NEWS RELEASE

dementia exhibition helps to raise awareness

An exhibition was held in the main foyer at Hinchingbrooke hospital to help raise awareness on dementia. The stand was visited by over 100 staff and members of the public, many of whom were surprised to learn that 1 in 3 people of the age of 65 will die with a form of dementia.

The exhibition was run by Cambridgeshire and Peterborough NHS Foundation Trust (CPFT), together with members of the local Alzheimer’s Society staff and volunteer team.

Donna Pooley, dementia specialist from CPFT, who led the exhibition said; “the exhibition was a real success, it was great to see so many people interested in finding out about dementia. There are currently over 750,000 people living with dementia in the UK, a figure that is expected to double over the next 30 years. It is really important that people know the facts so that they can support people they know who live with the condition.”

The term ‘dementia’ describes a set of symptoms which include loss of memory, mood changes, and problems with communication and reasoning. These symptoms occur when the brain is damaged by certain diseases, including Alzheimer’s disease and damage caused by a series of small strokes. Research amongst carers nationally shows that 54% of people with dementia experience deterioration in their condition, such as increased confusion or reduced independence, whilst in hospitals in the UK. This is felt partly to be due to lack of awareness amongst staff about the additional considerations that such patients require.

Anyone concerned that they are or someone they know might be experiencing memory problems should contact their GP. Alzheimer’s Society provides a National Dementia Helpline. The number is 0845 300 0336, or visit alzheimers.org.uk. The local office providing support for people living with Alzheimer’s and their carers can be contacted on 01733 893853.
NOTES FOR EDITORS

Alzheimer’s Society
- Alzheimer’s Society research shows that 750,000 people in the UK have a form of dementia; more than half have Alzheimer’s disease. In just 15 years a million people will be living with dementia.
- Alzheimer’s Society champions the rights of people living with dementia and the millions of people who care for them.
- Alzheimer’s Society works in England, Wales and Northern Ireland.
- Alzheimer’s Society needs to raise money to help people live well with dementia today and for research to find a cure for tomorrow.
  You can donate now by calling 0845 306 0898 or visiting alzheimers.org.uk.

CPFT
The Cambridgeshire and Peterborough NHS Foundation Trust (CPFT) provides mental health and specialist learning disability services to the 755,000 residents of Cambridgeshire and Peterborough, and across the country to users of our specialist services. It is also working in a number of other areas in primary mental health services. It has an annual income of more than £150 million and we employ 2,500 people across 75 sites in Cambridge, Huntingdon, Peterborough and Fenland in rewarding careers ranging from research and education to innovative patient care. We provide services to children, adolescents, adults, older people, and specialist services including forensic and learning disability.

CPFT is delivering ground breaking work through its recovery and social inclusion programme. Over 60 peer workers were trained and employed during 2010. This is the country’s largest and most ambitious approach to developing a peer delivered recovery focussed approach to patient care. CPFT has been selected by the Centre for Mental Health as a demonstration site for its work in Recovery.

CPFT is very closely linked with the University of Cambridge in three prestigious partnerships:
1. CPFT is one of three leading NHS Trusts and the University of Cambridge that comprise Cambridge University Health Partners (CUHP). CUHP is a strategic partnership aiming to improve patient care, patient outcomes and population health through innovation and the integration of service delivery, health research and clinical education.

2. In 2008 CPFT was selected for a prestigious Collaboration for Leadership in Applied Health Research and Care (CLAHRC), a collaboration between CPFT, the University of Cambridge including the Judge Institute, University Department of Engineering and NHS Cambridgeshire and NHS Peterborough. The project is focussed on the mental health needs of adolescents, adults with acquired brain injury and learning disabilities and research into dementia in older people.

3. The DH has funded a set of new bodies, called Health Innovation and Education Clusters (HIECs), that combine the expertise of industry, health and education, to promote innovation in the NHS. CPFT, as a member of the CUHP has been awarded a HIEC which will initially focus upon improving the management of long-term conditions including mental health and improving care at the end of life.

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