

SMART HEALTH SOLUTIONS

G-CLOUD 15

LOT 3, CLOUD SUPPORT

Service Definition Document

Dementia Prevention, Awareness & Workforce Support

Introduction

New technology is continually being introduced within the NHS. Our role is to provide support that allows stakeholders to harvest the benefits from this investment in dementia prevention and awareness.

Furthermore, as almost every healthcare professional undertakes some form of Continuing Professional Development, Smart Health Solutions will meet these needs. Our activities all culminate in delivering efficiencies for NHS Staff and improving patient outcomes.

Service description

This service supports commissioners and providers to strengthen dementia prevention and awareness activity across health, social care and wider community settings. It focuses on improving workforce knowledge, confidence and consistency, while supporting organisations to understand current capability, identify gaps and target activity where it will have most impact.

Activity is aligned to national policy and guidance, including dementia prevention priorities and the Dementia Training Standards Framework. Delivery is practical, evidence-informed and adaptable to local strategies, pathways and populations. Services can be delivered as standalone components or combined as part of a broader programme of dementia-related work.

Scope of service

The service can include one or more of the following components:

- **Dementia awareness and prevention training**
Training for clinical and non-clinical staff covering dementia risk reduction, early signs and symptoms, inequalities, and the role of prevention within routine practice.
- **Dementia awareness measurement and insight**

Structured assessment of workforce awareness, knowledge and confidence in dementia prevention and risk reduction to inform future training and engagement activity.

- **Dementia training mapping**

Review and mapping of existing dementia training against the Dementia Training Standards Framework to identify coverage, gaps and duplication.

- **Engagement and awareness activity**

Design and delivery of engagement activity to support dementia awareness campaigns, public-facing events and workforce engagement, using accessible and inclusive approaches.

Quality and Effectiveness

- Establish a baseline of training offered in a given area
- Enable future training to be based upon baseline, avoiding duplication and gaps
- Recognise of the importance of the integrated, multi-disciplinary team in the prevention of dementia within populations, and their own role in this within practices and pharmacies
- Have an appreciation of reporting measures, accountability and governance issues pertinent to the prevention dementia
- Be aware of dementia strategies

Why Dementia Prevention and Awareness is important

Dementia is the only condition in the top ten causes of death without a treatment to cure the disease. Aside from COVID-19 in 2020 and 2021, it has been the leading cause of death for women since 2015 in the UK. For men, it was the second leading cause of death and 8% of men died due to Alzheimer's disease and other dementias in 2015 in the UK.

WHO (World Health Organisation) recognises dementia as a public health priority. In May 2017, the World Health Assembly endorsed the Global action plan on the public health response to dementia 2017-2025. The Plan provides a comprehensive blueprint

for action – for policy makers, international, regional and national partners, and WHO in the following areas: addressing dementia as a public health priority; increasing awareness of dementia and creating a dementia-inclusive society; reducing the risk of dementia; diagnosis, treatment and care; information systems for dementia; support for dementia carers; and, research and innovation.

In 2013, dementia awareness and prevention was introduced into the NHS Health Check Programme and training was adapted accordingly. This enabled more training courses to be developed which would help:

- Deliver the NHS Health Check programme
- Improve referral to local lifestyle services
- Support the delivery of Dementia Strategies
- Increase awareness of dementia prevention

Dementia Awareness Measure

The Dementia Awareness Measure (DAM) is an online questionnaire adapted from Cancer Research UK's Cancer Awareness Measure (CAM). It is designed to assess awareness of dementia prevention.

The aim is to allow organisations to measure the workforce's knowledge of dementia prevention strategies, risk factors, early warning signs and symptoms, and where to go for advice and support. Informing future initiatives and work around dementia awareness and prevention/

For each new organisation, the DAM will be piloted with at least 20 staff/employees through a series of three tests and modified survey questions based on feedback.

A dissemination plan will ensure the smooth deployment of the tested survey with staff/employees. Then, the results will undergo rigorous analysis, and the findings will be synthesised thematically for presentation to key stakeholders.

The measure will include questions assessing respondents' awareness of:

- Prevention of dementia

- Risk of dementia
 - Protective factors for dementia
 - Signs and symptoms
 - What to do/when to seek advice
 - Barriers to seeking advice

Examples of dementia-related questions (adapted from CAM):

1. There are many warning signs and symptoms of dementia. Please name as many as you can think of.
2. The following may or may not be warning signs for dementia. We are interested in your opinion. For each question, please choose your answer from the answer choices below. You may have already mentioned some of these warning signs in the previous question.
3. What things do you think affect a person's chance of developing dementia? Please name as many as you can think of.
4. The following may or may not increase a person's chance of developing dementia. We are interested in your opinion. For each question, please choose your answer from the answer choices below. You may have already mentioned some of these factors in the last question.
5. Looking at the options below, who do you think is most likely to develop dementia?
 - a. Someone in their twenties
 - b. Someone in their thirties
 - c. Someone in their forties
 - d. Someone in their fifties
 - e. Someone on their sixties
 - f. Someone in their seventies
 - g. Someone in their eighties
 - h. Dementia is unrelated to age
 - i. Don't know

Along with a presentation of the findings, a comprehensive report, with recommendations, will be produced to help inform future strategies, training and services.

Dementia Training Mapping

The Dementia Training Standards Framework is an extraordinarily useful resource which details the essential skills and knowledge necessary across the health and social care spectrum. Three tiers are:

1. Awareness, which everyone should have
2. Basic skills which are relevant to all staff in settings where people with dementia are likely to appear and
3. Leadership

This framework is intended to guide a more efficient and consistent approach to the delivery of dementia training and education. It will help ensure quality and consistency in dementia education and training, whether an organisation or an individual working in health, social care, or housing.

The framework will allow the differentiation of high quality services, ensure personalised care and support for people living with dementia, and support organisations and individuals to meet requirements of regulators.

The Department of Health commissioned and funded the framework, which was developed in collaboration with Skills for Health and Health Education England (HEE) in partnership with Skills for Care. The framework was developed by an expert group that included a wide range of health and social care organisations, relevant Royal Colleges, and education providers.

The framework sets out the core skills and knowledge that would be transferable and applicable across different types of service provision. It includes expected learning outcomes for training delivery, key policy and legal references, and is aligned to related national occupational standards. The aim is to help ensure the quality and consistency of dementia training and to help prevent unnecessary duplication of training.

The framework comprises the following subjects:

- Dementia awareness
- Dementia identification, assessment and diagnosis
- Dementia risk reduction and prevention
- Person-centred dementia care

- Communication, interaction and behaviour in dementia care
- Health and well-being in dementia care
- Pharmacological interventions in dementia care
- Living well with dementia and promoting independence
- Families and carers as partners in dementia care
- Equality diversity and inclusion in dementia care
- Law, ethics and safeguarding in dementia care
- End of life dementia care
- Research and evidence-based practice in dementia care
- Leadership in transforming dementia care

We agree with the commissioner/customer that all subjects from the framework, along with the types of organisations to target, the engagement process, and timelines, are to be included in the mapping.

All interactions, outcomes, and learning are logged. The data is collated, and a comprehensive report with recommendations is produced.

Dementia Prevention and Awareness Course (Half Day)

Course content

The content gives a national perspective and can be tailored to local programme delivery:

- Why dementia is important
- Who is more at risk of developing dementia
- Different types of dementia
- Inequalities of dementia
- Modifiable and non modifiable risk factors
- Reducing risk of dementia
- Signs and symptoms to encourage early diagnosis
- Becoming a Dementia Friend (Alzheimer's Society initiative)

Objectives

After participating in this course delegates will develop knowledge and confidence in the following areas:

- Understand the burden of dementia
- Recognise the importance of NHS Health Checks: why & where dementia prevention fits
- Appreciate how blood pressure, diabetes, obesity and high cholesterol impact on dementia
- Be aware of the lesser recognised risk factors for dementia, being female, ethnicity, lower education and hearing loss
- Describe risk reduction of dementia through lifestyle changes
- Being a Dementia Friend

Engagement and awareness activity

Engagement and awareness activity supports organisations to increase understanding of dementia prevention, risk reduction and early awareness across the workforce and wider community. Activity is designed to improve knowledge, confidence and consistency of messaging, while ensuring approaches are accessible, inclusive and appropriate for local populations.

Scope of engagement activity

Engagement activity can include the design and delivery of:

- Dementia awareness campaigns aligned to local strategies
- Public-facing engagement events and information sessions
- Workforce engagement activity for clinical and non-clinical staff
- Community-based sessions delivered in partnership with voluntary and community sector organisations

Delivery methods are flexible and may include in-person workshops, facilitated discussions, drop-in events and online sessions where appropriate.

Content and approach

Engagement activity is evidence-informed and aligned with national policy and guidance. Content focuses on:

- Modifiable risk factors for dementia and the role of prevention

- Early awareness and reducing stigma associated with dementia
- Practical, relatable messaging that supports understanding without causing fear or disengagement

Activity recognises that awareness alone does not always lead to action, and therefore emphasises relevance, clarity and practical application.

Accessibility and inclusion

Accessibility is a core principle of delivery. Engagement activity is designed to:

- Use clear, accessible language appropriate to the audience
- Be culturally sensitive and inclusive
- Take account of health literacy, digital exclusion and differing levels of prior knowledge
- Support equitable access to information and engagement opportunities

Where workforce engagement is included, activity supports staff across roles and settings to feel confident discussing dementia prevention and signposting to relevant support.

Insight and learning

Feedback and insight gathered through engagement activity can be analysed thematically to:

- Identify common questions, misconceptions and gaps in understanding
- Inform future awareness campaigns and training priorities
- Support continuous improvement of dementia prevention and awareness activity

Engagement and awareness activity can be delivered as a standalone service or alongside training, awareness measurement and mapping activity, supporting a coordinated and evidence-based approach to dementia prevention and workforce development.

Other initiatives

In addition, we have organised many larger events and programmes of work:

To support NHS England's **Perceptions of Nursing** and **Perceptions of Midwifery** work, they commissioned Smart Health to establish three national nurse networks, the General Practice Nurse Student Nurse Network (GPNSNN), the Community Nurse Ambassador Network (CNAN), and Learning Disability Nurse Student Nurse Network (LDN SNN) along with seven regional Midwifery networks. The first of these networks started in 2019, then the rest during the pandemic. This meant all work had to be virtual, and the use of digital technology was key to their success. All recruitment to the networks was through online portals, and the networks were managed virtually. This, along with linkage with the NHS England Futures platform, made this initiative a success during a challenging time.

Our '**All About**' series of evening educational events across South London, covered AF, Anti-coagulation and Diabetes. We made them lively and interactive, using voting buttons to actively involve everyone in the discussion and had 98% Good/Very Good feedback from the 300 attendees.

Smart Health took a very active role in the original **Heart Age project**, run by Unilever. We were Clinical Directors and Chief Operating Officers in this exciting programme, which aimed to deliver large-scale behavioural change through the understanding of one's theoretical heart age once a person's lifestyle factors were counted against their actual heart age. Heart Age is calculated online, using a dedicated platform.

Smart Health assisted Imperial College with the follow-up of its patients on the pan-**European Euroaction2 Varenicline programme**. In the UK arm, many patients were at risk of being lost to follow up and the study was at risk of not being able to report on, so SHS put together a team of qualified nurses that went out into patient's homes (fondly referred to as Project Open Door), to undertake the follow-up tests. We achieved the highest follow-up of any of the European countries taking part, of over 80%.

Smart Health managed the delivery of **Cardiovascular Health Checks** for the staff members of Unilever plc through its Fit Business programme. The voluntary checks



achieved a 55% take-up (3,400) through a team of qualified nurses across 15 sites. In addition to the checks, we wrote a bespoke appointment booking system for the staff and followed the programme up with a detailed report of the analytics for Unilever management.

Smart Health Solutions accreditations

Royal Society for Public Health accredited training centre



Our NHS Health Check training is supported by HEART UK, the nations cholesterol charity



Colleagues have been Burdett Trust for Nursing Award Winner



Our Team

Michaela Nuttall

Rn Msc



Michaela is a Cardiovascular Nurse Specialist with a unique and varied experience across the NHS and beyond. She developed her passion for prevention over 20 years ago and has worked within it ever since. In 2016 she left public health after working in the field for 16 years and now focuses on her roles as a Director for Smart Health Solutions, Founder of Learn With Nurses, and Associate in Nursing for C3 Collaborating for Health.

In 2019 Michaela became Head of CVD Prevention for Public Health England and then went on to be OHID's Clinical Advisor of the programme until 2023.

She is the Chair of the Health Care Committee of Heart UK and an invited member of both the Nurses and The Guidelines and Information working party of the British and Irish Hypertension Society, elected member of the Association of Cardiovascular Nurses and Allied Health Professional Education working party, on a variety of editorial boards and the Global Cardiovascular Nursing Leadership Forum.

Joanne Haws

RN MSc



Joanne is an independent nurse consultant and specialist in cardiovascular disease. She is the Chair of the Nurses and Allied Health Professionals Working Party of The British and Irish Hypertension Society and is also an Education Committee member of The European Society of Cardiology Association of Cardiovascular Nursing and Allied Professions. Since 2015 Joanne has provided clinical project and leadership support to The Breckland Alliance Primary Care.

Una O'Connor
RN Msc



Una qualified as a Registered General Nurse in London in 1988 and spent many years working within District Nursing and School Nursing in the London area. Education is a priority for Una having achieved a Master of Science Degree in Medical and Healthcare Education, in addition to PGCE and PGDip in the subject. Her passion for promotion and delivery of teaching led to the role of Communications and Engagement Lead for Learn With Nurses and Una is currently the Operations Manager for both Smart Health Solutions and Learn With Nurses.

Naomi Stetson
RGN Dip N FBIHS



Naomi is a Hypertension and Cardiovascular disease specialist nurse, she trained at UCLH and completed her specialist training at the University of Glasgow. Currently she is Lead Nurse at Peart Rose Hypertension Clinic. Naomi has been part of the BIHS for 20 years and has developed training modules on their behalf. She was part of the NICE CG127 Hypertension Guidelines and the Topic Expert Group. She has a breadth of experience in both Primary and Secondary Care and has delivered education programmes both in the Europe and Africa.

Mark Jones
Managing Director



Mark is an experienced business leader and healthcare consultant. In a career spanning 40 years he has built up an extensive portfolio of work.

His strength lies in his ability to confidently lead major projects and teams to positive outcomes, including the delivery of a Cardiovascular Screening Programme for staff at a major UK plc across 16 locations; a 3 borough Community Health PAS solution and a 3 site RIS/ PACS system deployment, both within the NHS.

As Managing Director, he always seeks to build and develop close relationships with Smart Health customers and associate companies, working in partnership to achieve mutual goals.

Contact

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