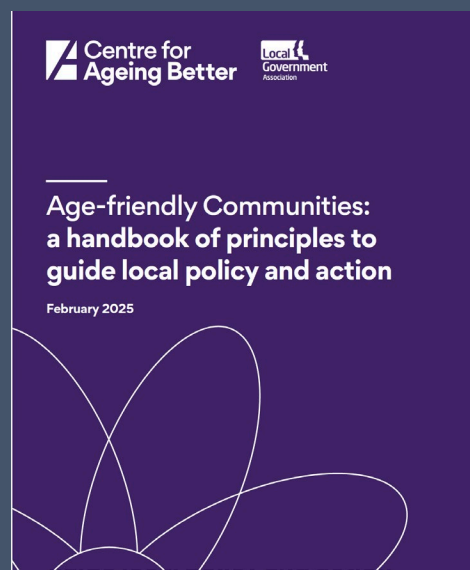
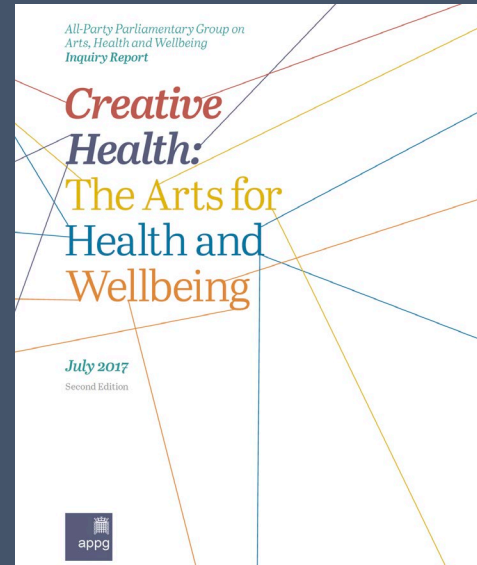
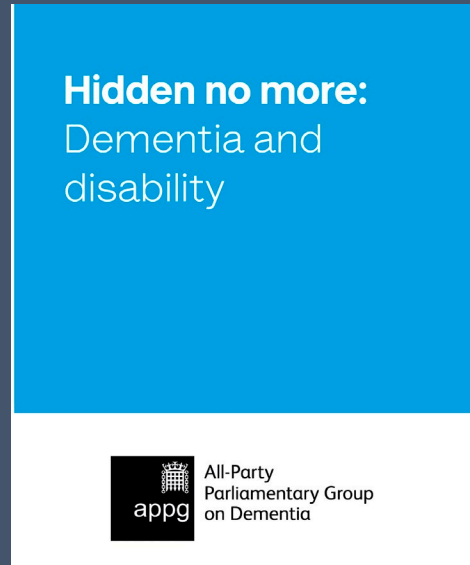
Moving towards prevention. What does prevention mean?

Stigma <> Loneliness < > Frailty

Accessibility, activity, community, environment, services, respect, social inclusion and participation, wellbeing & agency

Policy

- APPG on Dementia: rights-based approach, 2019
- APPG on Arts, Health and Wellbeing, review 2017 > APPG on Creative Health: Creative Health Review, 2024
- NHS health and care services strategies
- Centre for Aging Better: Principles
- Charities: Age UK, Alzheimer's Society, Dementia UK



AS vision for 2050

- **Alzheimer's disease** - cured or treatable by 2050
- **Prevention** - better quality of life; increased and affordable disease detection; faster diagnosis and more responsive, next generation treatments.
- **Living with dementia** - live with it rather than die from it. Population-level screening leading to understanding and managing risk of dementia.
- **Accessible to all** – Increased confidence in treatment and support will reduce stigma leading to more early diagnosis and better quality of life.
- **The state of care** - Most people will get support through community and home-based care.

Prevention & State of Care

- Advice (GP, Age UK, AS, Dementia UK)
- Social prescribing (GP)
- Companionship programme (AS)
- Care and support (Age UK)

Strategic Priorities						By 2028, we will have...
Maintaining Independence At Home	Home Support Providing home-based help with daily tasks such as shopping, light housework and gardening.	Money Management Supporting vulnerable adults to manage their financial affairs.	Hospital Social Prescribing Enabling a managed discharge from hospital, and supporting carers, to prevent readmission.	Community Outreach Offering immediate practical support to individuals facing crisis situations.		enabled more people to live safely and securely in their own homes.
Reducing Poverty And Social Isolation	Befriending Matching older people with volunteers to form genuine, long-lasting friendships.	Information & Advice Free, confidential advice for older people, their families and carers.	Men In Sheds A fully equipped woodwork facility in Rugby for men and women.	Gilbert Richards Centre Offering a range of group activities and classes such as pottery, IT and painting.	Contact & Triage An information hotline and connector to a wide range of services.	expanded the reach of our information services and enhanced social connectivity.
Supporting Positive Mental Health	Dementia Day Opportunities Enabling memory stimulation through music, activity and socialising.	Counselling A talking therapy that helps older people deal with emotional and psychological challenges.	Musical Memories A live music and conversation group for people living with dementia and their carers	Cognitive Stimulation Therapy A structured programme to improve cognition, communication and quality of life for people living with dementia.		supported more people with their mental health and wellbeing.
Promoting The Voice Of Older People	Marketing Campaigning and influencing to improve the lives of older people.					increased the volume on issues affecting older people.

State of care

APPG on Creative Health, Creative Health Review, 2024:

“We define creative health as creative approaches and activities which have benefits for our health and wellbeing.”

Design for Health and Wellbeing: less recognised but no less important!

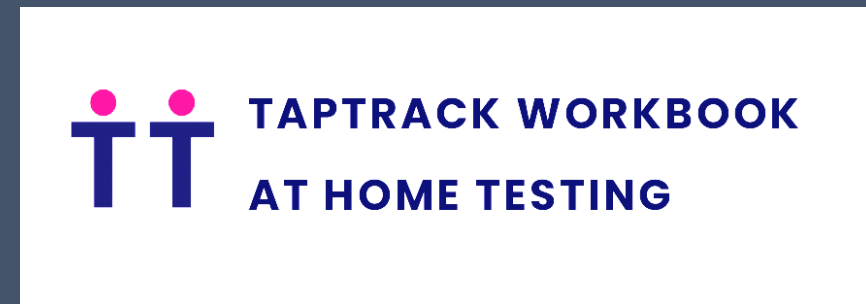
Why design?

- Design is everywhere
- Making things better: interactions, services, products, environments
- Co-design: person-centred, multi-perspectival and salutogenic
- Using the power of design for prevention, to increase wellbeing and quality of life, to reduce stigma...

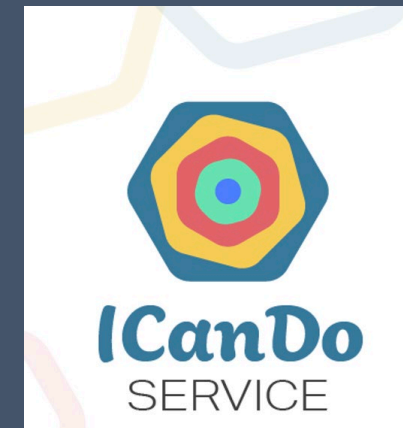
DoWell's mission is to promote creative, collaborative practices to foster holistic, solution-focused and integrative approaches and policies to health, wellbeing and social change.

<https://dowell.mmu.ac.uk>

Projects



Projects



Our approach

Person-centred

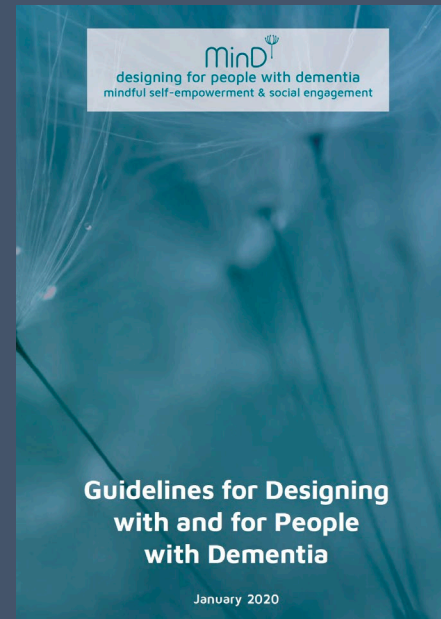
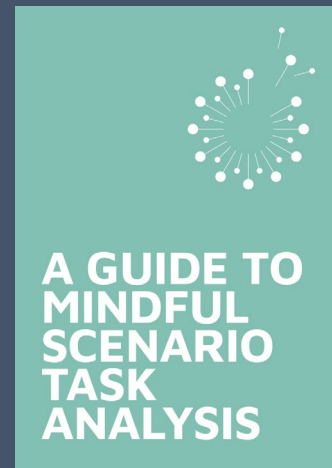
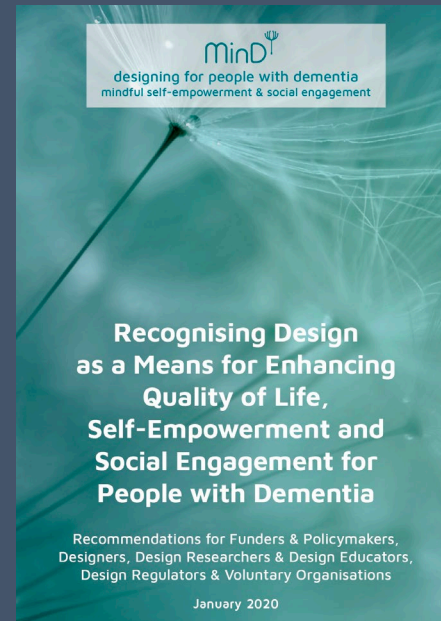
De-stigmatising dementia

Promote wellbeing pre- and post-diagnosis:

- emotional wellbeing
- social wellbeing
- agency/empowerment

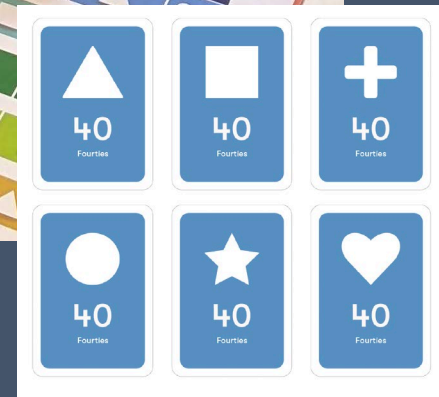
Guides and recommendations

www.designingfordementia.eu



All About Us

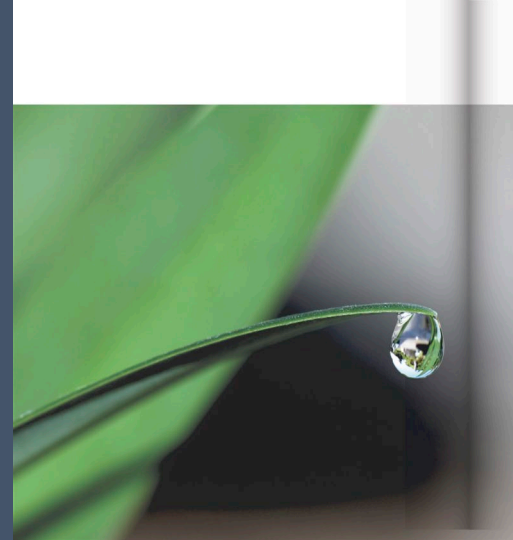
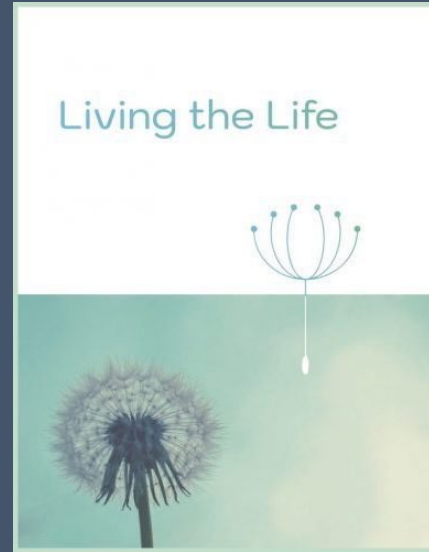
mindful life story telling board game,
launched February 2022



Niedderer, K., et al. (2022). This is Me: Evaluation of a board game to promote social engagement, wellbeing and agency in people with dementia through mindful life-storytelling, *Journal of Aging Studies*, 60, <https://doi.org/10.1016/j.jaging.2021.100995>

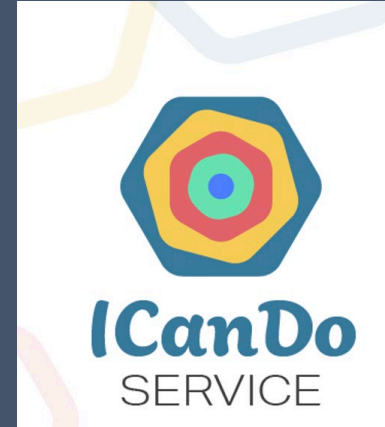


Living the Life mindful reflective booklet



Take my time and
do not rush





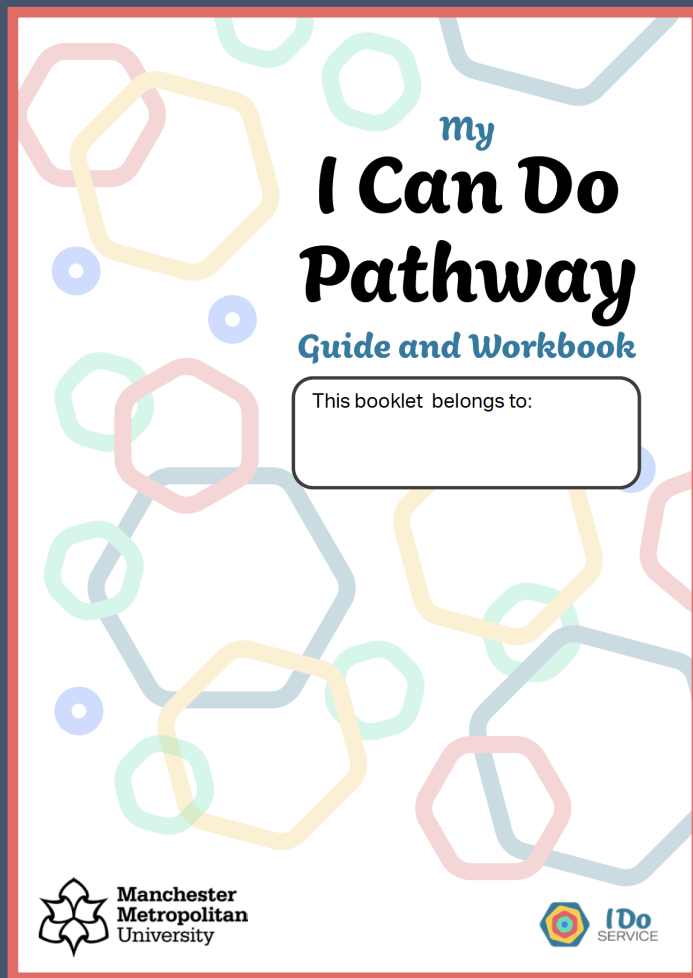
Developing and evaluating a volunteer
service with people living with dementia

Data collection, service idea, and 1st trial

Full service model, digital platform, 2nd trial

Outcomes:

- *I Can Do* pathway guide & workbook
- *I Can Do* full service map
- *I Can Do* digital prototype



Contents

I Can Do Session One

Exploring my strengths and interests

Format: one-to-one

I Can Do Session Two

What's on offer? What do I want to do?

Format: Group session

I Can Do Session Three

Deciding what to do & what support I need

Format: one-to-one or small group

I Can Do Session Four

Reflecting on & celebrating my achievements

Format: one-to-one

Strengths & Interests

What do I love?

- Eating well



What am I good at?

- Cooking, baking
- Waiter service
- Laying a table
- Folding napkins
- Flower arranging
- Other?

What does my community or those close to me need?

- Catering for a charity event
- Waiter service at a social event
- Laying tables for a wedding

What can I do or help with?

- Baking a cake, making a soup or salad?
- Volunteer as a waiter
- Volunteer laying tables

What's on offer?

What am I good at?

raising money for
emergency relief



What do others need?

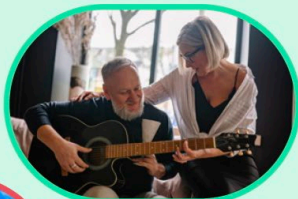


music at a
wedding banquet

caring for others



looking after a friend's garden
or mowing the lawn



going hiking or fishing



raising money

Yoga

Planning activity one

? What activity do I want to try?

Where is it ?

When is it ?

How will I get there?

What do I need to take with me?

one-to-one

IDO
SERVICE

Reflecting & Recognition

When we do something for others, it is important for our contributions to be recognised. Recognition can come in different forms. Some examples are a thank you card, financial reward, a gift, a verbal thank you and a certificate.

What type of recognition would you like?

What recognition would I like?

IDO
SERVICE

Group session



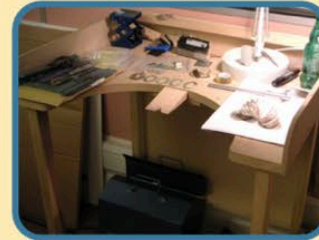
I Can Do Pathway

Username or Email

Password

☐ Remember Me

Log In



Final thoughts

Digital use: most participants want less focus on digital

Role of digital technology?

Tool to support accessibility / needs pairing with non-digital offer for accessibility

Change within decade or two?

Transparent systems support

Needs focus on accessibility through user experience and service design

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Thank you

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Do Well

Design for Health and Wellbeing