

CASE STUDY

DEMENTIA FRIENDLY NETHERTON

A collaborative approach to improving dementia awareness, diagnosis and support



What if better dementia support started with listening to the community?

In Netherton, organisations worked together to improve dementia awareness, diagnosis and support by combining local data with community insight.

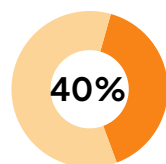


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Supporting Local Communities

THE CHALLENGE



of adults estimated to have dementia in South Sefton remain undiagnosed

Community insight from 142 residents also highlighted gaps in knowledge and confidence:

- 51% were unaware that dementia risk can be reduced through lifestyle changes
- Many people were reluctant to seek help because they worried about "wasting the GP's time"
- A third did not prioritise their own health
- Residents wanted clearer information about the whole dementia journey

THE APPROACH

Using the ReCITE approach, partners combined clinical data, community insight and storytelling to understand local barriers and co-design a response.

Data + insight + partnership



A strong partnership brought together primary care, specialist services, public health and VCFSE organisations



The partnership created a hyper-local Dementia Journey Map, helping people understand where to find information, advice and support at every stage.

THE IMPACT SO FAR

142 residents shared their experiences and helped shape the response

3,600 households reached through the local maildrop

10 community roadshow events delivered across Netherton

1 hyper-local Dementia Journey Map created to guide people through the dementia journey

GP practices, community venues, local businesses and specialist services engaged across the project.

NEXT STEPS

Measuring the impact on memory appointments, referrals, diagnosis rates and community confidence.



THE DEMENTIA JOURNEY



Prevention

Lifestyle, social connection and early conversations



Early signs

Understanding symptoms and when to seek help



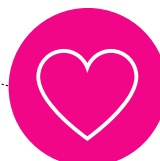
Diagnosis

Clear info about assessment and referral



Supporting well

Practical advice and community connection



Living well

Support to maintain quality of life



Your story matters

Reduces stigma and encourages conversations



Dementia monologue

A resource for later stage understanding



www.vsnw.org.uk



Voluntary Sector North West

