

April 2018

## PSNC Briefing 021/18: Quality Payments 2018/19 – How to become a Dementia Friend

This PSNC Briefing provides an overview of how to achieve the Dementia Friends criterion of the Quality Payments Scheme.

The Quality Payments Scheme, that forms part of the interim arrangements for the Community Pharmacy Contractual Framework in 2018/19, includes a workforce criterion:

*‘On the day of the review, 80% of all pharmacy staff working in patient facing roles are trained ‘Dementia Friends’.’*

There is only one review for the Quality Payments Scheme, which falls on Friday 29th June 2018. At the review point, meeting this criterion is worth 10 points, therefore £320-£640 can be claimed in June 2018 for achieving this criterion.

### What is Dementia Friends?

The Dementia Friends [initiative](#) was launched by the Alzheimer’s Society in November 2012 as part of the Prime Minister’s Challenge on Dementia. It was jointly funded by the Department of Health and the Cabinet Office with the initial aim of creating one million Dementia Friends by 2015. This target has been met and there are now over 1.8 million Dementia Friends; a new target has therefore been set to create four million Dementia Friends by 2020.

The initiative was launched to tackle the stigma and lack of understanding that meant many people with the condition experience loneliness and social exclusion. It was recognised that there was a need to create more communities and businesses that are dementia friendly so that people affected by dementia feel understood and included.

People who decide to become a Dementia Friend will learn about dementia and how to support people with the condition. It is hoped that they will turn their understanding into practical action to help people with dementia feel understood and included in their community, such as wearing their Dementia Friends badge or being more patient when talking to people with dementia.

### How to achieve this quality criterion

There are various routes by which people can become a Dementia Friend and step by step instructions for each route are outlined below.

Many pharmacy staff including locums, may already have become Dementia Friends. There is no need to become a Dementia Friend again through the ‘organisation route’ for this quality criterion.

It is advisable that contractors seeking to achieve this criterion should aim to ensure that all staff who work in roles where they deal with patients (e.g. pharmacists, pharmacy technicians, dispensary staff, counter assistants and delivery drivers) become Dementia Friends. The requirement for this quality criterion is that at least 80% of pharmacy staff in patient facing roles are Dementia Friends on the day of the review; this includes locums, so contractors should encourage temporary staff, such as locum pharmacists, to become Dementia Friends.

PSNC has created a record sheet which contractors can choose to use to keep a record of their staff members and temporary staff, such as locums, that have become Dementia Friends. The record sheet is available at [psnc.org.uk/dementiafriends](http://psnc.org.uk/dementiafriends) and in Appendix 1.

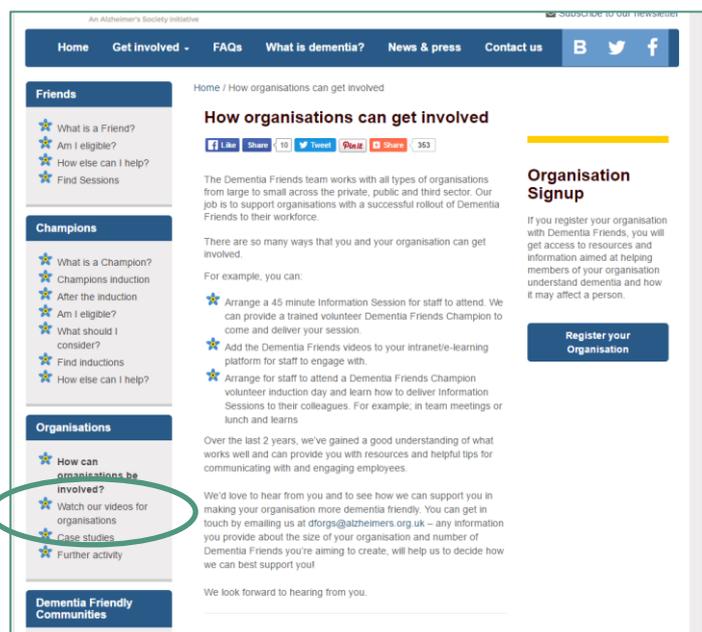
## For organisations: Steps to becoming a Dementia Friend

**Step 1:** First, register your pharmacy on the Dementia Friends website ([www.dementiafriends.org.uk](http://www.dementiafriends.org.uk)) by clicking 'get your organisation involved' or by using this link [www.dementiafriends.org.uk/register-partner-admin](http://www.dementiafriends.org.uk/register-partner-admin)



**Step 2:** Once you have registered, you will be sent a unique code by email within one week, which will allow you and your team access to a unique dashboard for your pharmacy. There, you can access the online Dementia Friends videos which demonstrate excellent examples of how someone in a patient facing role would help a person who maybe living with dementia. The below page can be accessed by clicking on 'Get involved' and then 'Organisations' on the Dementia Friends homepage ([www.dementiafriends.org.uk](http://www.dementiafriends.org.uk)) or it can also be accessed at <https://tinyurl.com/ybf65v8n>.

Once you have your unique code, you can click [here](#) to access the videos



**Step 3:** To access the videos, click on '[Watch our videos for organisations](#)' and enter:

- your unique code (this code can be shared so team members can watch the videos at different times);

- the number of people who are going to watch the videos; and
- the postcode of where you are watching the videos.

**Step 4:** Pharmacy team members should watch the introductory video and at least one other video.

**Step 5:** Once all pharmacy team members have watched the videos, email [programmepartnerships@alzheimers.org.uk](mailto:programmepartnerships@alzheimers.org.uk) with the exact number of people in the pharmacy who have become Dementia Friends along with the pharmacy address, so they can all be sent a Dementia Friends badge and action card. Please be aware that NHS England and Alzheimer's Society will determine how badges and actions cards are to be distributed to pharmacies following the June 2018 declaration period and that badges will not be sent immediately.

Once pharmacy team members have become Dementia Friends and have received their action card and badge, Alzheimer's Society would like to know how pharmacy teams are going to turn their understanding of dementia into a practical action (please note: this is not a requirement for the quality criterion). There is no requirement to commit to doing something time-consuming and examples of Dementia Friends actions could include pharmacy team members wearing their badges and signing up to the Alzheimer's Society's campaigns. Alzheimer's Society ask that team members fill in their action cards upon receipt and send these back to them (postage is paid for).

Contractors will not be sent any certificates/letters for staff who become Dementia Friends through this route. We therefore suggest pharmacy team members also complete the record sheet that PSNC has created to keep a record of staff members and temporary staff, such as locums, that have become Dementia Friends. A copy of the email sent to [programmepartnerships@alzheimers.org.uk](mailto:programmepartnerships@alzheimers.org.uk) should be retained to show to NHS England, if required. The record sheet is available at [psnc.org.uk/dementiafriends](http://psnc.org.uk/dementiafriends) and in Appendix 1.

Dementia Friends has produced an FAQ document to assist pharmacy team members with any issues, which can be found at [psnc.org.uk/dementiafriends](http://psnc.org.uk/dementiafriends)

### For individuals: Steps to becoming a Dementia Friend

Individuals (such as locums) who have not yet become a Dementia Friend, can register as a Dementia Friend through the organisation route.

To register through the 'organisation route' individuals can:

- while working in a pharmacy who have already registered on the Dementia Friends website, ask to use their unique code, and then follow 'For organisations: steps to becoming a Dementia Friend' on page 2-3 of this briefing (excluding step 1); or
- register as an organisation (follow the process on pages 2-3 of this briefing by using your name and the words 'Pharmacy Locum', e.g. 'Jane Smith Pharmacy Locum').

The alternative route is that your LPC or your local CPPE Regional Tutor may be planning on holding a face-to-face Dementia Friends Information Sessions, so consider making contact with either of these organisations if you would like to attend a face-to-face session.

### Further resources

- Alzheimer's Society – [Dementia Friendly Retail Guide](#)
- Alzheimer's Society – [Dementia Friendly communities](#)

If you have queries on this PSNC Briefing or you require more information please contact [Zainab Al-Kharsan, Service Development Pharmacist](#).