



# Salford INSPIRE

## The Story of Mr Alzheimer's...

Over the last few months our Mr Alzheimer's Campaign has really gained momentum. School Councils, teachers and pupils from St. John's Primary School, Salford and St. Andrew's Primary School, Salford are all on board and have really embraced the Campaign, generating some amazing ideas for their own schools – from assemblies through to their own Dementia Awareness Weeks! We are passionate about enabling the children to direct the project within their own schools. We would also like to welcome North Walkden Primary School to the team!



Salford INSPIRE will provide schools with Mr Alzheimer's in his own travel bag alongside resources which currently includes a Forgetful Elephant Book, an introduction letter for families and some accessible information about dementia. We have almost completed the self-certification process to ensure that we meet European standards around homemade toys and are researching other materials that we can include in the bag.

Mr Alzheimer's has caught the attention of Salford Dementia Action Alliance, who are keen to use him to engage communities in Salford around dementia. We are also currently exploring potential funding opportunities in partnership with Warm Hut (<http://warmhut.org/>) as the lead Black, Asian and Minority Ethnic (BAME) organisation, which will be supported by Salford INSPIRE, Age UK Salford.

# Raising Dementia Awareness in Salford



Salford INSPIRE volunteer John O' Doherty successfully completed

**John's Dementia Friends!**

his Dementia Champion training over the summer and is keen to get out there and



start running sessions. John delivered his first dementia friends session on 16<sup>th</sup> October to staff from The Griffin Dental Practice in Salford.

Emma has been identifying the best ways to engage with GPs around Dementia Friends sessions whilst promoting the Dementia Support Services available for Salford residents.

*"John was amazing he did really well and he made everyone fully understand what it's really like. Everyone enjoyed it ..."*

*13 October 2017*

Meeting with friends and colleagues from Open Doors, Bangor University and the Friendly Face initiative in Flintshire  
(<http://www.bbc.co.uk/news/uk-wales-north-east-wales-41265466>)



## Salford Arts Event

Salford INSPIRE have been recruited to lead on a Salford Arts Event because of their previous successes around delivering Good Life – Family Fun Day, The Good Life Festival and Dementia Discovery Day over the last 18 months. We have already recruited some new volunteers on to the project to assist with the delivery of this event who have been affected by dementia and have an arts/music background. The event will be at the end of March 2018. Watch this space for further details...

## Cupcake Day(s)!

Joy and Emma took to the road with support from Joy's husband Tony, to raise awareness of dementia in Salford over a two day cycle-athon! On Wednesday 14<sup>th</sup> June the duo popped up at Humphrey Booth Resource Centre, Salford City Council Town Hall, Critchley House, Eccles town centre, Eccles Morrisons, Specsavers, Malaga Drift Coffee House, Seasons Coffee House, Age UK Headquarters, Salford Community and Voluntary Services and Salford Healthwatch.

On Thursday 15<sup>th</sup> June we started at Six Degrees, moved on to The Dementia Hub, Oxfam, Morson Group, Weatherspoons, Carbon Creative and Helly Hanson Watersport Centre. All of this on 3 wheels and dressed as a cupcake! During the two days, Emma shared the story through twitter and facebook to generate a wider interest. Joy also went live on Facebook several times. Over the two days the facebook content reached over 4,500 people with 140 active engagements!



### Social Media



John has set up and is managing the Salford Inspire twitter account - @inspiresalford. Currently, we have 103 followers.

Emma has set up a Youtube channel to promote the work we do via films – 42 subscribers so far. The channel also provides a library of Joy's films in one place.

We also have a Facebook page. Find us at:

<https://www.facebook.com/SalfordInspire/>



<https://www.facebook.com/SalfordInspire/>



### Family Sports Day

'Bring your nanna, your dad, your mum, your aunty, your little sister!'  
24th July 1pm-4pm  
Roe Green Cricket Club



## Congratulations...

To John and Emma on completing the University of Tasmania's Understanding Dementia Massive Open Online Course (MOOC)  
(<http://www.utas.edu.au/wicking/understanding-dementia>)

**Well Done!**



[@inspiresalford](https://twitter.com/inspiresalford)



## Contact Details

### Salford INSPIRE:

[Jwatson@ageuksalford.org.uk](mailto:Jwatson@ageuksalford.org.uk)

[Esmith@ageuksalford.org.uk](mailto: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](mailto:Caroline.Swarbrick@manchester.ac.uk) Tel: 0161 306 7337

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

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

