

MHA Dementia Strategy

Achievements and next steps

2023 - 2026

**Connection, Collaboration and
Community: A relationship-centred
approach.**

Sheila, living at MHA Willowcroft



Foreword

2023 celebrates 80 years since MHA was established by Rev Walter Hall and members of the Methodist Church. Their faith inspired them to seek to improve the quality of life of older people at a time before the welfare state was established.

The support for people living with dementia and their families has changed significantly over the past 80 years. When MHA was set up, it was during a time when people living with dementia were admitted to institutions with little thought for their wellbeing. Even from those early days, MHA has championed the rights of older people, with a growing focus on those with dementia.

In the 1990s, MHA worked closely with the Bradford Dementia Group and Professor Tom Kitwood, a recognised pioneer in dementia care. This collaboration led to MHA opening Claybourne, our first purpose-built care home for people living with dementia. Soon after, in 2004, MHA established a new housing with care scheme for people living with dementia, MHA Moor Allerton and in 2008, MHA employed its first in-house Music Therapist. 2016 saw MHA consulting on an award-winning dementia storyline on the ITV soap, Emmerdale.

In October 2019, MHA launched its first dementia strategy. At the time we couldn't have predicted the challenges we would face, with a devastating pandemic, a fiscal crisis and a staffing shortage across the social care sector. Despite this, we were able to achieve many of our objectives.

I am proud to launch our latest dementia strategy, which shares the achievements made between 2019-2022 and outlines our goals for the next three years. I am thrilled that the new strategy has been developed in a way that reflects the spirit of collaboration and connection, involving people living with dementia and their families, MHA colleagues and our partners in the local community, who have all come together to outline our aims.



Sam Monaghan
MHA Chief Executive



Acknowledgements

The creation of this strategy has involved many people, but particular thanks needs to go to:

- **Members of MHA's Dementia Strategy Group and Family Advisory Group**
- **Residents, members and their families and colleagues from MHA care homes and schemes**
- **MHA's talented Music Therapists**
- **MHA's wonderful Fundraising team**

Introduction

In 2019, MHA launched its first dementia strategy, *Uniting People Together*, available [here](#). Within this strategy, MHA made six commitments to people living with dementia and their family and friends, which you can see below. To help us achieve them, each commitment was divided into a set of objectives.

In this update we will build on the six commitments by focusing on greater collaboration and stronger connections. This relationship-centred approach recognises that to enable a person with dementia to live later life well we need to:

- Understand their past and present relationships with others.
- Look at how future relationships can be built and maintained.
- Recognise the importance of all relationships in a person's life including their family, MHA colleagues and their community.

1

We will support you to engage with your local community.



2

We will ensure that our staff and volunteers have the right attributes, attitudes and knowledge to support you.



3

We will work in partnership with your family and friends.



4

We will recognise your behaviour as communication and take time to respond in a supportive way.



5

We will ensure that you live in or visit an environment that makes you feel at home, safe and supported.



6

We will assist you to access spiritual support, meaningful music and activities.



Achieving relationship-centred care is not easy. It can be confusing to work out what all the pieces are and how they fit together. In the the past, there's been too much focus on individual pieces of the puzzle without an understanding of how they fit together. For example, care providers have not always recognised the essential role families have in supporting a person living with dementia. There will be some families who do not want to be involved, and their decision should be respected.

"I don't think the staff always realise that a diagnosis isn't given just to one person, it's given to the whole family."

Family member

The 'next steps' sections found in this updated strategy are based on how we can bring the core pieces of relationship-centred care together, to create connections, collaboration and community. These set out how we can move away from just seeing one or two of the pieces to seeing the joined-up picture.

"I stress to the new staff how important it is to work with the families of the residents, especially if they have dementia. By working together, it means we get the best results for the residents, the families and for us."

Lisa Robins, Home Manager
MHA Pennystone Court

These core pieces are:

1. The person living with dementia
2. Their family and friends
3. MHA colleagues
4. The local community
5. Professionals and other relevant individuals and organisations



We need to move away from just seeing one or two of the pieces...



My family mean the world to me. I don't know how I would cope without them.

Person with dementia living in an MHA retirement living scheme

... to joining the pieces together



Recognising that the relationships between these core pieces are all affected by one another moves us towards a relationship-centred approach to care, where we can:

1. Empower people living with dementia.
2. Ensure families and friends are recognised for the crucial role they have. We also understand that family carers have their own needs which they may need support with.
3. Support MHA colleagues to feel valued and confident by ensuring they have the necessary support, skills and knowledge.
4. Access the local community to enable a person living with dementia and their families to flourish.
5. Collaborate with external professionals and organisations to ensure we have the quality specialist support when needed.

“

I don't see myself as a support to mum in the care home, she still belongs to me. When I visit, she shouts "mine" across the room.

Family member

”

Commitment one: We will support you to engage with your local community

Understanding and supportive communities are key to enabling people living with dementia and their family and friends to live later life well. Our objectives in the original dementia strategy related to engaging with communities were to:

- 1.1. Encourage connections with local Dementia Action Alliances
- 1.2. Increase the number of Dementia Friends
- 1.3. Continue to support people living with dementia in their local community
- 1.4. Support churches to become more inclusive of people living with dementia

Over the past three years, we've done the following to reach these goals:

1.1. We encouraged connections with local Dementia Action Alliances

Local Dementia Action Alliances (DAA) are organisations who have come together to build dementia-friendly communities. A total of 24 MHA schemes and care homes became part of their local alliance, including The Meadow, Pilgrims Court, and MHA Communities Cornwall. This number would have been higher, but the pandemic impacted heavily on the local DAAs including the closure of the national DAA. The local DAAs are now starting to engage again after a difficult couple of years.

1.2. We increased the number of Dementia Friends

Since 2019 1,642 MHA colleagues and volunteers have become a Dementia Friend. Dementia Friends help by raising awareness and understanding, so that people living with dementia can live in a supportive and enabling community. Several MHA Communities schemes have facilitated Dementia Friends sessions for their local community, including MHA Communities Horsforth who ran sessions during Dementia Action Week in 2022.

We also increased the number of Dementia Friends Champions who support individuals to become a Dementia Friend. Sadly, training stopped because of the pandemic.

“As a dementia friend champion, it is important that we contribute to the community’s initiative of making our town a dementia-friendly place to live, so that our residents experience understanding, dignity and respect from everyone.”

Lisa Robins, Home Manager. MHA Pennystone.



1,642

MHA colleagues have become a Dementia Friend since 2019.



1.3. We continued to support people living with dementia in their local community

When face-to-face MHA Communities meetings weren't possible because of the pandemic, technology was used to help MHA Communities stay connected with members living with dementia. For example, MHA Communities South Staffordshire successfully ran Love to Move sessions on Zoom. MHA also launched Digital Communities, a virtual community with a range of activities for people to enjoy.

Many of our groups for people living with dementia are now running again. This includes:

- DECAF in Saltash (MHA Communities Cornwall)
- The Old Mining College (MHA Communities South Staffordshire)
- Bay Tree Resource Centre (MHA Moor Allerton)
- Pot of Tea Café and Cop Shop Café (MHA Communities South Leeds)

1.4. We supported churches to become more inclusive of people living with dementia

Thanks to the work of our colleagues in Chaplaincy we have supported churches to become more aware of the needs of people living with dementia. We did this through:

- Delivering an online dementia seminar with the Methodist Church in November 2021
- Contributing to the training of clergy on spirituality in later life which has included a section on people living with dementia
- Creating new guidance relating to dementia and pastoral care. This has been distributed across our care homes, schemes and within the wider community.

MHA has also worked with Methodist Women in Britain, to produce a pack of spiritual and practical resources to help create dementia inclusive churches.

Next Steps

Our aims for 2023-2026 are to:

- Continue to grow the number of Dementia Friends.
- Increase the number of schemes and care homes who are part of their local Dementia Action Alliance.
- Increase connections with local and national organisations to ensure we are providing the right support for people living with dementia and their families. For example, faith groups, the LGBTQ+ dementia advisory group, Dementia UK and Music 4 Dementia.

Commitment two: We will ensure that our staff and volunteers have the necessary attributes, attitudes, and knowledge to support you

The second commitment in the 2019-2022, dementia strategy focused on providing meaningful learning opportunities for MHA colleagues. This continues to be an essential element of our dementia strategy.

Our objectives were to:

- 2.1. Introduce new dementia workshops
- 2.2. Increase the number of MHA colleagues completing post-graduate qualifications in dementia care
- 2.3. Facilitate Lunch & Learn sessions about dementia

Over the past three years, we've done the following to reach these goals:

2.1 We introduced new dementia workshops

In early 2020, several new workshops were introduced. Many of these sessions had to move from face-to-face workshops to online training because of the pandemic.

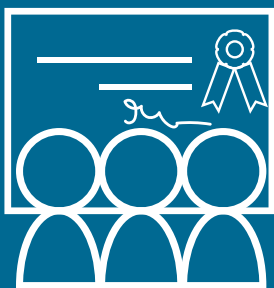
The new workshops included:

- Green Care and nature-based activity
- Cognitive stimulation therapy
- Supporting relationships, sexuality and wellbeing
- Love to Move
- Singing for the Brain
- HUGS training

"MHA is very proactive about training for staff. They've sent me on lots of courses about dementia care; it's something I'm really passionate about."

Nurse, MHA Torwood

Dementia training also became part of the overseas nurses and carers induction, our LEAP apprenticeship programme, and the Chaplains induction.



1,922

MHA colleagues attended this training

“

I can now be more understanding in how dementia is affecting our residents. The training benefited me at work but also at home with my father who has dementia.

”

MHA colleague

2.2. We increased the number of MHA colleagues completing postgraduate qualifications in dementia care

Between 2019 and 2022 the People Development team supported three MHA colleagues to undertake Masters degrees in Dementia Studies.

2.3. We facilitated Lunch & Learn sessions about dementia

Lunch and Learn is an online training session open to all MHA colleagues and volunteers. Topics relating to dementia included:

- Relationships and Sexuality
- From the Heart: a session led by people living with dementia.

Other learning opportunities

As part of World Alzheimer's Month, MHA created a video with top tips for supporting people living with dementia, available [here](#). Also, during the month, a variety of MHA colleagues explained why dementia care mattered to them. This was shared on the MHA intranet.

Another opportunity came from MHA colleagues asking MHA's Dementia Lead for help in 'Dear David'. Answers to colleagues' enquiries were published in our publication, 'Quality Matters' and can now be found in 'Creative Chatter'. Topics included, how to respond to a person living with dementia who is asking for a deceased relative.

Next Steps

Our aims for 2023-2026 are to:

- Focus on learning and development sessions about dementia including supporting people living with dementia from Black, Asian, and minority ethnic communities, and younger people living with dementia.
- Increase the number of MHA colleagues undertaking qualifications in dementia care.
- Launch an updated version of the Person Inside dementia training, developed by MHA with the Bradford Dementia Group, University of Bradford.
- Introduce the Dementia Managers Action Group. Experienced care home and scheme managers within MHA who have additional qualifications and experience in dementia care will offer support for other MHA schemes.
- Launch the 'Living with dementia' area on MHA's intranet, including guidance and resources all in one place for MHA colleagues to access.

Commitment three: We will work in partnership with your family and friends

Developing good relationships and partnerships with families and friends is fundamental. MHA's 2019-2022 dementia strategy had the following aims in relation to commitment three:

- 3.1. Introduce dementia training for family members
- 3.2. Introduce the Family & Friends Advisory Group
- 3.3. Develop guidance for families
- 3.4. Collaborate with John's Campaign
- 3.5. Invest in innovative technology to maintain relations

Over the past three years, we've done the following to reach these goals:

3.1. We introduced dementia training for family members

Launched in 2021, the dementia training is delivered online. The session gives families the opportunity to discuss some of the steps they can take to support a relative with dementia.

"It has been a revelation! If only I had had this training years ago when my mum's symptoms were becoming apparent".

"An easily understandable presentation delivered with empathy and compassion".

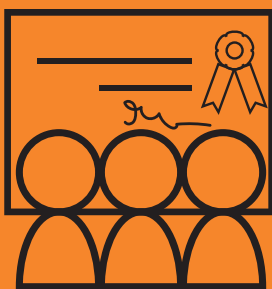
Family feedback

3.2. We introduced the Family & Friends Advisory Group

Established in 2021, this group meets every two months and is made up of twelve family members who have a relative with dementia living in an MHA care home. The purpose of the group is to contribute to decision-making within MHA and provide relevant insights, guidance, and feedback. MHA's Head of Quality Improvement attends each meeting and feeds topics from the meetings to MHA's Senior Leadership Team.

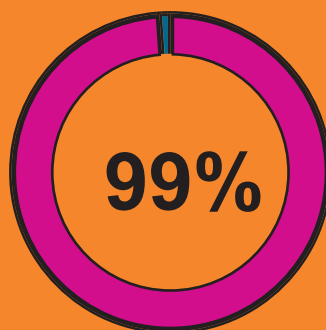
"The advisory group is a great way for us to contribute to future planning. I think it is good to understand the difficult emotions families feel, and how these vary depending on the age of residents and their relationship with them."

Marilyn Campbell, family member and member of the Advisory Group

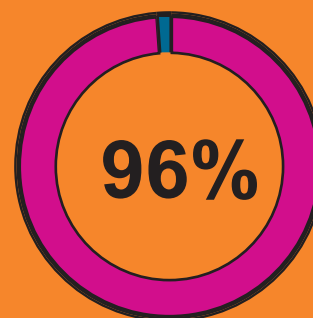


342

Family members/
friends have attended
the training.



of families who
attended stated that
the training gave
them a much better
understanding of
dementia.



of families claimed that they
had a better understanding
of how to communicate with
a person living with dementia
because of the training.

3.3. We developed guidance for families and friends

‘Supporting people living with dementia’, published in 2021, was written by residents and members living with dementia. The guide was created to help families and MHA colleagues to understand what it is like to experience dementia and to consider what support a person living with dementia may need. Available [here](#).

Making the right decision

In 2022 we released our video ‘Making the right decision’. In the video, Hillary shares her story of supporting her husband, Paul. The video was produced to help people living with dementia and their families consider some of the issues faced when moving into a care home. Available [here](#).

3.4. We collaborated with John’s Campaign

Early in the pandemic, MHA worked closely with John’s Campaign to develop the Essential Family Carer scheme. This recognised that many family members and friends of care home residents are ‘more than just a visitor,’ providing essential support for certain residents who would experience significant distress without support from their family member or significant other. At the time, under government guidelines, only residents who were at the end of their life were able to have visits.

This approach was quickly adopted by other bodies including the Scottish Government and the Department of Health for Northern Ireland and it was commented on in Amnesty International’s report, *As if Expendable*.

MHA also worked with John’s Campaign during the pandemic to produce guidance on visiting a relative with dementia living in a care home. This was aimed at advising families and friends who had not seen their relative because of the restrictions on visiting. It was referred to in the Alzheimer’s Society recommendations to the Directors of Public Health.

“ We would like to see information, such as that provided by the care home group MHA, made available by all care homes and we encourage local authorities to support care homes with this communication. ”

MHA also created a range of easy-to-read guides to help people living with dementia understand the pandemic. This was noted in a number of CQC inspection reports.

“ During the pandemic, the provider introduced easy-to-read pictorial PPE and hand hygiene posters to support the health and communication needs of people. Further pictorial guidance was available to support safety measures, and to promote person-centred communication. ”

3.5. We invested in innovative technology to maintain relations

Famileo

Piloted at MHA Coed Craig, Famileo was used to help residents and their families stay connected. Family and friends upload status updates to an app, much as they would update their social media profiles. These are then used to create a weekly printed newsletter for residents to read and catch up with the latest family news. Each Famileo newsletter is personal to a resident.

“I can’t see my dad in person as much as I would like to because we live so far apart, but the gazette allows our family to keep in touch with him and lets him see what we’re all doing. He has very severe short-term memory problems, but I have come to realise that regularly seeing our posts is helping him learn new things.”

Family member

Famileo video

To help families understand Famileo MHA created a video. Filmed at MHA Westbury Grange, the short film includes MHA colleagues and families sharing their experience of using Famileo. Available [here](#).

Thank you to the Garfield Weston Foundation for helping MHA to fund Famileo

Famileo One Year Celebration

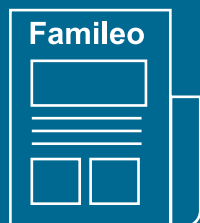
In 2022, MHA held a week-long event to celebrate a year since the launch of Famileo. During this week, MHA held our first Famileo awards to acknowledge our care homes and schemes’ achievements.

Famileo Friends

Famileo Friends was set up by the MHA Befriending team as a way of connecting MHA colleagues from our central support services with people living in an MHA care home who do not have family or friends so that they can still benefit from Famileo.



Amy Cleary and Anna Marshall-Day. Amy received a special recognition award for introducing Famileo at MHA Coed-Craig.



5,860

families and friends are using Famileo

30,000

individual gazettes have been published



Next Steps

Our aims for 2023-2026 are to:

- Continue to provide dementia training for families and friends.
- Create a Families and Friends Welcome Pack which includes guidance, signposting and information on how they can continue to support their relative.
- In line with MHA's nursing strategy introduce the role of Dementia Specialist Nurses to support families and friends.
- Write guidance and policies that describe families and friends not as visitors but as partners in care (if this is what they wish).
- Develop our support for MHA colleagues who have caring responsibilities for a person living with dementia.

Commitment four: We will work to recognise your behaviour as a form of communication and take time to respond in a supportive way.

“I will share the knowledge with the volunteers I work with and will start referring to distress behaviours as opposed to challenging behaviours. Changing my language to change perception.”

Yvonne Long, Community Coordinator, MHA Communities West London

The understanding of behaviour has changed dramatically over the past 20 years. What was once thought of as the inevitable symptoms of dementia are now recognised as a form of communication. To support with this MHA had the following objectives:

4.1. Launch new distress behaviours training

4.2. Introduce new behaviours paperwork

Over the past three years, we've done the following to reach these goals:

4.1. We launched new distress behaviours training

The new training is split into four levels of learning. The first two levels focus on:

- Looking for meaning behind distress behaviour.

- Potential causes of distress behaviour, and
- How to respond to distress behaviour using primary and secondary strategies, reducing the need for medical or physical intervention.

Levels 3 and 4 of the training is recognised by the Restraint Reduction Training Network standards as required by the Care Quality Commission. This is a requirement because the face-to-face workshops examine:

- Defining defensive skills and interventions.
- Risks of using physical skills with older adults.
- De-escalation, positioning and defensive skills.

“

She spends time to sit and listen to me, just knowing this makes the world of difference.

Person living with dementia living in an MHA care home

”

2,114

MHA colleagues have now attended level 1 of the distress behaviours course.

94%

of colleagues who attended the training stated that they had a better understanding of the possible reasons for distress behaviours.

91%

of MHA colleagues stated that they felt more confident in responding to distress behaviours because of the training.



“I always used to believe that this was what residents with dementia did, that it was normal for them to wander, scream out or be aggressive. It was only after I went on this course that I realised that the residents were trying to tell us something through their behaviours and that we could do something about it.”

MHA Colleague, MHA Warde Aldam



4.2. We introduced new behaviours paperwork

Policies have been refreshed encouraging MHA colleagues to view behaviour as a sign of an unmet need, such as distress, which needs to be understood and met rather than a challenge that needed to be managed.

Next Steps

- Create guidance and learning relating to responding to ‘prejudice’ from people living with dementia.
- Continue to look at how we use pain assessment for people living with dementia, including adding the Abbey Pain scale to our electronic support planning system.
- Include ABC charts in our electronic support plans and suitable learning relating to completing these.
- Continue to work with MHAs music therapists to enhance their advisory role in relation to understanding underlying causes of distress behaviour.
- Increase the use of tools that enable us to examine the lived experience of people living with dementia, including tools such as Dementia Care Mapping.

Commitment five: We will ensure that you live in or visit an environment that makes you feel at home, safe and supported.

At MHA, we are creating environments that feel homely and compensate for a person's cognitive disabilities. Our objectives were:

- 5.1. Develop environmental guidance
- 5.2. Introduce signage to help with wayfinding
- 5.3. Create homely and domestic environments

Over the past three years, we've done the following to reach these goals:

5.1. We developed environmental guidance

Poor lighting levels and a lack of cues and signage to help with wayfinding means a person living with dementia can become lost in their own home. In 2021, MHA launched the first of our new environmental guides, to show how corridors and doors can be used to help a person find their way around. The document showed examples from within MHA care homes which mirror best practice and the evidence base.

This resulted in changes for our dementia communities, which included a new mood board with a wide range of colours, wallpaper, and furnishings.

5.2. We introduced signage to help with wayfinding

Also, we have introduced new MHA signage and colours to help people find their way around and highlight important features such as shared toilets. See images below.



5.3. We created homely and domestic environments

Research demonstrates that a small, homelike environment is beneficial. MHA have worked towards this by making sure refurbishments make the care home feel homely rather than hotel-like. For example, making sure lounges have a fireplace and a picture over the mantelpiece, rather than a TV, and homely additions such as ornaments and cushions.

These environmental changes have been noted in recent CQC inspections.



“

Improved signage was in place for people living with dementia to help them orientate around the home, alongside other changes to the décor such as contrasting colours.

”

Next Steps

Our aims for 2023-2026 are to:

- Explore and invest in technology and adaptations that compensate for the cognitive disabilities of people living with dementia.
- Investigate ways of enabling people living with dementia to engage in the design and personalisation of their care home or scheme, as well as being supported during refurbishments.
- Research changes in staff uniforms, reducing patterns and increase ranges of colour to highlight a person's role. The use of suitable, easy-to-read MHA colleague name badges will also be explored.



50
keyboards
donated by
Casio



Commitment six: We will assist you to access spiritual support, meaningful music, and activities.

We are committed to ensuring that people living with dementia are able to experience the therapeutic benefits of music and have a range of lifestyle and activity opportunities. Our objectives were:

- 6.1. Increase the use of music
- 6.2. Develop the use of activity-based technology and resources
- 6.3. Introduce 'Love to Move'
- 6.4. Extend reminiscence based activity
- 6.5. Promote the use of attachment items

Over the past three years, we've done the following to reach these goals:

6.1. We increased the use of music

MHA employs 30 music therapists, delivering music therapy provision across MHA's care homes.

We are proud that we were able to continue to provide a music therapy service throughout the pandemic. Although provision inevitably looked different, the team of music therapists supported not only the residents in the care homes where they were physically present, but also through remote online sessions to care homes that they were unable to visit.

The MusiCare Project

This project is a collaboration between MHA, Middlesex University and Padua University, looking at the impact of music therapy for older adults living in community settings.

Light Up My Life campaign

MHA have collaborated with Casio and Music for Dementia. Casio donated 50 easy to play keyboards to our care homes. Through the support of our music therapists, residents living with dementia significantly increased their participation with music. The findings from this research were launched in September 2022, leading to 190 media articles and broadcast pieces.

Singing for the Brain

Singing for the Brain combines aspects of reminiscence and music by bringing people living with dementia together to sing a variety of songs they know in a fun and supportive environment.

In early 2021 MHA partnered with the Alzheimer's Society to become a Singing for the Brain delivery partner. A total of 60 MHA colleagues have received Singing for the Brain training.



30
music
therapists



Many of our care homes and schemes run music-based groups for people living with dementia. For example:

- Singing for the Brain at MHA Communities Gateshead West,
- Remini-SING at MHA Communities Horsforth
- Sound it out at MHA Norah Bellot Court run by Sally Blackmore, Chaplain, with the support of the local Methodist and United Reformed Church.



Personal playlists

In September 2022 we launched a campaign with Purple Angels to help residents and members receive MP3 players and headphones. Each player is given out with a set of pre-loaded songs requested by the individual.

“This member has found the playlist of great comfort to him both at home and when out walking.”

Caroline Bruno referring to an MHA Communities member

“The effect this technology has isn’t like anything I have ever seen before – its ability to soothe and engage residents is enough to bring a tear to anyone’s eye.”

*Kate Bateson, Administration Manager
MHA Langholme*

Meaningful Activities

In July 2022, a new role was introduced at MHA, the Lifestyles and Engagement Lead. Sue Meehan leads on this role, promoting meaningful engagement and occupation for all who use our services.

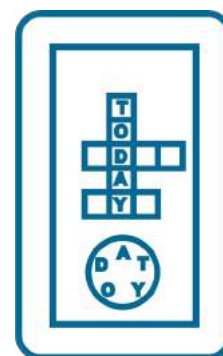
6.2. We increased the use of activity-based technology and resources

Magic Tables and Tiny Tablets

Both the Magic Tables (which project coloured streams of light onto any table or floor) and Tiny Tablets (very large Android tablets) come equipped with quizzes, music, and themes that have been designed to prompt conversations, spark nostalgia, and maintain memories. To watch a video about how MHA have used Tiny Tablets, available [here](#).



250
MP3 players
have been donated



MHA has
75
Magic Tables and
Tiny Tablets



“

The effect this technology has isn't like anything I have ever seen before – its ability to soothe and engage residents is enough to bring a tear to anyone's eye.”

”

*Kate Bateson, Administration Manager -
MHA Langholme*

Golden Carers

This is an online resource of activities that all MHA care homes have access to. As well as lots of activity ideas, there are printable resources, helpful newsletters, and an activity coordinator support forum.

Relish Wellbeing App

This app helps our care homes plan and facilitate personalised activities for residents, capture their feedback and provides activity ideas for residents based on their unique interests and abilities. The app enables home managers, area managers and others to see data and reports relating to activities happening in a home.

“It’s amazing that at the end of the month you download a report and, in a snapshot, identify who needs more encouragement or prompting to attend activities, what activities are successful, who prefers group activities or 1-1, etcetera.”

*Kerry Rafferty, Home Manager
MHA Claybourne*



The Relish Wellbeing App
is in

45

of our care homes

Thank you to the following organisations whose donations have funded the Wellbeing App

- The Catherine Cookson Trust
- The Pilkington Charities Trust
- The Andrew Lodge Fund
- The David Lister Fund
- The Severn Trent Fund

6.3. We introduced ‘Love to Move’

Established by the British Gymnastics Foundation, Love to Move is an evidence based exercise programme designed to work different parts of a person’s brain and body, known as bi-lateral symmetrical movement.



32

MHA colleagues have qualified
as Love to Move Facilitators

MHA were awarded the Best Collaborative Partner award in 2021 by the British Gymnastics Foundation.

MHA Digital Communities have created a number of Love to Move videos for a wider audience to access on the MHA Active App. Available [here](#).

6.4. We initiated reminiscence-based activity

MHA’s Memory Lane Gazette weekly reminiscence paper began in January 2021. The gazette is now on edition 117 and is created and edited by MHA volunteers.

“I came across a lovely little magazine which Mum has popped through her door every week “Memory Lane Gazette.” It is full of interesting articles and photographs and snippets of information from days gone by.”
Daughter of a resident living at MHA Southcroft

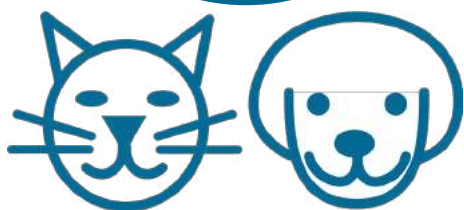
“By giving residents something to care for, in a dementia doll, we are able to provide unmedicated comfort, an inner peace that brings them purpose to their day.”
*Abbie Williams, Home Manager
 MHA Hall Grange*

6.5. We promoted the use of attachment items including robotic pets and dolls

Robotic cats and dogs help residents and members to engage, bring moments of calm and companionship.

“The electronic cats have brought so much joy to our residents and colleagues! It seems to have a calming effect on our residents and it brought back memories.”

*Tamara Simmons, Home Manager
 MHA The Willows*



Thanks to donations MHA have been able to purchase

387

robotic pets for our care homes and schemes

Dolls

Thanks to our ‘donate a doll for dementia’ campaign, we have managed to acquire 225 dolls for people with dementia living in MHA care homes.



HUGS

The front cover of this strategy shows Sheila with her HUG. HUGS are soft, sensory objects designed to be cuddled and bring comfort. It has a beating heart within its soft body, and they can play individualised music to help with comfort. HUGS were developed from research at Cardiff Metropolitan University.

Thanks to donations we have

240

HUGS in our care homes and schemes

“The HUG dolls have had such a positive impact on our residents living with dementia. At times of anxiety or distress the softness of the HUG and the feeling of being hugged often alleviates distress.”

*Kate Prince, Home Manager
 MHA Willowcroft*

Sensory Blankets

During World Alzheimer’s Month in September 2020, MHA held our sensory blanket campaign. These blankets provide sensory and tactile stimulation for people living with dementia. A total of 2,301 sensory blankets were donated.



Next Steps

Our aims for 2023-2026 are to:

- Enhance our approach to life story to ensure it is valued and reinforced through the launch of our About Me document and the KEY 2 ME.
- Grow the number of Love to Move facilitators.
- Work with MHA Digital Communities to expand our range of reminiscence activities and resources.
- Raise awareness of the importance of pets and animals for people living with dementia. This will include looking at our practices and policies in relation to pets.
- Provide the opportunity for more of care homes to practice Namaste care, introduced by the team at MHA Lauriston. More information is available [here](#).
- Launch books clubs for people living with dementia, using audiobooks and books developed by DementiaAbility, Canada.

Other achievements

The National Dementia Care Awards MHA Pennystone Court was the first MHA care home or scheme to win an award at the National Dementia Care Awards. The care home was awarded best dementia care home in the UK 2022.

Conferences

Hsu. H M, Baron C, & Moore D, (2020) Exploring the difference between music therapy and meaningful music for people with dementia. 15th UK dementia Congress.

Hsu. H M, Baron C, & Moore D, (2021) Examining the Importance of Music Therapy for People Living with Dementia during the Covid-19 Pandemic. The Dementia Care Conference.

Moore D & Pritchard I (2021) The Use of Technology to Enable People to 'Live Later Life Well'. Social Housing Strategy Forum.

Moore D & de Dreuille AS (2021) Implementing User Friendly Technology to Maintain Relationships during the COVID-19 Pandemic. Mental Health Services Conference.

Moore D (2021) Tackling Loneliness and Social Isolation in Care Homes. The Care Home Conference.

Moore D & de Dreuille AS (2022) Dementia friendly innovative way to keep families connected. 35th Global Conference of Alzheimer's Disease International.

Makoieva S & Melhuish R (2022) Leading the way through COVID: Learning from care home residents during the pandemic & Zervoudaki L (2022) The Treasure Hunt: Uncovering clues to tailor music therapy for people living with advanced dementia. 12th European Music Therapy Conference.

Gooch F & Moore D (2021) Rebuilding and restoring relationships through technology. The Care Show.



Marcina Sowe, David Moore, Jane Elezzi and Lisa Robins at the National Dementia Awards.

Williams S & C Wilson (2022) When the going gets tough music therapists get going. The 16th National Dementia Congress.

Moore D & de Dreuille AS (2022) Dementia friendly innovative way to keep families connected. The 16th National Dementia Congress.

Cross C & Moore D (2022) VR: The future of dementia training? The Care Show.



The media has continued to share MHAs work including:

Light up my Life campaign, Sky news - click [here](#).

Robotic pets, I newspaper - click [here](#) and the Mirror newspaper - click [here](#).

HUGs, ITV news- click [here](#) and BBC news - click [here](#).

Research

MHA were part of The DemECH project with the University of Worcester, funded by the NIHR school for Social Care Research. The findings demonstrate how people living with dementia can live well in Extra Care Housing.

How can you help?

Use the space below to consider what you can do to help implement the objectives described in our new dementia strategy.

Think about how you are going to work with residents, members, their families and MHA colleagues to achieve the strategy within your MHA care home or scheme.



Good quality dementia care really does matter and ensuring that we provide this is essential to the wellbeing of our residents, members and their families and friends. It can be the difference between someone living a fulfilling life or simply existing. One in six of us over the age of sixty five will live with dementia, we have an obligation to all, to ensure that dementia care remains a focus and a priority.

Rachael Starkey, MHA Quality Improvement Manager





