





CARE COMPASSION TRUST LEARNING



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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 Wednesday 11<sup>th</sup> September in Bunclody Day Care 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 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 organised by Fergus Timmons and delivered by Mr. Tim O Sullivan 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 64 businesses 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: Xxxxx

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>Overview of the 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 11<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 <ul style="list-style-type: none"> <li>- Learn more about dementia</li> <li>- Share what you know</li> <li>- See the person, not the dementia (be more empathetic to people with dementia)</li> <li>- Stay in touch with the person</li> <li>- Ask how you can help</li> <li>- Challenge negative stereotypes and attitudes around dementia</li> <li>- Support person to keep hobbies and interests</li> <li>- Make your space and service easy to use</li> </ul>	<input type="checkbox"/>	<input type="checkbox"/>	
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.

### **Table: Feedback from 33 Participants on Dementia Training for the Business Community in Bunclody**

#### **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.

### Table: Actions which Participants on Dementia Training for the Business Community in Bunclody feel they will take to support people living with Dementia

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."

## Planning for Next Steps

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

We welcomed the feedback on how to enhance the training through a greater focus on scenarios in the workplace and brought this suggestion back to the trainer so that adaptations can be made for future courses.

Enthused by the above, we planned Phase 2 and hosted 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 aimed to provide training to both the Education Training Board (VEC) and FCJ Secondary Schools in Bunclody. The following section provides an outline and feedback on same.



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## Public Dementia Awareness Evening Event

On Thursday 21<sup>st</sup> November, 2019, we hosted a free public information evening in Bunclody Pastoral Centre. At this event there was a focus on the family and carers of people living with dementia.

The evening was MC'd by Mr Brian Toomey and focused on the delivery of three presentations and a questions and answers/discussion section.

The presentations were as follows:

1. Ms Jackie O'Toole RPN, MSc presented on "Supporting Bunclody to become Dementia Friendly" and Dementia: What it means to Carers & Families
2. Ms Barbara Murphy, General Manager, Older Persons Services HSE South East presented on "Fair Deal". Fair Deal is the name of a government scheme for providing financial support for those who need long term home care. Residents pay a contribution to the costs of the nursing home care and the state will pay the balance.
3. Councillor Lisa McDonald from McDonald Solicitors Wexford presented on the "Powers of Attorney: New laws and what they mean to you".

In addition to the above, Public Health Nurses, Brenda Fahy and Anne Marie Hayes, and Occupational Therapists, Emer Finn and Carol Devereux provided an information leaflet table and were available for questions from attendees on the night.

## Feedback from the Public Event

28 people attended the evening session, of which 19 people filled out the evaluation form.

The following table provides an overview of their responses:

**Table: Feedback from 19 Participants on the Public Dementia Information Evening in Bunclody**

### 1: Knowledge of the National Dementia Campaign

Of the 19 respondents, 89% had seen/heard of the National Dementia Campaign.

The following is an overview of where they had seen or heard the advert.

16% said TV  
37% said social media  
10% said in the Bank of Ireland  
23% said in the papers  
14% said in the Doctors notice board.

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

Of the 19 respondents, 64% were familiar with Dementia Understand Together.

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

Of the 19 respondents, 100% 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 84% of participants found the training session was helpful in encouraging them to take action in their community and/or organisation.

## Evaluation of Bunclody Secondary Schools Dementia Awareness Sessions

As part of the Bunclody Dementia Friendly Community Awareness Campaign, we planned to roll out further Dementia Awareness training to the Transitional Year Students in the two Secondary Schools in Bunclody.

Transitional Year students were prioritised as part of their transitional programme they had established visits to the day care and residential older persons services in Bunclody. In addition, given the national statistics, we know many have a family member or know a person living in their community with dementia.

The two Secondary schools in Bunclody were officially invited by Derval Howley HSE Head of Health & Wellbeing to avail of dementia education session. Both schools took up on this offer and supported us to set up the educational sessions.

An experienced presenter was selected to deliver the school based educational sessions. She had developed specific tailored presentation appropriate to the school setting and transitional year students.

The first school session was held on the 13<sup>th</sup> November 2019 in the FCJ Secondary School in Bunclody.

120 transitional year students in the FCJ secondary school were facilitated to attend the training in two sessions of 60 students each. The school supported the delivery of these sessions with supervision provided by two teachers.

The evaluation sheets were slightly adapted for schools. 106 Transitional Year students responded to the evaluation questionnaire.

### 1: Knowledge of the National Dementia Campaign

Of the 106 respondents, 31% had seen/heard of the National Dementia Campaign.

The following are the arenas where they had seen or heard the advert.

- √ On TV and social media
- √ From parents
- √ Poster for Alzheimer's awareness month at school
- √ Dementia awareness course they attended once their grandmother got dementia.
- √ Parents work in healthcare.

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

Of the 106 respondents, 39% were familiar with Dementia Understand Together.

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

Of the 106 respondents, 52% 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**

89% of participants found the training session was helpful in encouraging them to take action in their community.

The FCJ Secondary School's feedback from the young people in transitional year in relation to how, following this training, they could support someone in their community with dementia included the following:



The second school session was held on the 28<sup>th</sup> November, 2019 in the Vocational Educational Centre (VEC), Bunclody.

Similar, to the first school; the VEC in Bunclody supported the delivery of the session with two teachers present.

A total of 50 students attended in the VEC, Bunclody<sup>1</sup>.

The following table presents an overview of the feedback from the VEC in Bunclody.

**Table: Feedback from 39 Respondents on Dementia Training for the VEC in Bunclody**

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

Of the 39 respondents, 36% had seen/heard of the National Dementia Campaign.

The following are the arenas where they had seen or heard the advert.

- √ In School,
- √ From a family friend
- √ On TV

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

Of the 39 respondents, 51% were familiar with Dementia Understand Together.

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

Of the 39 respondents, 33% knew someone living with Dementia in their community.

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

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

<sup>1</sup> Note: 8 students had to leave 20 mins early as they needed to play a match for the school.

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

69% of the 39 respondents found the training session was helpful in encouraging them to take action in their community. One felt that they already knew most of what was presented.

The VEC's feedback from the young people in transitional year in relation to how, following this training, they could support someone in their community with dementia included the following:

I will be nice and friendly

I will go to visit the Day Centre

I will talk with people more

I will volunteer in the Nursing Home

I could visit someone with Dementia in the community

I will be more patient and understanding with the Dementia person

I will try to communicate better

I would be able to identify someone with dementia and would know how to react

## Communications

We were supported by the Fiachra O'Ceilleachair, HSE Communications Officer with South East Community Healthcare.

Fiachra supported us to develop press releases for the Business Community Training and the evening Public Event. It was picked up by the Enniscorthy Guardian who produced the following news piece.



September 28 2019

Representatives from local businesses attended a special event in Bunclody recently aimed at training people in the area of dementia.

An open training day was held specifically with a view to Bunclody becoming a 'dementia friendly' town.

The workshop was presented in two sessions by the Alzheimer Society of Ireland's training manager, Fergus Timmons.

He said the overall aim of making Bunclody 'dementia friendly' was to reduce the fear and stigma that society may still attach to the illness.



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The workshops were also held to improve local businesses staff members' understanding of how businesses can improve their communication to support people with dementia and also support their families throughout the local community.

The workshops were organised by the HSE/South East Community Healthcare's Public Health Nursing Department in collaboration with the local community development committee (LCDC) of Wexford County Council and the Alzheimer Society of Ireland.

In addition to the workshop day the overall project will see a range of initiatives in place to help improve awareness of those with dementia and their carers.

The training day in Bunclody took place in the local day care centre and was free-of-charge for participants.

According to Mr Timmons the event was 'a first step' in supporting the town in its efforts to become dementia friendly.

Commenting on the event South East Community Healthcare's Head of Service for Health and Wellbeing, Derval Howley said 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.

'Dementia is not simply a health issue but a social issue that requires a community response,' said Ms Howley.

The LCDC County Council's Local Community Development Committee representative, Brian Toomey, said the vision is that people with dementia and their families are respected as independent citizens and are connected

Enniscorthy Guardian

The press release and poster also went to the Wexford Public Participation Network and Wexford's Age Friendly Alliance who both published it on their web pages.

Below show the pick up from the PPN postings on the 4<sup>th</sup> November, 2019 which reached 5,892 people

**Post Details**

**County Wexford PPN**  
 Published by Annette Dupuy (P) · 4 November ·

Are Dementia, Powers of Attorney, and Fair Deal topics of interest to you? Then you may be interested in this upcoming Public Meeting happening in Bunclody on Thursday 21st November.

The event looks like a strong line up with both HSE and legal expertise presenting on the night. Check out the poster for details of speakers and share to those who may be interested.

HSE Ireland Healthy Ireland Carlow Public Participation Network - PPN...  
 See more

**Performance for your post**

**5,892** People Reached

**89** Likes, Comments & Shares

<b>34</b> Likes	<b>9</b> On Post	<b>25</b> On Shares
<b>16</b> Comments	<b>7</b> On Post	<b>9</b> On Shares
<b>39</b> Shares	<b>38</b> On Post	<b>1</b> On Shares

**357** Post Clicks

<b>125</b> Photo views	<b>0</b> Link clicks	<b>232</b> Other Clicks
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**NEGATIVE FEEDBACK**

<b>0</b> Hide post	<b>0</b> Hide all posts
<b>0</b> Report as spam	<b>0</b> Unlike Page

Reported stats may be delayed from what appears on posts

The PPN's follow up reminder post on the 14<sup>th</sup> November reached over 400 people.

The HSE's communication officer also supported Ann Marie Hayes to give 2 radio interviews highlighting the work of the group and the successes to date. The first was on the 11<sup>th</sup> September with Beat FM. The interview was relayed across several of the station's news broadcasts throughout the day.

The second radio interview was with South East Radio Alan Corcoran Fri 13<sup>th</sup> Dec 2019 10.30am.

**Post Details** ✕

**County Wexford PPN**

Published by Annette Dupuy · 14 November ·

⋮

A reminder about this event happening in Bunclody next week. Well done to Wexford PPN representative , Brian Toomey, who has been one of the driving forces for this initiative.

The public information meeting takes place in Bunclody on Thursday 21st November.

#Dementia #Community #Information #PublicMeeting #PPNInforming



WEXFORDTODAY.COM

**Make Bunclody a 'Dementia Friendly Community' |**

WexfordToday.com

**Performance for your post**

**418** People Reached

**70** Reactions, comments & shares

<b>60</b> Like	<b>6</b> On post	<b>54</b> On shares
<b>2</b> Love	<b>0</b> On post	<b>2</b> On shares
<b>1</b> Comments	<b>1</b> On Post	<b>0</b> On Shares
<b>7</b> Shares	<b>7</b> On Post	<b>0</b> On Shares

**13** Post Clicks

<b>0</b> Photo views	<b>7</b> Link clicks	<b>6</b> Other Clicks
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**NEGATIVE FEEDBACK**

<b>0</b> Hide post	<b>0</b> Hide all posts
<b>0</b> Report as spam	<b>0</b> Unlike Page

Reported stats may be delayed from what appears on posts

A second article was printed in relation to the evening event<sup>2</sup>.

It is available at:

<https://www.independent.ie/regionals/enniscorthyguardian/news/information-event-to-make-bunclody-dementia-friendly-38704420.html>

<sup>2</sup> Note: an error was made within this article mixing up Mr Barbara Murphy, Regional General Manager for Older Persons with a local councillor also of the name Barbara Murphy

## Showcasing

This initiative was selected by Wexford's Age Friendly and Older Persons Council to be showcased at the South East Regional Positive Ageing Seminar on the 27<sup>th</sup> November 2019, in the Newpark Hotel, Kilkenny.

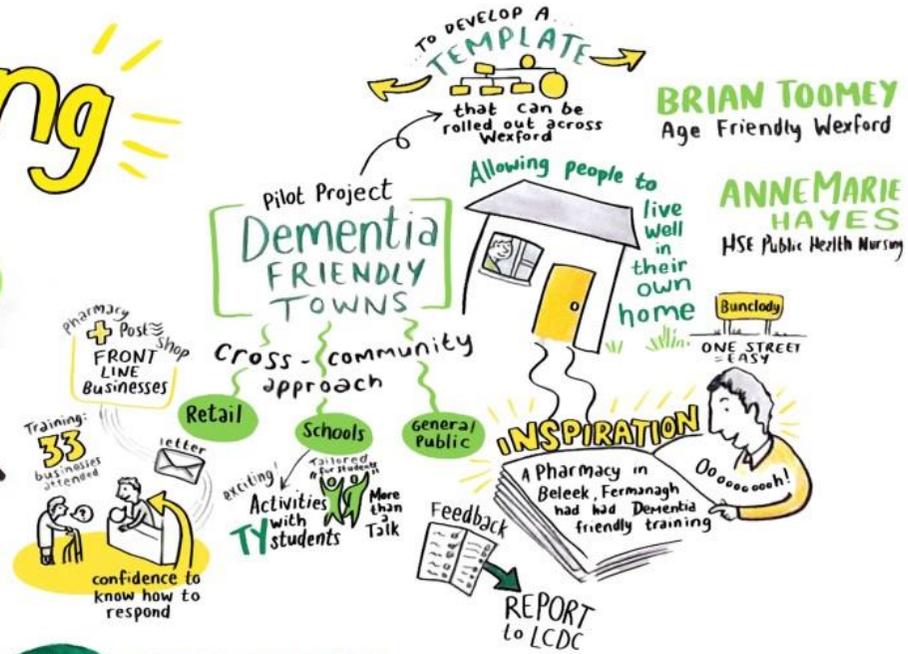
Mr Brian Toomey and Ann Marie Hayes presented on the day and they were joined by Mr John Coleman, a Public Health nurse from Waterford who is also a Dementia Champion. The feedback from the attendees on the day was extremely positive and is set out below.

### *Feedback on the Age Friendly Wexford - Dementia Training for Businesses Presentation*

- ✚ Great idea in getting businesses involved - this type of training is so necessary
- ✚ Very interesting
- ✚ Super
- ✚ Brilliant
- ✚ Cooperation and collaboration – very clear around what happened and who was involved – good about the learning eg. evenings – namely the variety of agencies
- ✚ Excellent x 4
- ✚ Very useful information
- ✚ Very good
- ✚ Great idea and could be used for other issues
- ✚ Thought provoking
- ✚ Would love to see this rolled out in Tramore as part of the development of town plan
- ✚ Informative/insightful
- ✚ Food for thought and model could be applied in all areas
- ✚ Great model of other counties to follow
- ✚ Very informative
- ✚ Great overall
- ✚ Very good, a little rushed
- ✚ Interesting, very good
- ✚ Excellent idea!
- ✚ Well done in a short time, May to Nov.
- ✚ Great
- ✚ Ok
- ✚ The Bunclody initiative was really interesting. A cross community approach is a good idea (transition year student)

Hazel Hurley, a graphic harvester captured the essence of the event and the image from the Dementia presentation is shown over the page.

# Positive Ageing



## Acknowledgements

None of this would have been possible without the input and support of the following people and organisations.

- ✚ LCDC, PPN Representative, Brian Toomey
- ✚ HSE, Public Health Nursing, Ann Marie Hayes, Enniscorthy Public Health Nurse &
- ✚ Brenda Fahy, Bunclody Public Health Nurse and their managers,
- ✚ Mary B Finn Gilbride, Director of Nursing
- ✚ Eilish Whelan, Ast. Director of Public Health Nursing, Wexford
- ✚ HSE Health and Wellbeing, Derval Howley/Catriona Renwick
- ✚ HSE Communications Officer, Mr Fiachra O'Ceilleachair
- ✚ HSE Older Persons Services, Ms Barbara Murphy, General Manager
- ✚ Brendan Daly –Principle FCJ Bunclody
- ✚ J. Murphy –Principle VEC Bunclody
- ✚ Fergus Timmons External Learning & Development Manager
- ✚ Tim O'Sullivan, Trainer Alzheimer's Society of Ireland
- ✚ Jackie O'Toole, Dementia Trainer
- ✚ Lisa Mc Donald, Chair LCDC and Solicitor
- ✚ Greg Donaghy—Sound Supply
- ✚ Jonathon King--Men's Sheds
- ✚ Bunclody Pastoral Centre
- ✚ Sugar & Spice, for the catering at the public event

... and anyone else that we might have forgotten.

We would like to also thank the business community, secondary school pupils and those living in the community in Bunclody for their support and engagement in their initiatives and we 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



CARE COMPASSION TRUST LEARNING



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)

## FREE PUBLIC INFORMATION EVENING

THIS IS ONE MEETING YOU CANNOT AFFORD TO MISS.

*ALL THE FACTS THAT YOU WANTED TO HEAR BUT WERE AFRAID TO ASK.*

**Bunclody Parish Hall**

**Church of the Most Holy Trinity**

**Thursday 21 November**

**7.00pm sharp.**

Refreshments served from 6.30pm.

**Supporting Bunclody to become  
Dementia Friendly**

**Dementia: What it means to Carers &  
Families**

**Jackie O'Toole RPN, MSc**

**Powers of Attorney**

**New laws and what they mean to you.**

**Lisa McDonald**

**McDonald Solicitors Wexford**

**Fair Deal**

Fair Deal is the name of a government scheme for providing financial support for those who need long term home care. Residents pay a contribution to the costs of the nursing home care and the state will pay the balance.

**Barbara Murphy, General Manager,  
Older Persons Services HSE South East**