

CORE BUSINESS

Our primary aim is to provide innovative services and support to address the challenges faced by people with dementia, their families and carers in South Africa, focussing mainly in under developed areas. These include the provision of:

- **SUPPORT SERVICES**
 - <Support groups;
 - <Family counselling;
 - <Telephonic counselling
 - <Use of technology as a support service

- **CAPACITY DEVELOPMENT THROUGH TRAINING, EDUCATION AND SKILLS ENHANCEMENT**
 - < Public Education;
 - <Awareness & Educational Talks
 - <Formal Training;
 - <Professional Sector Education;
 - <Facilitator training.

- **AWARENESS**
 - <Information material & library resource.
 - <Public awareness events/campaigns: World Alzheimer's day; older persons week.

- **ADVOCACY DEVELOPMENT**
 - <The development and strengthening of adequate legislation and delivery of rights of those affected by dementia

- **PARTNERSHIP DEVELOPMENT NETWORKS**
 - <Forming local and international networks and building partnerships geared to resourcefully address the needs of people with dementia, their families and carers

- **UNIQUE MEDIC ALERT/SAFE RETURN BRACELET**
 - <A unique and exclusive partnership that ensure that carers of people with dementia and people with dementia have identification bracelets which can assist in the unfortunate event of them becoming injured, disorientated or lost. This is available exclusively to Dementia SA only.

CORE BUSINESS DEFINED

SUPPORT SERVICES:

Support Groups: Meets monthly. Support offered currently targets three categories namely: **support groups** (currently 21) **for families and carers** of persons suffering from dementia; **professional networking groups** for professionals working in the field of memory care and dementia; and **facilities** offering dementia care.

Family Counselling: is offered face-to-face at the head office in Cape Town or as a home visit. This service provides personal access to a counsellor for support, guidance and information.

Telephonic Counselling (including emailed and written requests for help & advice): is offered in the form of a help line service, giving immediate access to a counsellor to provide support, guidance and information.

CAPACITY DEVELOPMENT THROUGH TRAINING, EDUCATION AND SKILLS ENHANCEMENT:

Public Education: Adult education lecture series on 'Active aging': takes the form of monthly adult education talks held at office training centre in Cape Town on various topics affecting older persons delivered by volunteer experts in relative fields of expertise. This happens on two levels, one suitable for the general public and one for professionals

Awareness & Educational Talks and distribution of information: Takes the form of oral presentations on the signs, symptoms, and reasons for and care of people with dementia at a number of different venues and organisations. These include retirement organisations, Rotary, Church groups, Corporations with retired persons clubs. Regular radio interviews are conducted with local community radio stations such as: Bush radio, CCFM and Voice of the Cape. At least four presentations/interviews are done per month.

Formal Training: Provides a well-developed course in dementia care based on global standards and adapted to the South African socio-economic conditions. This course: "Introduction to Dementia" is offered in partnership with a UK based organisation who specialise in accredited dementia care training. This training takes place at the central training centre and targets mostly carers working in the field of dementia.

Professional Sector Education: Takes the form of a Medico Legal Symposium that aims to develop and strengthen the knowledge needed to serve the older persons sector more effectively amongst relevant professionals working in the field. Material is CPD point accredited and presented by selected professionals. Frequency of symposium is dependant on sponsorship.

Facilitator training: Essential skills upgrade training is provided annually to all counsellors. support

AWARENESS:

Information material and Library resource: Various public education information aimed at increasing the understanding and early detection and intervention of dementia is collated and produced. Examples are: Advice and information booklet (primarily used by support group facilitators); booklet series and information packs (translated into as many indigenous SA languages as funding permits); newsletters (1 per quarter).

Public awareness events/campaigns: Organising awareness activities in partnership with other organisations around important dates commemorating the issues of the elderly, e.g. World Alzheimer's

ADVOCACY DEVELOPMENT:

The development and strengthening of adequate legislation and delivery of rights of those affected by dementia: this is the only organization advocating for the rights and dignity of those affected by dementia. **The Government:** Dementia SA has made considerable impact in ensuring the inclusion and recognition of dementia in relevant legislation such as the Older Persons Act of 2006 in partnership with the Human Rights Commission. Currently assisting with the implementation phase of The Older Persons Act, developing appropriate procedures and regulations. Selected by the Human Rights Commission to present submission to their Public Hearings on Access to Healthcare in SA **The Corporations:** Targeting large companies to adjust their social responsibility strategies to accommodate the needs of older people and dementia sufferers. **The Medical Aid industry:** Approaching Medical Aid schemes to recognize dementia as an illness and provide financial cover for associated costs such as medication, and other specific items (such as adult diapers) that relate to care of dementia sufferers.

PARTNERSHIP DEVELOPMENT NETWORKS:

Forming networks and building partnerships geared to resourcefully address the needs of dementia sufferers:

Local:

The Provincial Department of Social Development: DSA has been invited to participate in their 10 - year strategy plan. DSA administers and co-ordinates a number of different programmes for the Provincial Dept of Social Services under the "Active Aging Programme", such as co-ordinating **the Provincial Older Persons Forum** –mouth-piece of the older person in the W/Cape; including the establishment of an integrated database of service providers in the W/Cape.

Medic Alert: This national partnership initiative is unique to South Africa and exclusive to Dementia SA. The initiative was formed to ensure the safety of people with dementia. The campaign is two-fold: offering a 'teal' coloured bracelet to be worn by both dementia sufferers and their carers. For those suffering from dementia, who due to their illness are vulnerable to memory loss and may wander and get lost, the bracelet provides notification of their condition, and information to ensure their safe return home. For home-based carers, who might be involved in an accident, the bracelet is notification that they are responsible for a person with dementia at home who cannot be left alone or unattended.

International:

UK Based dementia training Specialists – 'For Dementia': are appropriately accredited by the Open University Network of London, the National Health System (NHS) and the Alzheimer's Society in the UK. A DSA training team received hands-on training from the London-based trainers in 2007. The training course manual - "Introduction to Dementia" was adapted for the South African Socio-economic conditions and training commenced in 2008.

Other:

DSA consider all partnerships to be the life- blood for any community organisation. It is grateful and thankful to all its partners for their involvement and support. DSA has a diverse set of partners that straddle private, public and Government sectors. Some of their other partners include: Action on Elder Abuse (HEAL); National Older Persons Forum; Ikamva La Bantu; Geratec; CPOA; ACVV; BADISSA; Memory Clinics at: Stikland, Tygerberg, Groote Schuur Hospital; Private memory clinics; Rehoboth Age Exchange and all DSA funders.

