

# Mentality : Success factors Dementia Friendly Societies

## ZonMw Memorabel project

Marjolein Thijssen MscOT, PhD candidate

Neil Chadborn PhD

Prof. dr. Maud Graff (projectleader)

Ramon Daniels PhD (projectleader)

Prof. Dr. Ria Nijhuis-van der Sanden

Wietske Kuijer PhD

Monique Lexis PhD

Rianne Jansens. Msc OT

José Peeters PhD

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# Why?

- Dementia-friendly communities can support social wellbeing for individuals with dementia and care partners
  - Development should match the geography and characteristics of local communities
  - Initiatives should meet the needs of individuals
- How can we best promote this work?

# Workpackages Mentality

WP A:

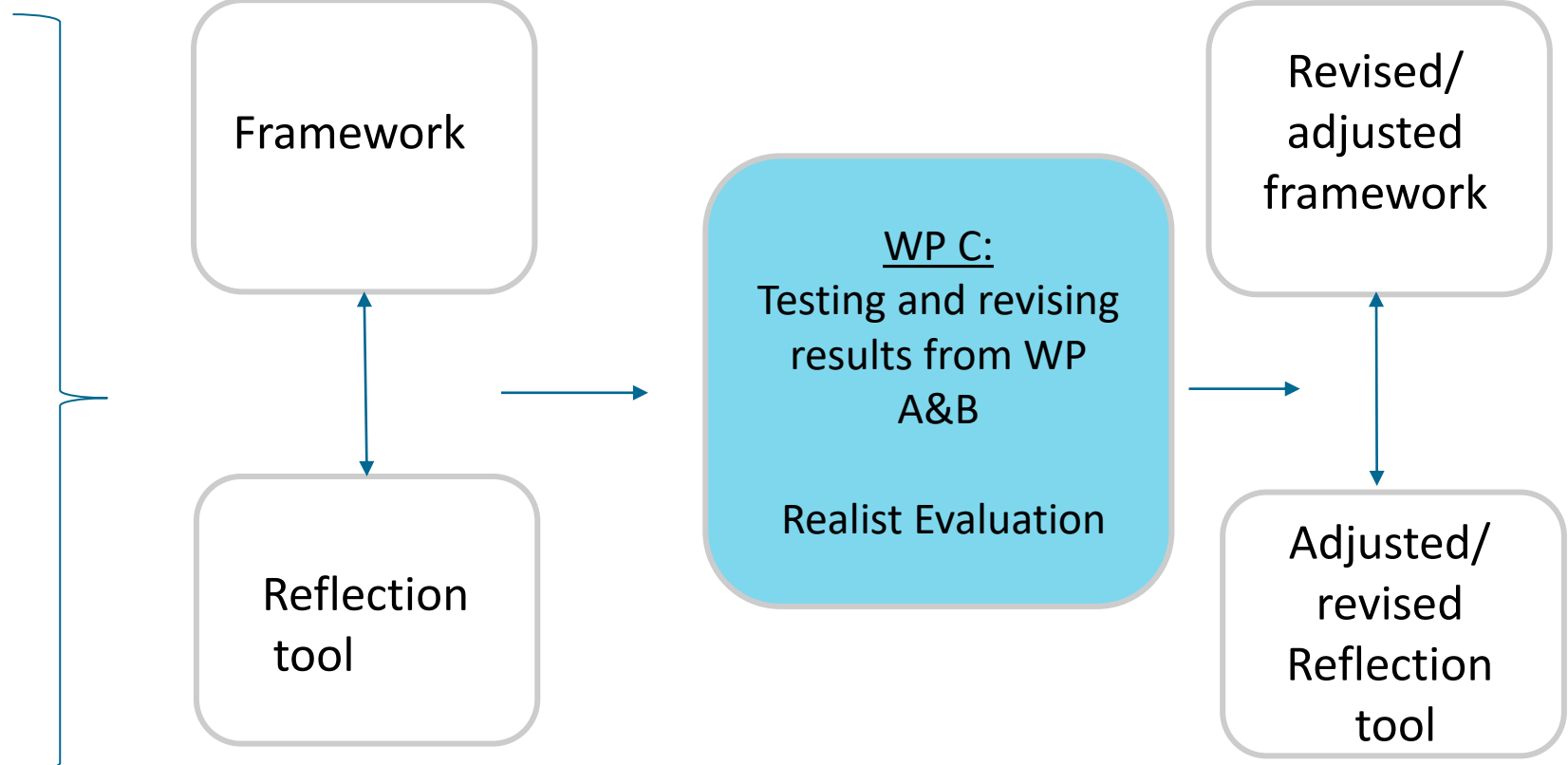
Understanding which community dementia friendly initiatives work for people with dementia and their caregivers, and why.

Rapid realist review

WP B:

Understanding what matters in developing and sustaining community dementia friendly initiatives and why

Multiple case study



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# Workpackage B: multiple case study best practices

- What are, according to stakeholders of best practices, the contextual factors, underlying mechanisms and outcomes that play a role in creating and sustaining dementia friendliness in their context, and why?

- Boxtel
  - Roermond
  - Haarlemmermeer
  - Heerenveen
  - Sheffield
- 5 best practice regions of DFC

## Research data:

- Interviews
- Observations
- Documentations / reports / websites
- Focus group

# Selection of cases within the Netherlands

Selection criteria	Boxtel	Haarlemmermeer	Heerenveen	Roermond
Urban vs rural	Rural	Urban	Rural	Urban
National geographic dispersion	South-east	West	North	South
Level of implementation dementia friendly initiative in years	5 years	2 years	2 years	7 years

# Data collection Netherlands

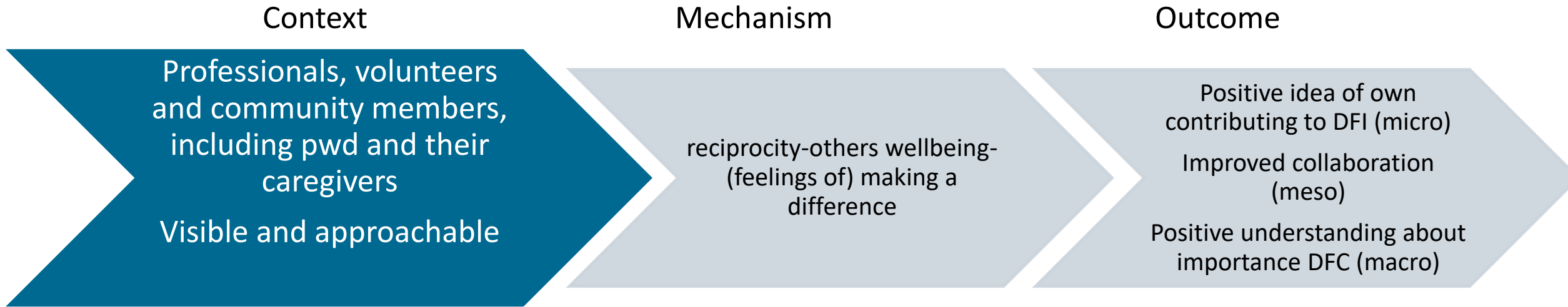
	Boxtel	Haarlemmermeer	Heerenveen	Roermond
<b>Dementia friendly initiative</b>	Intergenerational gardening and adapting physical environment	Alzheimer Café, Odense-housing	Dementia friendly museum	Dementia friendly choir, Dementia friendly library and shared living room for elderly, including persons with dementia.
<b>Interviews total</b>	7	8	11	13
<b>Interviews professionals</b>	5	5	9	11
<b>Interviews volunteers</b>	2	3	2	2
<b>Participating observations total</b>	3	5	1	2
<b>Activities in which was participated</b>	Walking in the garden, watching people and green	lecture and discussion Alzheimer café, board games and reading paper in Odense housing	Choir repetition	Presentation and discussion museum
<b>Documentation</b>	4	5	5	3
<b>Content of documentation</b>	Proposals, policy papers	Evaluations, policy papers	Policy papers	Policy papers
<b>Focusgroup</b>	4	12	9	4

# Results: best practices in the Netherlands

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1. Building public support for a dementia-friendly community.
  - Success factors: reciprocity-others wellbeing- (feelings of) making a difference
2. Interdisciplinary collaboration during the development and sustainability of dementia-friendly initiatives
  - Success factors: grip-interests- (feelings of) making a difference - feeling connected
3. Participation jointly by community residents, people with dementia, caregivers in dementia-friendly initiatives
  - Success factors: clarity-choice-interests- (feeling) respected

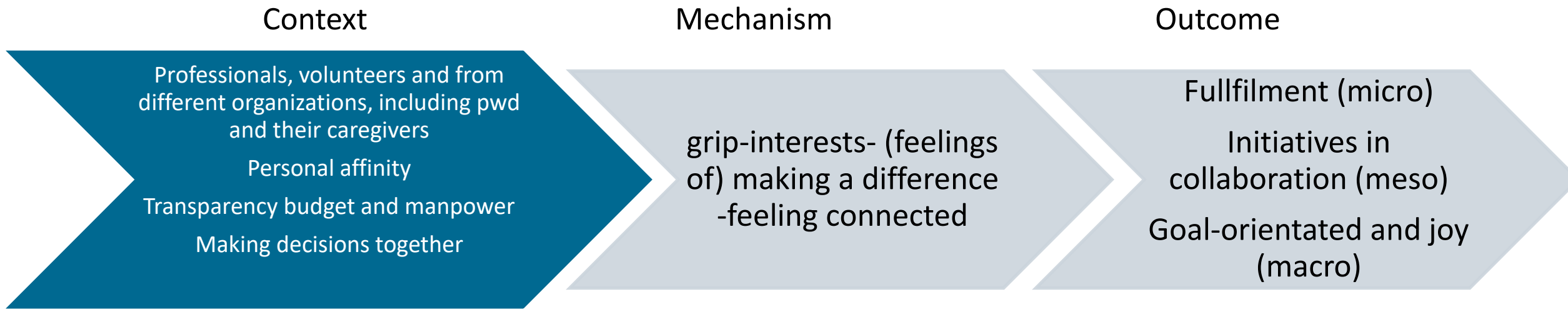
# Building public support



- **Context** “...when he [person with dementia] said ‘this is about me’, that changed the whole ambience .”
- **Mechanism** “sharing and adding, make a meaningful difference.....”
- **Outcome** “...I understand that little things matter, and I can do that. That feels nice and is not complex’ Everyone can do that.”



# Interdisciplinary collaboration for development and sustainability



- **Context** “...we’re all important, but everyone in its own way.”
- **Mechanism** “..nice to be part of this group, everyone does what suits him/her the most.....”
- **Outcome** “...everyone is very committed and likes to be part of this group.”

# Fieldwork in Sheffield

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Mentality Study UK Advisory Group at University of Nottingham:

Dr Neil Chadborn, Assoc. Prof Kate Radford, Prof Pip Logan, Prof Justine Schneider

- Attendance and informal observation:
  - Dementia Action Alliance
  - Dementia Café
- Interviews:
  - Network coordinator and managers of initiatives
  - Trainer
  - Volunteers
  - People with dementia and care partners (spouse or family)

# Networks and advocates

Context

Advocates bid for funding (municipality and national)  
Volunteers are supportive & available

Mechanism

Reinforcing of relationships within network

Outcome

Resources for community development

- **Context** “...these groups are only as good as the leaders, and these two are brilliant.”
- **Mechanism** “For us, we have had a relationship with [trainer] for quite a while, and with [coordinator]”
- **Outcome** “...some of those organisations already existed. They’re social health community organisations, some of whom had started doing dementia-related things; maybe cafes, walking groups, you know, all kinds of things.”

# Community ownership

Context

Advocates work with  
community contacts  
and faith groups.  
Tackling stigma

Mechanism

Community  
ownership of  
dementia

Outcome

New activities,  
opportunities  
and resources  
developed

- **Context** “...Also a group in [area], run by the church, a lot of 'inbuilt' volunteers - that's volunteer-run.”
- **Mechanism** “Now they've got a volunteer who goes in a plays ukelele sometimes, with a dementia-friendly booklet [songbook] that's got different colours for all the songs.”
- **Outcome** “...Social prescribing can't exist without community development – the team that does the groups....”

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# Summary

- Interviews and focus groups help to refine theories that we developed in literature review (Phase A)
- Despite differences in context, there are commonalities between England (Sheffield) and Netherlands study sites eg:
  - Importance of advocates and building trust in communities
- Framework developed from realist theories
  - Will be implemented and tested in sites in Netherlands

# Thanks for your attention

*Please get in touch with questions or comments:*

[Marjolein.Thijssen@radboudumc.nl](mailto:Marjolein.Thijssen@radboudumc.nl)

[Neil.Chadborn@nottingham.ac.uk](mailto:Neil.Chadborn@nottingham.ac.uk)

[@nchadborn](#)