

Bournemouth, Poole and Dorset councils
working together to improve and protect health



Perceptions of dementia risk in Dorset

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A Local Dementia Awareness Project

- Aims of the project
- What we did
- Perceptions of Dementia from Local Residents
- Next Steps



The aims of the project:

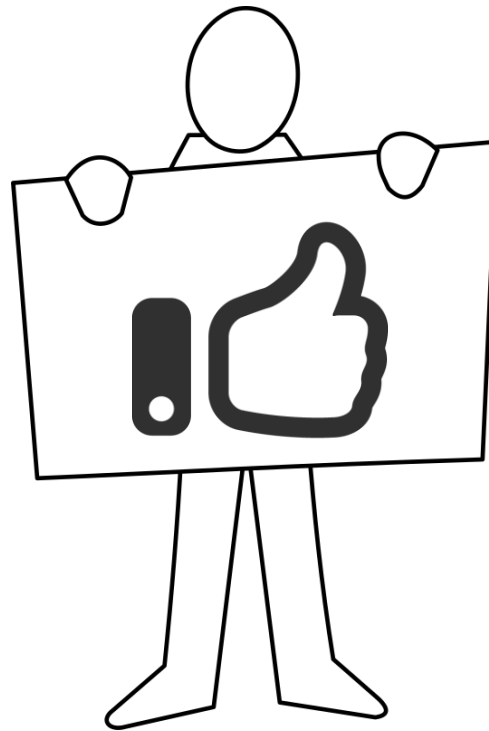
- Develop a communications tool that would aim to raise awareness of the lifestyle factors which may be modified to reduce risk
- Increase awareness of modifiable risk factors within the health profession and encourage discussions around dementia risk with their patients
- Encourage more eligible patients to take up their offer of an NHS Health Check
- Link to our Health Improvement Offer – LiveWell Dorset

Three Project Elements:

Survey



Poster Vote



HCP Training



Perceptions of Dementia:

- Knowledge about modifiable risk was generally poor
- Most people perceived age as the most common risk
- ‘What you eat’ scored significantly higher than the relationship between BMI and cholesterol.

Physical Activity



● Aware ● Unaware

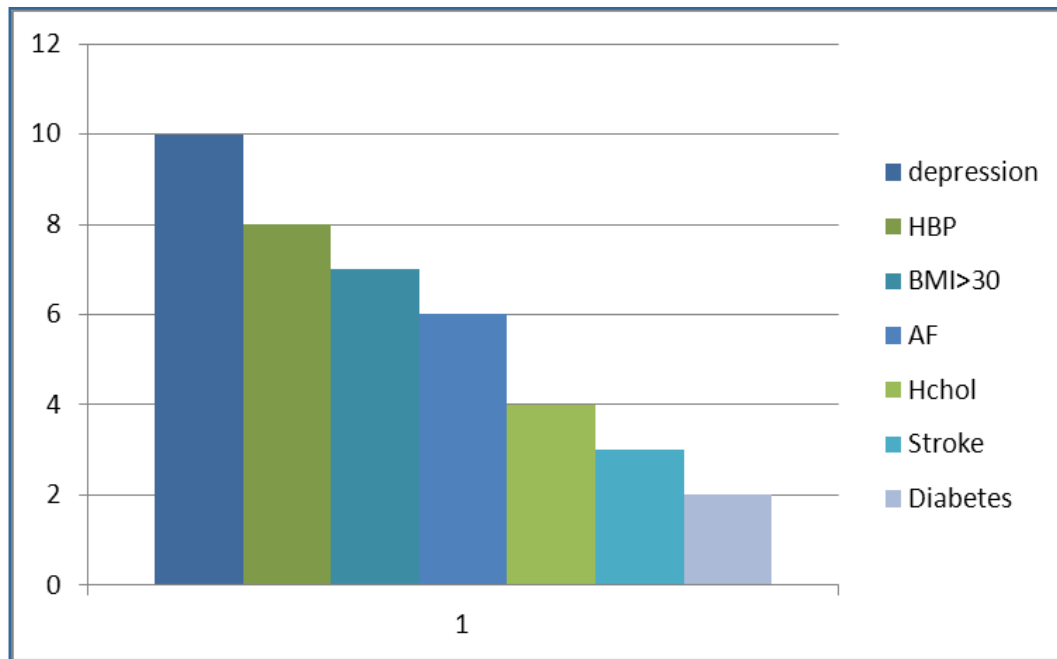
Blood Pressure



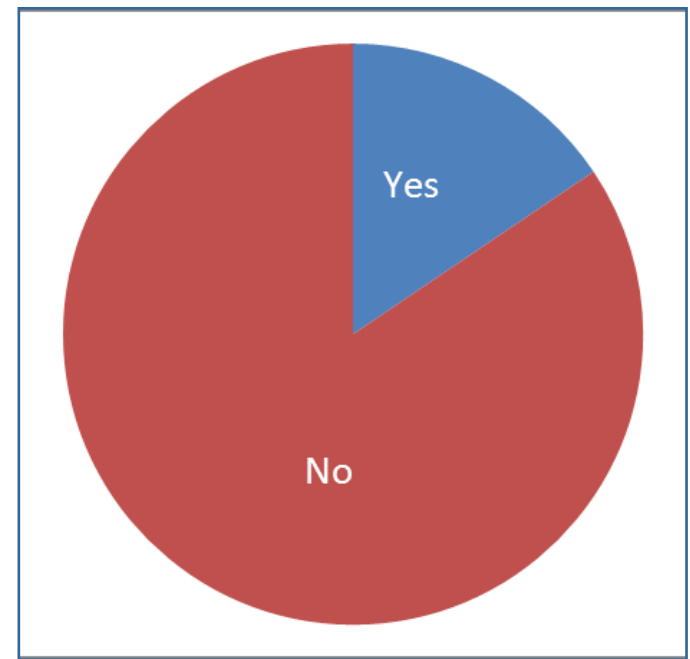
● Aware ● Unaware

Has a doctor or nurse ever talked to you about how you could reduce your risk of developing dementia?

Do you have any of the following conditions?



Results:



Developing A Local Dementia Prevention Poster Campaign

Lose Weight, Not your mind!



Being a healthy weight reduces your risk of developing dementia

Your Body Mass Index should be between 20 and 25

Your GP or nurse can measure your BMI and refer you for support to lose weight.
You can also call LiveWell Dorset directly on 0800 8401628 or 01305 233105

Active adults have a lower risk of developing dementia

Get your heart rate up several times a week!

Enjoy a brisk walk, jog on the beach, swim, join a class

Your GP or nurse can refer you for support to exercise more regularly

01305 233105



What's good for your heart is good for your head!



Reduce your risk of developing dementia by stopping smoking, losing weight, drinking less alcohol and exercising more

For support with any of these lifestyle changes, call LiveWell Dorset on 0800 8401628 or 01305 233105

If you are concerned about your memory, call the Dorset Memory Support & Advisory Service on 0300 1231916

Training for Health Professionals

- How can people reduce their risk of dementia?
- How can dementia prevention be incorporated into the NHS Health Check?
- What services are available to help people modify their lifestyle and reduce their risk?

*Thank you to:
Dr Emer Forde,
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Dr Prem Jayapaul,
Consultant Psychiatrist
Alderney Hospital*



Helping you to live healthier



LiveWellDorset

Want to make changes to your lifestyle but don't know where to start?

LiveWell Dorset is a service for people living in Bournemouth, Poole and Dorset to access health and wellbeing information, advice, support and referrals into stopping smoking, physical activity, weight management and alcohol reduction. **Contact or connect with us today for more information.**

Freephone: 0800 8401628 Local Number: 01305 233105 Visit www.livewelldorset.co.uk

Find us on Facebook at 'LiveWell Dorset' Follow us on Twitter @LWDorset

Evaluation of the Training

How can I reduce my risk of developing dementia?

0 (no idea) - - - - - 9 (well informed and confident)

Before 64/17 3.7

After 104/147.4

It has given me ideas about how to involve the wider family community about reducing risks.

Some new insights into risk factors – will try to incorporate into consultations.

Great to learn new things than can enhance my role with patients

Next Steps

- Distribution of the local Poster Campaign and looking forward to the National Campaign
- Roll out training to other GP localities and look to include wider workforce e.g. Community Pharmacy
- Working with colleagues to promote I-Space
- Engaging with our local Dementia Action Groups to ensure prevention is on the agenda