

MEDIA RELEASE Issued Wednesday 27th April 2011

Dementia UK to bring Admiral Nurses to Norfolk

Dementia UK is a national charity striving to improve the lives of people affected by dementia. The charity is pioneering a specialist nursing approach to provide support for family carers and people with dementia to live well in the community and cope effectively with the difficulties that a diagnosis of dementia can cause.

Admiral Nurses are mental health nurses who specialise in dementia and have skills and knowledge to impart to family carers. The aim is to enable families to understand the impact of dementia, manage everyday life in the best way possible, be supported with decisions as the condition progresses and plan for the future in a positive way.



Dementia is caused by neurological impairment in the brain, characterised by a degenerative process, brought about by one, or a combination, of conditions, such as Alzheimer's disease, vascular dementia, Pick's disease and Dementia with Lewy bodies. Dementia is associated with older age, affecting one in 14 people over the age of 65 years, and one in six people over the age of 80 years. Around 750,000 people in the UK currently have a form of dementia and this figure is expected to rise to over one million by the year 2025.

There are only 85 Admiral Nurses in the UK at the present time, and none in Norfolk. Dementia UK works in partnership with the NHS to provide this vital service for family carers. The charity plans to bring Admiral Nurses to Norfolk in the coming months and is grateful to local supporters for raising money for the charity to enable this to happen.

Emma Hewat (pictured) will be leading this programme of development on behalf of Dementia UK. Emma will be working with NHS commissioners and providers in the county to build up the case for implementing Admiral Nursing services, and will engage with local supporters, family carers and voluntary organisations, to add strength to the case.

Ends

Emma Hewat can be contacted at the charity's main office in London on 020 7874 7200 or by email: emma.hewat@dementiauk.org

Notes to the Editor:

1. Dementia UK is the national charity that is committed to supporting families affected by dementia. It provides and supports Admiral Nurses, Admiral Nursing DIRECT, Uniting Carers – a national network of carers of people with dementia – and provides accredited and affordable training via Dementia UK Training. All initial enquiries to 020 7874 7200

www.dementiauk.org

2. The national helpline and email service Admiral Nursing DIRECT is provided by experienced and specialist Admiral Nurses and is for family and professional carers, people with dementia and those worried about their memory. Call 0845 257 9406 or email direct@dementiauk.org

Contact Faradane O’Callaghan, Communications Officer, Dementia UK on 020 7874 7203 or faradane.ocallaghan@dementiauk.org