



Achieving a  
***dementia friendly***  
New Zealand

*Alzheimers NZ*

**Strategy**


2015 - 2025

## *Alzheimers NZ* **VISION**

*Guiding us for the longer term*



**Towards a world without dementia**  
*Kia mate wareware te ao*



**Making life better for all people  
affected by dementia**  
*Kia piki te ora mo nga tangata mate  
porewarewa<sup>1</sup>*

## *Alzheimers NZ* **MISSION**

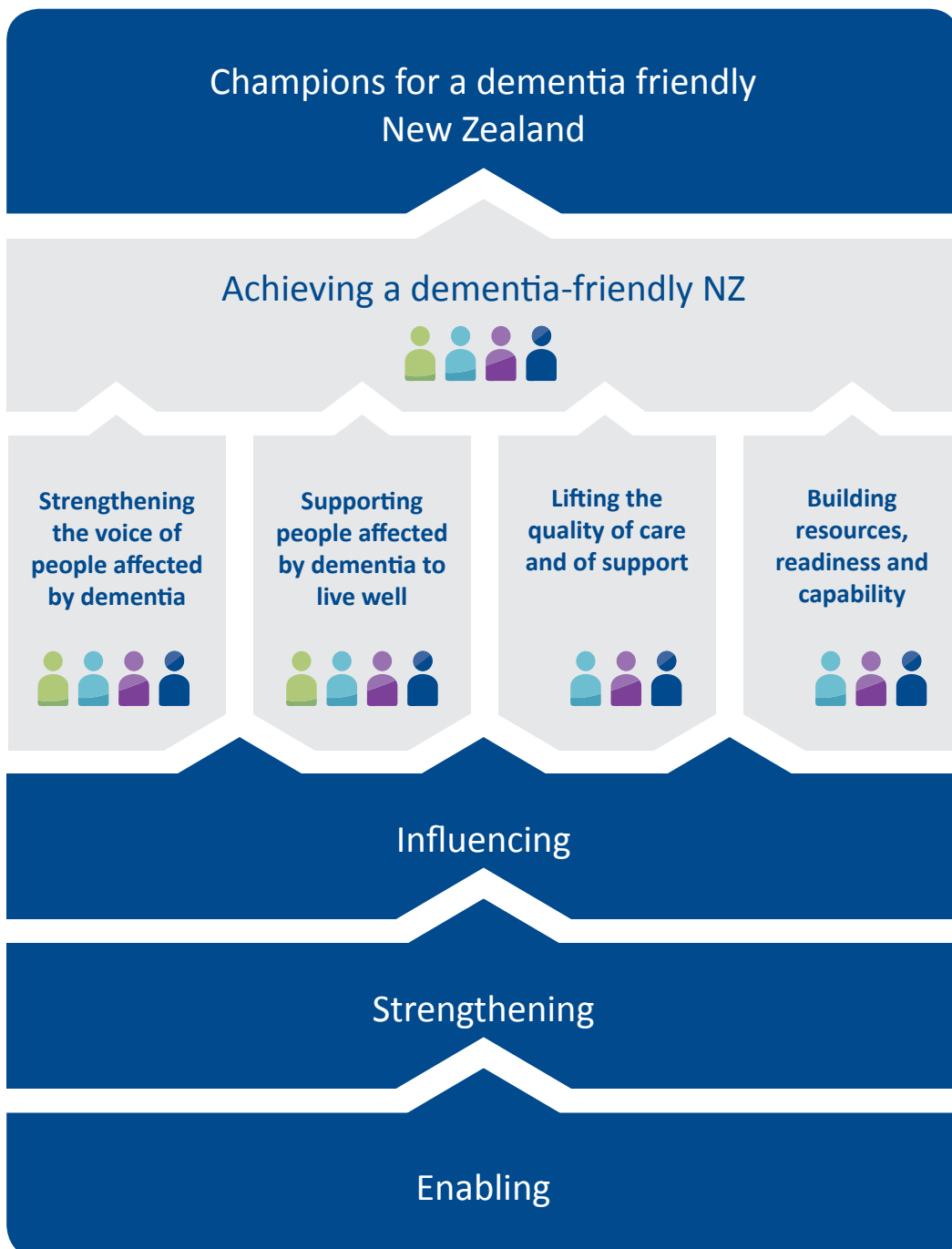
*Guiding our specific activities*

<sup>1</sup> - Mission to be reviewed in 2015

# Our Strategy

Our strategy over the next ten years is to implement *Dementia: A Strategic Framework* and work towards a world without dementia by focusing our efforts on and be champions for achieving a dementia friendly NZ (the first goal in *Dementia: A Strategic Framework*).

 **General Public**    **Health community**    **Dementia Community**    **Alzheimers NZ**  
*People affected by dementia*



### A **dementia friendly NZ** is one in which:

- people with dementia have a strong voice and are empowered to have high aspirations and feel confident, knowing they can contribute and participate in activities that are meaningful to them;  
*(Dementia: A Strategic Framework, Goal 4, strategy 1)*
- people with dementia and their family/whanau are living well and safely, and are receiving the information, care, support and services they need;  
*(Dementia: A Strategic Framework, Goal 4)*
- the sector (the dementia community and the wider health and social services community) is strong, viable and sustainable, has the resources and capability to respond to the needs of people living with dementia, and has sufficient funding to meet the growing need and to deliver consistently high quality services throughout the country;  
*(Dementia: A Strategic Framework, Goal 5, strategies 2 and 4)*
- the sector is working collaboratively within an integrated and cohesive model of care that achieves an optimal balance between community and residential care and support, and between the perspective of those living with dementia and that of the health professionals providing the care and support.  
*(Dementia: A Strategic Framework, Goal 5, strategies 1 and 4)*

We will achieve this strategy and do more and better for people affected by dementia by:

- **Influencing** decision-makers to inspire and shape external change and lift the quality of care and support
- **Strengthening** the Alzheimers NZ federation so it is **successful** in working together to a common purpose and supporting one another; and
- **Enabling** Alzheimers NZ to be successful in completing our transformation from surviving to thriving – focusing on internal strength, capability and sustainability

# Influencing - external stakeholders

Our Strategy is to use **influencing** strategies and approaches to inspire and shape external change:

- **National Awareness** (*About Dementia*) – to lift awareness and understanding of dementia within NZ so people affected by dementia can have a strong voice and live safely and well;
- **Advocacy and Research** – to influence improvements in the type, level and quality of care and support;
- **Information Resources** – to provide consistent and up to date information to people affected by dementia and those providing services and support; and
- **Partnerships and collaboration** – to strengthen our relationships and support an integrated and cohesive model of consistently high quality care and support.

We operate within and influence a large and diverse context:

- our local focus is on working with our Members and within the Alzheimers NZ federation [so we are all working together to do more and better for people affected by dementia.];
- we also work at a national level:
  - o as a member of the wider dementia community [to promote an integrated and cohesive model of care and support, and consistently high quality services];
  - o as a member of the wider health and social services system [for coordination and integration of services, awareness and information]; and
  - o within the wider NZ community, with the general public [for awareness raising]; and
- we work as a member of the global dementia community [contributing to and drawing from that international context]

*General public/  
community*

*Wider health  
and social services*

*Dementia  
community*

*Alzheimers NZ  
federation*



*International  
Community*

*People  
affected  
by dementia*

# Strengthening to achieve a successful Alzheimers NZ federation

The Alzheimers NZ federation brings together 22 organisations – Alzheimers NZ and 21 diverse Members. The primary focus for Alzheimers organisations is currently a (small) portion only of people in New Zealand who are living with dementia – people with dementia and their care partners.

Our collective challenge for **achieving a dementia friendly NZ**, is to work together within and across the federation, building on our differences as we strive to do be a successful Alzheimers federation in which we are all working together to a common purpose: to do more and better for people affected by dementia in our many New Zealand communities:



To be a successful Alzheimers NZ federation, our focus is on **strengthening** the federation to establish and maintain an environment in which all members of the federation:

1. Achieve consistently high quality in the services provided by Members of the Alzheimers NZ federation
2. Develop a clear and shared sense of what being a Member of the federation means – with vibrant relationships focused on our collective success
3. Grow resources and capability for all parts of the federation to support and enable consistently high quality services and a unified federation

# **Enabling** - a thriving Alzheimers NZ

To achieve this Strategy, Alzheimers NZ will complete its transformation from surviving to thriving using enabling strategies for internal strength, capability and sustainability:

- **Revenue** – to provide a sustainable funding platform to support and enable our services and activities;
- **Capability and capacity** – to provide a credible and sustainable platform of skills and expertise, in particular through the position of Clinical Advisor, Advisory Groups and Advisors, building on Alzheimers NZ's biennial Conference in 2014: The Future is Now;
- **Communications** – to support our external services, federation services and internal activities; and
- **Internal diversity** – including through employing at least one person with dementia as an internal advisor.

# Appendix 1 - The strategic context

## The impact of dementia is large, and is growing

Numbers are growing, – and the financial, social and economic impact, already large, is also growing (Dementia Economic Impact Report 2012)  
Family and friends are also affected – two out of every three New Zealanders know or have known someone with dementia and for two thirds of those the person is a family member (Benchmark Study 2014)



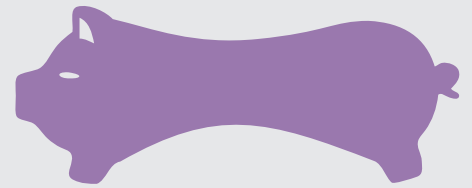
## Family/whanau are under pressure



The current arrangements mean that care partners often struggle financially and face complex and repeated hurdles  
And support for people affected by dementia relies on voluntary work – largely provided by family/whanau, with support from community organisations and other providers

## The system is stretched and funding is insufficient to meet the growing need

Many services are stretched now – even before we start to see a large increase in volumes  
The current model of care is unsustainable in the medium-longer term – greater investment is needed to create an integrated and cohesive model of care in which investment in community and home-based support, information and education services is better balanced with residential care for people with dementia  
Services are fragmented and inconsistent, and are neither broad enough in range nor sufficiently tailored to meet the growing need



## The sector is vulnerable



Community organisations rely on annual grant funding and ‘sausage sizzles’ – simply to deliver essential services – making it difficult for them to plan for growth or change  
In the paid workforce, salary and training issues continue - paid caregivers are paid around the minimum wage, receive limited training, experience low job satisfaction and there is a high turnover of staff in the sector.

## As a consequence...

### many people with dementia are not being supported

Only around half of the people with dementia will have a diagnosis (World Alzheimer Report 2011). It is likely many of those undiagnosed are not getting the help and support they need, it is also likely that some people who are diagnosed with dementia are not getting the help and support they need  
Many people with dementia, in particular those who are frail and elderly, are also living with other health conditions – their needs are complex and often unmet



### we need to lift the quality of care and support

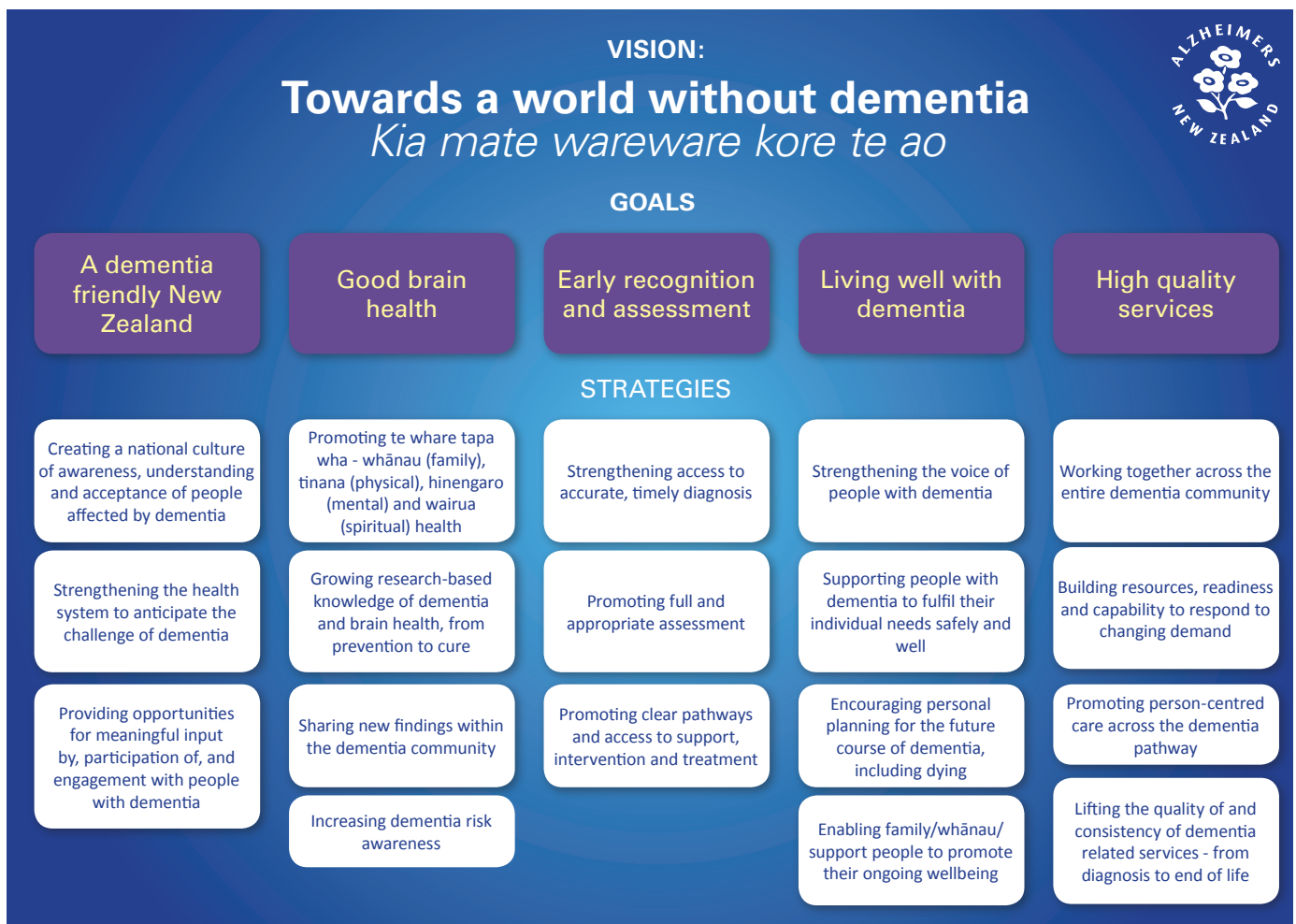


Services are inconsistent and of variable quality – across the wider dementia community and within the federation of Alzheimers NZ organisations  
Services in some areas are underdeveloped, for instance, in our rural communities and for community and home-based support services



# Appendix 2 - *Dementia: A Strategic Framework*

*Dementia: A Strategic Framework* sets the context for a New Zealand response to the global dementia challenge and provides a mechanism for any organisation or individual working within the sector to apply it to their situation or area of focus.



To respond effectively to the challenge that dementia presents, all organisations within the wider dementia and health and services communities need to work together, collectively. Alzheimers NZ will continue to encourage the other players in the wider dementia and health and services communities to work within this Strategic Framework in order to build a stronger common language and direction – only when our respective contributions are reinforcing each other and therefore able to be taken together do we have the opportunity to achieve a world without dementia.

In response to the strategic context within which we operate this strategy focuses on achieving a dementia friendly New Zealand (Goal 1)

**STRATEGY**

*by 2015*

*by 2018*

*by 2025*

*Achieving a dementia friendly  
New Zealand*

*Strengthening the voice of people  
affected by dementia*

*Building resources, readiness  
and capability*

*Lifting the quality of care  
and support*

*Influencing external stakeholders*

*Strengthening - to achieve a  
successful Alzheimers NZ federation*

*Enabling - a thriving Alzheimers NZ  
federation*