



Building a Better Health Service  
CARE COMPASSION TRUST LEARNING



# Feedback Report on the Bunclody Dementia Friendly Training

September 2019



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## Background & Purpose of the Initiative

60% of people with dementia live happily within the community and with collective community efforts; they should and will continue to do so.

The purpose of this project was to set in train a programme of awareness to assist the retail trade in Bunclody how to better understand and work kindly with people with dementia.

It was our plan to engage with the retail trade in an effort to support Bunclody to become dementia friendly. We worked in partnership with the community, to increase awareness and change in attitude and behaviour towards people with dementia.

We aimed to increase empathy, skills and confidence gained from the training to help the retail trade, respond positively and supportively to people with dementia, in all day to day interactions.

Two training sessions were held on the 14<sup>th</sup> September in Bunclody Day Centre. A total of 31 representatives from businesses in Bunclody and 2 local councilors attended.

The training covered aimed to assist frontline staff in businesses who may encounter people living with Dementia and/or their carers and families. The training aims is to reduce the fear and stigma in society that is attached to dementia. It hopes to improve understanding dementia and improve communication to support people with dementia in the Bunclody community.

The course was delivered by Mr. Fergus Timmons on behalf of the Alzheimer's Society of Ireland.

A standardised questionnaire was used in order to get feedback for both training sessions. The responses received to the questionnaire are contained within this report.

The training was well received and it is our vision to roll out this training to other parts of Wexford County.

Ann Marie Hayes PHN Enniscorthy  
Brenda Fahy PHN Bunclody  
Brian Toomey Wexford LCDC



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## Letter from HSE Head of Health and Wellbeing to Businesses

The following letter of invitation was issued to **xx** business in Bunclody by Derval Howley, Head of Health and Wellbeing, South East Community Healthcare (HSE).

14th August 2019

Dear Sir/Madame

We are working in partnership with our HSE Public Health Nursing colleagues, with Wexford County Council and their Local Community Development Committee representative, Mr. Brian Toomey, to develop Bunclody Town as a Dementia Friendly Community.

The vision of dementia friendly communities is that people with dementia and their families are respected as independent citizens and are connected, as much as they wish, as part of inclusive communities.

In order to achieve this we are working with local services and businesses to make the community a dynamic and inclusive place for people with dementia, their carers, families and friends to live and work in.

A first step for us in supporting Bunclody Town to become Dementia Friendly is the provision of funding for Fergus Timmons, the Training Manager from the Alzheimer Society of Ireland to provide 2 free training sessions for the business community in Bunclody.

These sessions are free of charge and supported by the HSE.

The training will reduce the fear and stigma in society that is attached to dementia. It will also improve understanding of dementia and provide those that attend with advice on how we can improve our communication to support people with dementia and their families in the Bunclody community.

The training will take place in the:

**Bunclody Day Care Centre on  
Wednesday 11th Sept 2019.**



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**There are 2 session times to choose from:**

-  Session 1 is from 10am to 12pm.
-  Session 2 is from 2pm to 4pm.

We would be delighted to offer you a place on the training if you are available to attend. To book a place on either session, please Call/Text Tel:

We appreciate your support in making Bunclody Town an inclusive community and look forward to meeting you on the day.

Kind regards,

---

Derval Howley (PhD)  
Head of Health & Wellbeing  
HSE, South East Community Healthcare

## Overview of Participant Breakdown

A total of 33 business people from Bunclody participated in the two training sessions. 18 participated in the morning session and 15 in the afternoon session.

The following box provides an overview of the number of participants from businesses in Bunclody at the training sessions.

These were made up of representatives from the following businesses and organisations.

In addition, the HSE's South East Head of Health and Wellbeing, the LCDC's PPN representative and secretary of Bunclody Active Retired, the Assistant Director of Public Health Nursing, Public Health Nurse/Dementia Champion were in attendance to support the day.

Of the 38 attendees on the day – 10 were male and 28 were female.

<b>Representative Organisations that Participated in Bunclody's Dementia Friendly Training</b>	
<b>Garda</b>	<b>1</b>
<b>Fire Brigade</b>	<b>1</b>
<b>Medical Centre</b>	<b>2</b>
<b>Daycare</b>	<b>2</b>
<b>Emergency response</b>	<b>2</b>
<b>Older Peoples Council</b>	<b>1</b>
<b>Age Alliance</b>	<b>1</b>
<b>Local Councillors</b>	<b>2</b>
<b>Accountants</b>	<b>2</b>
<b>Solicitor</b>	<b>1</b>
<b>Estate Agent</b>	<b>1</b>
<b>Super Market</b>	<b>2</b>
<b>Petrol Station</b>	<b>1</b>
<b>Credit Union</b>	<b>2</b>
<b>Pharmacy</b>	<b>4</b>
<b>Agri Store</b>	<b>2</b>
<b>Bank Outlet</b>	<b>1</b>
<b>Foot Clinic</b>	<b>1</b>
<b>Men's Sheds</b>	<b>1</b>
<b>Creative Centre</b>	<b>1</b>
<b>Hair Salon</b>	<b>2</b>

## Standardised Questionnaire

A Standardised Questionnaire was used to gather feedback on the Dementia: Understand Together and Community Activation Session held on the 14<sup>th</sup> September 2019 in Bunclody.

It is set out below.

Criteria	Yes	No	Comments
1. Have you seen/heard any advertising about dementia recently?	<input type="checkbox"/>	<input type="checkbox"/>	
2. Where did you see/hear it?	<input type="checkbox"/>	<input type="checkbox"/>	
3. Had you heard of Dementia: Understand Together before today?	<input type="checkbox"/>	<input type="checkbox"/>	
4. Do you know someone with dementia in your community?	<input type="checkbox"/>	<input type="checkbox"/>	
5. Was today's presentation helpful in terms of a better understanding of dementia?	<input type="checkbox"/>	<input type="checkbox"/>	
6. Was it helpful in encouraging you to take an action in your community / organisation?	<input type="checkbox"/>	<input type="checkbox"/>	
If yes, which of the actions do you think you would take	<input type="checkbox"/>	<input type="checkbox"/>	
- Learn more about dementia			
- Share what you know			
- See the person, not the dementia (be more empathetic to people with dementia)			
- Stay in touch with the person			
- Ask how you can help			
- Challenge negative stereotypes and attitudes around dementia			
- Support person to keep hobbies and interests			
- Make your space and service easy to use			
If no, would you share with us why not?	<input type="checkbox"/>	<input type="checkbox"/>	

### Are you interested in becoming a community champion?

If so, would you be happy to share your contact details with us, so that we can provide you with more information?

Name:

Email:

Phone:

**Thank you very much for your feedback. We greatly appreciate your time.**

## Feedback from Participants

31 of the 33 participants completed the survey. The following is an overview of the feedback from participants to the standardised survey.

### **1: Knowledge of the National Dementia Campaign**

Of the 31 respondents, 74% had seen/heard of the National Dementia Campaign. Of these, the majority had seen it advertised on the television.

### **2: Knowledge of the Dementia Understand Together Campaign**

Of the 31 respondents, 48% were familiar with Dementia Understand Together.

### **3. Knowledge of someone with Dementia in their community.**

Of the 31 respondents, 94% knew someone living with Dementia in their community.

### **4. Helpfulness of the Bunclody Dementia Training Session**

All 100% of respondents reported that they found the Dementia Training session was helpful in providing them with a better understanding of Dementia.

### **5. Helpfulness in encouraging participants to take action in their community and/or Organisation**

All 100% of participants found the training session was helpful in encouraging them to take action in their community/organisation.

## **Actions which Participants Plan to take following the training.**

The following are the responses in relation to the actions that participants would take to support Bunclody as a Dementia Friendly Town.

65% plan to learn more about dementia

68% will share what they have learnt

61% feel they will see the person, not the dementia (be more empathetic to people with dementia)

61% plan to stay in touch with the person

71% will ask how they can help

58% plan to challenge negative stereotypes and attitudes around dementia

61% will support person to keep hobbies and interests

58% plan to make their space and service easy to use

## Testimonials from our Training Day

The feedback sheet allowed space for additional comments or suggestions.

The following quotes reflect these.

**"Very Informative"**

Staff Emergency Response

**"It presented useful scenarios  
and was very helpful in better  
understanding of Dementia"**

Local Councillor

**"As a young person it's so important to learn  
about dementia. We are the future generation  
and dementia is on the increase."**

Staff Sam Macauley Pharmacy

**"A much better understanding  
and it would be helpful to discuss  
Dementia across Men's Sheds in  
Wexford."**

PPN Secretariat & Men's Sheds

**"Excellent"**

Participant

**"Very  
Interesting"**

Staff St Mary's Day  
Care

**"Try to understand the patient with the illness,  
challenge negative attitudes around dementia and  
share what you know."**

Participant

## Suggestions for Improvements

A number of suggestions were made as to how we could improve on the training provided.

These were as follows:

"I felt that there could have been more emphasis on scenarios in the workplace although the first part was extremely good content and interesting".

"I think it would be a good idea for to hold an after 6.00pm Session for business as it would be more suitable especially for small firms who could not release staff during working hours."

## Next Steps

We are delighted at the level of engagement and participation from businesses in Bunclody and with the very positive feedback to the Phase 1 of our Plan to support Bunclody to become an Age Friendly town.

We welcome the feedback on how to enhance the training through a greater focus on scenario's in the workplace and will bring this suggestion back to the trainer so that adaptations can be made for future course.

As suggested we will plan a Phase 2 and host an evening event for services that were unable to make the daytime sessions and for members of the wider community in Bunclody to attend.

We also aim to provide training to both the Education Training Board (VEC) and FCJ Secondary Schools in Bunclody.

We would like to thank the HSE Health and Wellbeing and Public Health Nursing, Wexford LCDC and in particular the business community in Bunclody for their support and look forward to working with you all to continue to make Bunclody a great place to live, work, play and grow old in.



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## Appendix 1: Media Statement

6th September, 2019

### **Bunclody working towards being “Dementia Friendly Community”**

Work is under way to have Bunclody in Co. Wexford known as a “Dementia Friendly Community”.

HSE/South East Community Healthcare’s Public Health Nursing Department is working closely with Wexford County Council’s Local Community Development Committee and the Alzheimer Society of Ireland on a project that will see a range of initiatives in place to help improve awareness of those with dementia and their carers.

An Open Training Day for representatives of local business will take place in the Bunclody Day Care Centre on Wednesday 11th September next. The training is funded by the HSE and free of charge for participants.

Fergus Timmons (Training Manager, Alzheimer Society of Ireland) will provide two sessions, one from 10am to 12pm and another from 2pm to 4pm on the day. Fergus advises that the Open Training Day is seen as a first step in supporting Bunclody to become “Dementia Friendly” and will seek to reduce the fear and stigma society may attach to dementia. It is also designed to improve staff’s understanding and provide advice on how business can improve its communication to support people with dementia and their families in the locality.

Setting the context for the Open Day, South East Community Healthcare’s Head of Service for Health and Wellbeing Derval Howley said:

“Figures show that there are over 50,000 people living with Dementia in Ireland today and that number is expected to increase significantly over the next 20 years. Indeed, medical research is telling us that up to 4,000 people a year in Ireland develop some form of dementia. Dementia is progressive and there is currently no cure. Dementia is not simply a health issue but a social issue that requires a community response. According to research, a majority of people with dementia (63%) live at home in the community.”

Speaking ahead of the event, Public Health Nurse Ann Marie Hayes said:

“Over 180,000 people in Ireland are currently or have been carers for a family member or partner with dementia with many more providing support and care in other ways. South East Community Healthcare (SECH) looks forward to supporting Bunclody and this forthcoming Open Training Day will be a good start.”

Wexford County Council’s Local Community Development Committee representative Brian Toomey added:

“The vision of Dementia Friendly communities is that people with dementia and their families are respected as independent citizens and are connected, as much as they wish, as part of inclusive communities. We are pleased to be working with SECH public health nurses and representatives of the Alzheimer Society of Ireland and in order to achieve Dementia Friendly Community status, we are working with local services and businesses in Bunclody



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to make our community a dynamic and inclusive place for people with dementia, their carers, families and friends to live and work in. We would hope to set Bunclody as an example for and to other communities in this respect.”

(Ends)