Strategic Plan

2014 - 2017
Dementia is one of the biggest global public health challenges facing our generation: over 35 million people worldwide live with dementia and this number is expected to double by 2050 and more than triple by 2090.\(^*\)

Currently over 800,000 people in the UK are living with dementia, by 2021 there will be over 1 million and by 2051 it is estimated there will be 1.7 million people living with dementia.\(^**\) The current cost of dementia to the UK economy is £23 billion and this sum could be considerably higher if the contribution by family carers, worth approximately £8 billion, is factored into the national cost.

For each of these people who are living with dementia there are also family members affected by the diagnosis and who may have difficulty coming to terms with this and all it entails.

Dementia UK offers specialist one-to-one support to and expert advice to people living with dementia through Admiral Nurses. Admiral Nurses work collaboratively with families, helping them cope with the fear, uncertainty and difficult everyday reality of dementia. Admiral Nurses are at the forefront of dementia care and all have significant experience of working with people with dementia before becoming an Admiral Nurse.

Working in partnership with the NHS, care homes, local authorities and other organisations, Dementia UK promotes and develops Admiral Nursing.

We believe passionately that everyone who needs the support of an Admiral Nurse should get one.

Why Admiral Nursing?

Admiral Nurses were named by the family of Joseph Levy CBE BEM, who founded the charity. Joseph had vascular dementia and was known affectionately as “Admiral Joe” because of his love of sailing.

Admiral Nursing Direct

Dementia UK also runs a national helpline and email service, Admiral Nursing Direct. It’s staffed by highly experienced Admiral Nurses and is for family and professional carers, people with dementia and those worried about their memory.

In 2015 Dementia UK is celebrating 25 years of Admiral Nursing.

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Our mission statements

Through Admiral Nurses we will:

- Empower those living with and affected by dementia to receive the best available care that is tailored to meet their needs.
- Become the beacon of excellence by providing unrivalled guidance, responsive solutions and innovative thinking to address the challenge of high quality dementia care.
- Influence national policy to ensure that everyone living with dementia has equal and fair access to Admiral Nursing.
- Lead the way in innovative and high quality research and development into the best possible dementia care.

“\[It was because of her actions I realised that if I wanted to be an effective carer, which I want to be, I’ve got to acknowledge that I have needs and I’ve got to do something about it and I’ve got to ask for help.\]

“We had a good input towards my wife’s care from Social Services but by far the most help and advice came from our local Admiral Nurse to whom we owe an immense debt of gratitude.”

* (World Alzheimer Report 2013)
** (Alzheimer’s Society 2013)
Our Values

At all times Admiral Nurses and the charity will demonstrate the following values:

- Compassion
- Professionalism
- Relationship centred care
- Ambition
- Leadership

Key strategic aims for 2014-2017

1. To increase Admiral Nurse posts to 200 nationally by 2016
2. To increase the evidence base for Admiral Nursing
3. To increase funding to support Admiral Nursing
4. To raise the profile of the charity and Admiral Nursing
5. To strengthen the charity’s infrastructure to support Admiral Nursing

“Aim 1: To increase Admiral Nurse posts to 200 nationally by 2016

The person with dementia and their families are at the heart of Admiral Nursing.

Admiral Nurses pledge to work in partnership with people affected by dementia by embracing evidence-based relationship centred care to meet people’s needs and promote dementia friendly communities.

Increasing Admiral Nurses strategically will lead to more people living with dementia and their families receiving specialist dementia support in a timely way.

Key Actions:

We will develop and action:

- new ways of working with commissioners and other funders to ensure the Admiral Nurse model is embedded throughout the UK
- a strategy and business model for Admiral Nursing
- an increase to the opening hours of Admiral Nursing Direct
- an awareness campaign for Admiral Nursing

“Everything possible should be done to keep this wonderful service in place, and I honestly feel that without it there would be considerably more carers needing care themselves.”
Aim 2: To increase the evidence base for Admiral Nursing

There is a wealth of anecdotal evidence that Admiral Nurses are valued by people affected by dementia but this feedback needs to be strengthened with robust research to develop the evidence base for Admiral Nursing.

**Key Actions:**

- foster partnerships with academic centres of excellence in dementia research and care
- develop the evidence base for Admiral Nursing Direct helpline
- publish completed research and evaluations in peer-reviewed journals
- develop an internal structure and support for Admiral Nurses to take part in research and writing for publication

"To have a good relationship with someone who understands this rare condition, and one that we can contact when we need to, really helps to support John and me."

Aim 3: To increase funding to support Admiral Nursing

We will deliver this Strategic Plan by increasing the income we generate through fundraising from trusts, commissioners, individuals, charities, not-for-profit organisations and companies.

**Key Actions:**

- develop many different methods of fundraising and will focus on increasing the level of committed monthly giving, legacies and trusts
- actively recruit volunteers to work with the charity in various roles including fundraising and communications
- improve the efficiency of our fundraising by cutting out least effective ways of fundraising and investing in those which have the most potential
- work with commissioners and fundraisers to generate money to develop Admiral Nurse posts

"I hope all the Time for a Cuppa day events bring in a fabulous amount of money for Dementia UK. I don’t know how I would have coped caring for my husband without the wonderful support I had from my Admiral Nurse"
**Aim 4: To raise the profile of the charity & Admiral Nursing**

We will raise our profile at local and national level to reach more people affected by dementia.

**Key Actions:**

We will develop and action:

- promote awareness and marketing of Admiral Nursing and the charity.
- ensure that the charity is recognised nationally as the “home of Admiral Nursing”
- be represented on influential groups where our expertise in working with families living with the effects of dementia can have a positive impact
- increase communication and brand awareness by the use of newsletters, media campaigns and events

“The Admiral nursing service is of paramount importance in helping carers to manage during an extremely difficult situation.”

**Aim 5: To strengthen the charity’s infrastructure to support Admiral Nursing**

The charity’s infrastructure needs to be “fit for purpose” to support Admiral Nursing. We will continuously improve the cost efficiency and effectiveness of everything we do to ensure we maximise the money spent on Admiral Nursing.

**Key Actions:**

We will:

- new ways of working with commissioners and other funders to ensure the Admiral Nurse model is embedded throughout the UK
- a strategy and business model for Admiral Nursing
- an increase to the opening hours of Admiral Nursing DIRECT
- an awareness campaign for Admiral Nursing

“Our nurse became a valuable focal point for information; an essential provider of access to other services to meet carers’ needs; a supremely professional and expert person giving support whenever needed; and a really empathic contact when carers faced serious difficulties.”
We need to develop Admiral Nursing Services in the following areas:

- Avon
- Buckinghamshire
- Cambridgeshire
- Channel Islands
- Cumberland
- Derbyshire
- Devon
- Dorset
- Durham
- East Yorkshire
- Hampshire
- Huntingdon and Peterborough
- Isle of Man
- Isle of Wight
- Leicestershire
- Northamptonshire
- Northern Ireland
- Nottinghamshire
- Scotland
- Wales
- Tyne and Wear

Admiral Nursing Direct

Admiral Nursing Direct is our national helpline and email service, provided by experienced Admiral Nurses for family and professional carers, people with dementia and those worried about their memory.

It gives practical advice and emotional support to anyone affected by dementia.

**New Admiral Nursing Direct opening hours**

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<th>Day</th>
<th>Hours</th>
<th>Monday</th>
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<td>09:15 - 16:45</td>
<td>Wednesday</td>
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<td>Thursday</td>
<td>09:15 - 16:45</td>
<td>Friday</td>
<td>09:15 - 16:45</td>
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</tbody>
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"I want more people coping with dementia to be as lucky as I was and have access to an Admiral Nurse, in person if possible, but at least on the phone, through the Admiral Nursing Direct helpline."

**These times were updated in April 2015**

0800 888 6678
direct@dementiauk.org
For more information

If you would like to know more about how you can help Dementia UK increase the numbers of Admiral Nurses to improve the quality of life for people living with dementia and their families please contact us on:

<table>
<thead>
<tr>
<th>Department</th>
<th>Phone Number</th>
<th>Email Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reception</td>
<td>020 7697 4160</td>
<td><a href="mailto:info@dementiauk.org">info@dementiauk.org</a></td>
</tr>
<tr>
<td>Development</td>
<td>020 7697 4184</td>
<td><a href="mailto:development@dementiauk.org">development@dementiauk.org</a></td>
</tr>
<tr>
<td>Fundraising and donations</td>
<td>020 7697 4052</td>
<td><a href="mailto:fundraising@dementiauk.org">fundraising@dementiauk.org</a></td>
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<tr>
<td>Communications</td>
<td>020 7697 4177/4165</td>
<td><a href="mailto:media@dementiauk.org">media@dementiauk.org</a></td>
</tr>
<tr>
<td>Admiral Nursing Direct</td>
<td>0845 257 9406</td>
<td><a href="mailto:direct@dementiauk.org">direct@dementiauk.org</a></td>
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