Admiral Nurses: the specialist dementia support that families need
Our Vision:
Specialist and compassionate dementia support for all families that need it.

Our Mission:
Lead and deliver high-quality expert and accessible dementia care through Admiral Nursing.

Strategic Priorities:
1. Increase Admiral Nurse coverage across the UK
2. Raise awareness and understanding of Admiral Nursing
3. Provide robust evidence for the effectiveness of Admiral Nursing

We will measure our success by:
• Increasing the number of Admiral Nurses by 50%
• Increasing the number of people contacting the Admiral Nurse Dementia Helpline by 50%
• Families receiving the support of an Admiral Nurse expressing a high level of satisfaction with the services provided
Welcome
From the Chief Executive/Chief Admiral Nurse and the Chair of Dementia UK

Dementia UK provides specialist dementia support for families through our Admiral Nurse Service.

Living with dementia can be an incredibly hard and lonely experience. So the specialist support of an Admiral Nurse is a lifeline for families caring for someone with dementia.

More and more people are being diagnosed with dementia. There are 850,000 people currently living with the condition in the UK, and this is estimated to increase to over two million by 2051.

People are generally living longer, but are not necessarily living more healthily - 1 in 6 people over the age of 80 has dementia, as well as other complex medical conditions.

We know that living with dementia is particularly challenging, yet families are facing a significant reduction in the support available to them due to changes in health and social care.

We also know that people diagnosed with dementia wish to stay at home and be as independent for as long as possible. This requires resources and support.

Plus there is an increasing requirement for relatives to take on caring alongside other responsibilities, which can lead to stress and hardship.

Dementia UK is working to respond to these challenges by helping families to live more positively with dementia. In the last three years we have doubled the number of Admiral Nurses to 200 across the UK.

We aim to do much more though. Our plan includes expanding and increasing the number of Nurses significantly during the next three years, as our longer term target is to have 800 Admiral Nurses throughout the UK.

It is our intention to increase the number of Admiral Nurses by a further 50% during the period of this strategy. This is an ambitious target given the uncertainty around future health and social care provision, but it is realistic based on our evidence and collaborative partnership working with organisations.
Our Mission

Our mission and values are central to all that we do and will be so over the next three years. We are committed to making a real difference to families living with the effects of dementia.

As a charity we are always willing to listen, learn and improve to benefit families living with the effects of dementia.

Our ambition is for an Admiral Nurse Service to be accessible to every part of the UK. We seek to secure your support and commitment on the next phase of our ambitious strategy.

Dr Hilda Hayo
Chief Executive Officer
& Chief Admiral Nurse

Professor David Croisdale-Appleby OBE
Chair of Board of Trustees
You told us...

In order to develop this strategy we have listened to families who have described their experience of living with the effects of dementia, and what services and support they need to live as well as possible with dementia.

“It is vital that Admiral Nurses should be available to all families struggling to care for loved ones living with dementia.”

Maureen, who is being supported by an Admiral Nurse to care for her husband diagnosed with dementia.

“If I had been supported by an Admiral Nurse much earlier on, it would have made so much difference to me, to Mum and to the whole family.”

Tina, who struggled to access the right care for her mother diagnosed with dementia.

We also consulted with other colleagues in health, social care, charitable organisations, Admiral Nurses, Dementia UK staff and volunteers.

Our three strategic aims have been developed from this consultation:

1. Increase Admiral Nurse coverage across the UK, so that all families that need an Admiral Nurse can get access to one.

2. Raise awareness of Admiral Nursing throughout the UK to enable the charity to further develop services and support.

3. Provide robust evidence for the effectiveness of Admiral Nursing.
Strategic Aim 1: Increase Admiral Nurse coverage across the UK, so that all families that need an Admiral Nurse can get access to one

What we know:

- Admiral Nurses are a source of specialist support to the person with a diagnosis of dementia and their families.
- People who use Admiral Nurse services tell us it makes a significant difference to their lives, and it helps keep people independent and at home for as long as possible.
- The Admiral Nursing model is cost effective, keeping people out of acute hospitals and residential or nursing care where possible; focusing on personalised, quality care.
- The demand for Admiral Nurses has never been greater.

What we will do:

- Continue to invest in growing the number of Admiral Nurses across the UK by 50%.
- Make decisions on where to invest locally by both looking at the area and the number of people with, and likely to receive a diagnosis of, dementia.
- Invest in local services, making sure that our resources are reaching as many people as possible.
- Increase the capacity of Dementia UK’s Admiral Nurse Dementia Helpline to support more people.
- Share our dementia care expertise locally with health and social care colleagues, supporting and enabling them to be more effective.

How we are going to do it:

- Engage, encourage and support decision makers of health and social care locally to develop additional Admiral Nursing services in local economies.
- Using local evidence, demographics and insight to inform our growth strategy and investment.
- Seek new opportunities, working in partnership with other organisations/voluntary sector partners to influence and develop new ways of working that are sustainable for the future.
- Continue to provide a full programme of professional and practice development for all Admiral Nurses.
Strategic Aim 2:
Raise awareness of Admiral Nursing throughout the UK to enable the charity to further develop services and support

What we know:
- Living with the effects of dementia can sometimes be very difficult for families.
- Families value the expertise, support and specialist knowledge that Admiral Nurses provide.
- We need to increase understanding and awareness of Admiral Nursing and Dementia UK.
- We need to share our evidence of the effectiveness of Admiral Nursing more widely amongst health and social care colleagues.
- An increase in awareness will help drive a rapid expansion of Admiral Nursing services and increase our support for families.

What we will do:
- Provide families with high quality information which reflects the expertise of Admiral Nurses.
- Substantially increase awareness of Admiral Nurses.
- Highlight the unique dementia expertise and experience an Admiral Nurse brings to families facing dementia and how it fits with other dementia services.
- Work closely with our supporters and other key stakeholders.

How we are going to do it:
- Devise a series of targeted marketing campaigns and initiatives to increase awareness of Admiral Nursing.
- Develop both existing fundraising activity and new initiatives, to highlight how financial support will enable us to drive the expansion of Admiral Nurse services.
- Ensure that our awareness and fundraising activity is in line with best practice, relevant legislation and national standards.
Strategic Aim 3:
Provide robust evidence for the effectiveness of Admiral Nursing

What we know:
- Admiral Nurses can make a substantial difference to families living with the effects of dementia.
- The Admiral Nurse model is transferable to a range of clinical settings e.g. community, acute care, care homes and hospices.
- We need to share the evidence of effectiveness for Admiral Nursing services widely across the UK.

What we will do:
- Continue to ensure that Admiral Nurses are supported in maintaining their expertise and knowledge.
- Evidence that Admiral Nurse services provide the specialist support that families really need.
- Actively participate in the development of national policy, guidance and plans regarding dementia.
- Explore and evaluate different models of Admiral Nursing to meet the changing health and social care environment.

How we are going to do it:
- Provide ongoing learning and development opportunities for all Admiral Nurses.
- Seek views of families living with the effects of dementia about the effectiveness of Admiral Nursing.
- Publish the evidence for Admiral Nursing, speak at national conferences and influence national policy.
- Provide evidence of the effectiveness of the model, and strategic and specialist advice and support to counties in the UK that do not currently have Admiral Nurse services.
How will we know that we have achieved our Strategy?

**Strategic Aim 1:**
- The number of Admiral Nurses in the UK will have increased by 50% between 2017-2020.
- The Admiral Nurse Dementia Helpline will have increased by 50% to meet increasing need and demand.

**Strategic Aim 2:**
- There will be an increased awareness and understanding of Dementia UK, and the support provided by Admiral Nurses, amongst families living with dementia.

**Strategic Aim 3:**
- Admiral Nursing is nationally recognised as essential in the dementia pathway.
- Families receiving the support of an Admiral Nurse will express a high level of satisfaction with the services provided.
Finally

We would like to say a big thank you to all of our donors, supporters and staff, who are vital to the work of Dementia UK. It’s been three years of significant progress because of this support, helping us to achieve our aim of having 200 Admiral Nurses so that families can stay connected to the person they love.

We will continue to listen to, and work closely with, families living with the effects of dementia and health and social care colleagues, to build and strengthen our relationships for the future.

We know that the new strategy for 2017-2020 is ambitious and will be challenging, but we are committed to increasing support to all of the families who need us.

We can only do this with continued help from our donors and supporters. Thank you in advance to everyone who is able to make this possible.

If you would like more information or wish to support the work of Dementia UK please get in touch with us:

**Information**
General information, donations:
**Telephone:** 020 7697 4160
**Email:** info@dementiauk.org

**Help and Support**
Admiral Nurse Dementia Helpline
**Telephone:** 0800 888 6678
**Email:** helpline@dementiauk.org
Your support helps us improve the quality of life for families living with the effects of dementia.

Thank you.
Dementia UK is a registered charity in England and Wales (1039404) and Scotland (SC047429).