

TERMS OF REFERENCE

The overarching aims of the Newcastle Gateshead Dementia Action Alliance (NG DAA) are to:

- Strive to make sure that everyone in the City Region who is living with dementia is understood, respected and supported
- enable people to continue to enjoy living and contributing to their own community; as well as possible, for as long as possible
- support the wider community to understand dementia, inspiring and enable people to contribute to creating dementia friendly communities

OBJECTIVES

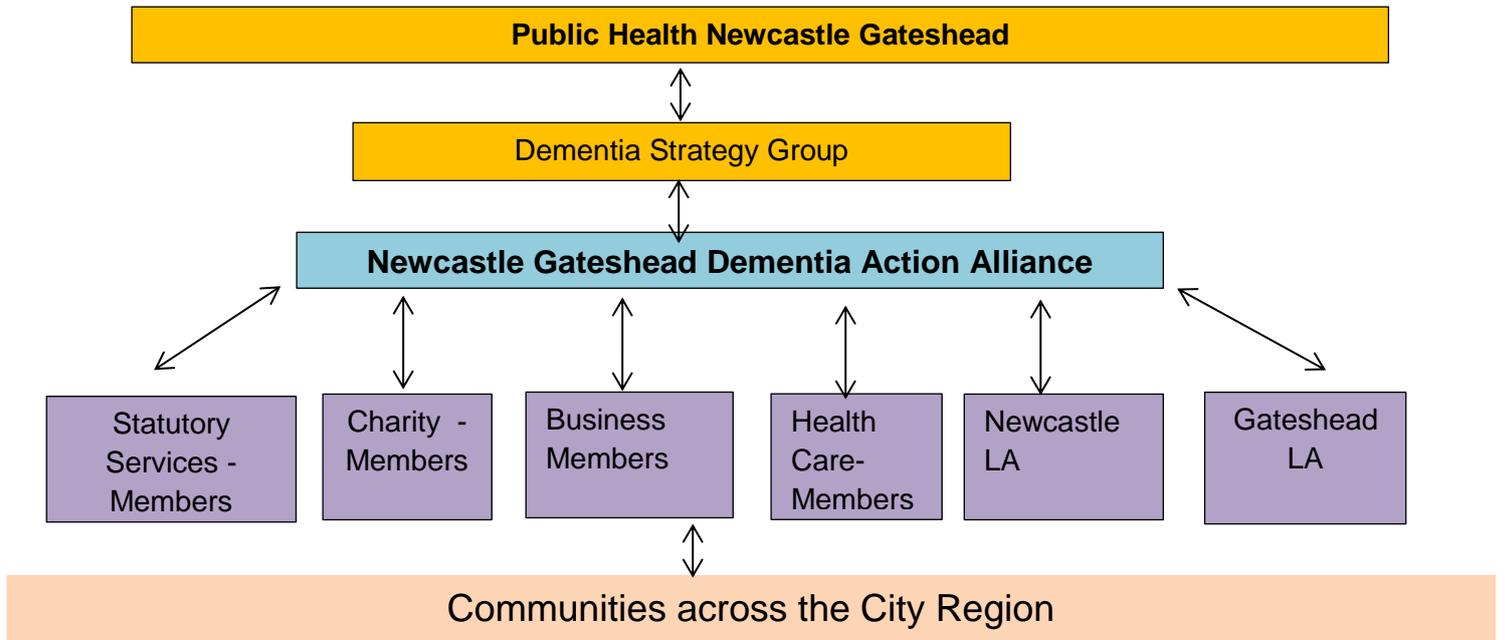
- 1) NGDAA Steering Group to:
 - a. direct the registration of the Newcastle Gateshead DAA and the necessary requirements
 - b. establish plan for longer term sustainability
 - c. report quarterly progress to the Newcastle Gateshead Councils joint Public Health
- 2) To increase peoples' knowledge and understanding of dementia, including a focus on recognising how dementia may present and the Public Health approach to reducing dementia risk factors
- 3) To increase the number of community buildings that are dementia friendly
- 4) To establish and maintain effective support through information sharing networks
- 5) To ensure that the voices of people living with dementia, their carers and families are heard.
- 6) To encourage membership from businesses, organisations, community groups and individuals across the city region ensuring that the Newcastle Gateshead DAA is representative of the city regions diversity

An annual event will be organised so that existing members of the Newcastle Gateshead Dementia Action Alliance can network with each other, so that the steering group can update on finances, strategy and action plan, and as a way of encouraging new membership and wider discussions.

The NG DAA shall not be used as a platform for self-promotion, political promotion or marketing of a business or service.

MEMBERS OF THE NEWCASTLE GATESHEAD DEMENTIA ACTION ALLIANCE (NG DAA):

- (a) Agree to take responsibility for, and deliver their own actions to help improve lives of people living with dementia, their carers and families.
- (b) Support the development of the Newcastle Gateshead DAA by committing to the regular attendance of relevant meetings and completion of agreed actions
- (c) Increase public awareness & understanding of dementia through their involvement in the NG DAA
- (d) Network, share information and ideas, and support joint learning amongst members of the NG DAA
- (e) Support and contribute to the development of the dementia needs assessment for City Region which will identify the strategic priorities for the next 3-5 years.
- (f) Work towards creating Dementia Friendly Communities across Newcastle Gateshead



MEETINGS

- The NG DAA Steering Group will meet formally quarterly, but may require ad hoc meetings to ensure progress:
 - Review development of ng DAA's, identified activities and progress
 - Agree the report for Dementia Strategy , including finance, risks and issues
- Steering Group Membership will consist of representation from the following organisations, recognising that this will evolve as the Newcastle Gateshead DAA becomes established:
 - Newcastle & Gateshead Council Joint public Health
 - Newcastle & Gateshead's Council Adult Social Care.
 - Health Watch Newcastle
 - Health Watch Gateshead.
 - Alzheimer's Society
 - Police, Crime Commissioners Office
 - Northumbria Police
 - Silver Line Memories
 - Diocese of Durham & Northumbria
 - Connected Voice (VCSA)
 - Age UK Gateshead (incorporating Newcastle Service Area)
 - Gateshead Collage
 - Northumbria University