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Salford INSPIRE

Welcome...

...to Salford INSPIRE'S first newsletter. As with all good plans, the ideas behind Salford INSPIRE came about over coffee and biscuits



between Jean (Mann - Age UK Salford) and Caroline (Swarbrick - University of Manchester) back in 2015. Through the Neighbourhoods and Dementia Study (<http://www.neighbourhoodsanddementia.org>) we received support from the Economic and Social Research Council and National Institute for Health Research to set up and finance Salford INSPIRE.

Jean and Mary Ann (Byrne) were instrumental in getting Salford INSPIRE up and running during the early months of 2016. A few months later, Joy (Watson) and Emma (Smith) were appointed (one day a week) to take the lead in driving forward the visions and values of Salford INSPIRE.



Salford INSPIRE works to raise awareness around dementia with local campaigns, training, events and peer to peer support.

If you have a little time, motivation and energy to help to develop and grow Salford INSPIRE, then we

would love to hear from you — please call Dementia Support Services on 0161 728 2001 or email joy - jwatson@ageuksalford.org.uk



Activities

- ◆ Establish regular information-giving and awareness-raising sessions
- ◆ Provide 'information clinics' for people living with dementia and carers
- ◆ Develop and pilot an awareness-raising campaign across all eight neighbourhoods in Salford



April - June 2016

Inductions

Our first month was about 'finding our feet', which included inductions in Age UK Salford, planning meetings, introduction phone calls and orientation.

Raising our profile

We attended a Salford CCG Dementia Awareness Week event to raise profile of Salford INSPIRE. We produced our first 'Salford INSPIRE' leaflet and launched the Salford INSPIRE Facebook page (<https://www.facebook.com/SalfordInspire/>). We also

delivered talks to other peer support groups in Salford.

We evolved a 'sweat equity' model for volunteers whereby members are offered monthly experiences in Salford businesses and we offer the business support towards becoming more dementia friendly. For example, Salford Watersports Centre have agreed to offer an afternoon of activity in exchange for a friendly dementia audit and dementia friends training for staff members.

Meetings and conferences

June was a month of meetings and conferences – Dementia 2020; Dementia Action Alliance Quarterly meeting; It Takes a Village; and Stockport Educate – Doing Dementia Differently. We also attended meetings with Salford Age UK and the Dementia Action Alliance business meeting to identify how the work of Salford INSPIRE can contribute to The Salford Way app. We also joined our local the Dementia Action Alliance (www.dementiaaction.org.uk).



July - September 2016

Awareness-raising

We ran an event in Salford Shopping City to raise awareness around dementia, Salford INSPIRE, recruit volunteers and signpost people to support services. We recruited eight volunteers for Dementia Support Services, talked to over 50 people about dementia, whilst Mr Alzheimer's met over 20 children who had the opportunity to play a game to win a prize. The event was supported by our very first volunteer – Gill!

We hosted numerous Pop-Up stalls in Tesco and Morrisons.

We had a productive meeting with Morrisons' store manager and Community worker, who agreed to make one of their tills dementia friendly and for Salford INSPIRE to provide Dementia Friends sessions for checkout and café staff. We also held a 'Dementia Café' drop in session to offer support and signposting for people affected by dementia.

Joy was involved in the launch of The Salford Way app, talking about the work of Salford INSPIRE and we spent a day in Eccles recruiting businesses and raising awareness of Salford

INSPIRE and dementia. This work generated eight new businesses for the app and as a result, we delivered a Dementia Friends session. We had a further meeting with staff from Helly Hanson Watersports Centre to identify opportunities to develop more dementia friendly activities through the provision of a pilot session for people living with dementia.



October - December 2016

Away day

Salford INSPIRE was involved in planning and attending Age UK Salford Dementia Support Services Away Day.

Updates

We continued building relationships with local agencies and businesses, delivering five Dementia Friends sessions:

- 45 ladies from Salford Angels Women's Institute
- 22 staff from Sides medical centre
- Customers from a local DIY shop and local trades people
- Staff from a local chip shop



Staff from the Helly Hanson Watersport Centre (Salford Quays) along with recommendations on how the centre could be more dementia-friendly. We were offered a climbing session in exchange! The visit and discussions with staff resulted in Salford Inspire developing the ideas behind The Good Life Festival these were progressed over tea and cake at a meeting with Healthwatch Salford, Salford Community Leisure and Dementia United.

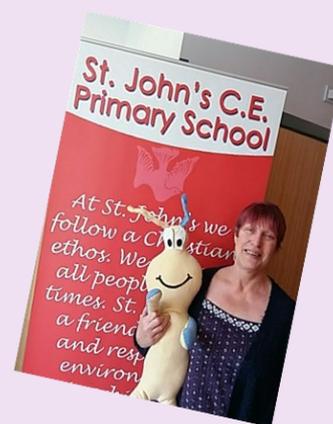
We also hosted two further



supermarket *Dementia Cafés* which staff are very supportive of this approach.

Campaign

In December, we kicked off our Mr Alzheimer's campaign (raising awareness of dementia in primary school children) with a positive meeting with the head teacher from a local primary school.



January - March 2017

Promotions

The team visited the award winning Each Step CIC care home in Blackburn, attended training, delivered a talk for the Open Doors group and started to build momentum for Dementia Awareness Week event.

Planning for Dementia Awareness Week (14-20 May 2017)

The Good Life Festival was given the green light from Age UK Salford's Chief Executive, Dave Haynes. We hosted the first project meeting and took part in further meetings with the

Watersports Centre. The initial promotion material for The Good Life Festival was produced and circulated to encourage volunteers and to sell boats.

We also attended the Greater Manchester Mental Health Carers meeting to promote our work around Mr Alzheimer's and Dementia Awareness Week. Salford INSPIRE offered to work with libraries and local schools during Dementia Awareness Week.

Campaigns

The work of Salford INSPIRE focused on progressing Dementia Awareness Week; the Library project; the Good Life festival; as well as work with the Out and About Campaign (bringing organisations together to get out in Salford to talk about dementia). We attended a School Council meeting at St John's Primary School to discuss the Mr Alzheimer's Campaign. The students generated a whole range of ideas and suggestions to take the campaign forward.

[https://
www.facebook.com/
SalfordInspire/](https://www.facebook.com/SalfordInspire/)



“Thank you Joy for a very informative talk, loved your broolly and bingo 😊”

Contact Details

Salford INSPIRE:

Jwatson@ageuksalford.org.uk

Esmith@ageuksalford.org.uk

Age UK Salford:

Tel: 0161 728 2001

Twitter: <https://twitter.com/AgeUKSalford>

Website: <http://www.ageuk.org.uk/salford/>

University of Manchester:

Caroline.Swarbrick@manchester.ac.uk Tel: 0161 306 7337

Twitter: <https://twitter.com/nbdem>

Website: <http://www.neighbourhoodsanddementia.org>