



PRESS RELEASE

18th June 2019

Funding boost for dementia friendly community in Kintyre

Families living with dementia in Kintyre will benefit from a programme of local community activities thanks to a funding award of £35,000. The grant has been awarded to Shopper-Aide from the Life Changes Trust.

Shopper-Aide supports older people in Kintyre in their own homes and beyond, promoting their independence and wellbeing. They provide social activities for older people, help with housekeeping, support to carers and transport for appointments and social activities.

Shopper-Aide will use the grant to test out new initiatives so that their services are dementia friendly and inclusive. They will engage with local agencies across Kintyre, as well as people affected by dementia and their families, to set up an information hub and produce a published resource containing relevant contacts, dementia friendly activities and business information.

The project will build on activities that are already established and will work alongside people with dementia and their families to develop new social activities, including making memory books, outings to familiar places, and music and movement sessions.

Shopper-Aide also aims to increase awareness of dementia in the local area, working with the local grammar school, fire service and local businesses among others, to broaden knowledge within the community.

The funding award is one of six new Dementia Friendly Communities development awards made by the Life Changes Trust, with a funding total of £194,000.

The funding will help improve the physical and mental well-being of people living with dementia – and their families - by supporting projects that increase their participation in stimulating and social activities. The six organisations to receive funding are:

- Shopper-Aide, Kintyre
- Glasgow's Golden Generation, Glasgow
- Badenoch Shinty Memories Group, Highland
- Dementia Friendly Newmains Community Trust, North Lanarkshire
- Partnerships for Wellbeing, Highland
- St Andrew's Church of Scotland Carluke, South Lanarkshire

Arlene Crockett, Director of Evidence and Influencing for the Life Changes Trust dementia programme said, "With these six new awards, we have now funded almost 40 diverse dementia friendly communities throughout Scotland, and are developing a deeper understanding of how to meet the needs of people with dementia and their families. A diagnosis of dementia can lead to social exclusion and isolation, but dementia friendly communities can help prevent this by keeping people included and supported. It is wonderful to see Shopper-Aide becoming dementia friendly and inclusive, and this work will make a huge difference to people's lives and will raise awareness about dementia in Kintyre."

Joan Stewart, Project Manager at Shopper-Aide said, "We are delighted to receive this award which will enable us to make Kintyre Dementia Friendly for the future and establish a pathway route of information towards dementia services. Our new Co-ordinator Sarah McFadzean has already started meeting with other agencies."

Sarah McFadzean, Development Co-ordinator at Shopper-Aide added, "I am looking forward to engaging with a large variety of people who have had their lives touched by Dementia in some way. I am planning to get out and about in Kintyre and build on the existing services, particularly reaching out to the rural areas where people can become especially isolated."

The Life Changes Trust was set up with a National Lottery Community Fund endowment of £50 million to improve the lives of people affected by dementia and young people with care experience.

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NOTES TO EDITORS:

Our work with people with dementia has shown that the phrase "Dementia sufferers", or using the word suffering to describe dementia has a strongly negative view from people with the condition. We would request that you avoid using the phrase in headlines or in any article you publish to combat the negative way that people with dementia feel the condition is described.

In Scotland:

- It is estimated that around 90,000 people have dementia.
- The number of people with dementia in Scotland is increasing, because the population is getting older. Based on current dementia prevalence rates, the number of people with dementia in Scotland is projected to double by 2038.
- Dementia costs the country more than cancer, heart disease and stroke put together.

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