



# Dementia Roadmap

Helping primary care to support people with dementia

## Dementia Roadmap subscription package

Thank you for registering your interest in developing a Dementia Roadmap for your locality. This briefing provides information about the Dementia Roadmap subscription package, what we offer, what you need to contribute and suggests activities to consider in preparation for the development.

## About the Dementia Roadmap

The Dementia Roadmap <http://dementiaroadmap.info> is a web based platform that provides high quality information about the dementia journey alongside local information about services, support groups and care pathways to assist primary care staff to more effectively support people with dementia and cognitive impairment, their families and carers.

The platform supports the creation of local Dementia Roadmaps pre-populated with a wide range of nationally relevant resources and groups, organised across the main topics reflecting the dementia journey. Following installation and introductory training local editors populate their roadmap with resources and groups that are relevant to their locality.

Cited in the Prime Minister's Challenge on Dementia 2020, the Dementia Roadmap supports better provision of post diagnosis support.

The Dementia Roadmap has been developed in a partnership between the Royal College of General Practitioners and the Department of Health. It is hosted by Dementia Pathfinders Community Interest Company (CIC).

## Installation, subscription and invoicing

New Dementia Roadmap subscribers pay a one-off installation cost of £300 plus an annual subscription cost of £600.

To initiate the development of your Dementia Roadmap please ask your finance team to add Dementia Pathfinders CIC (details below) as a supplier, raise a purchase order number for £900 and send it by email along with your invoice address details to [magda.swiecicka@dementiaphinders.org](mailto:magda.swiecicka@dementiaphinders.org).

Dementia Pathfinders Community Interest Company (CIC)

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## What we offer

Your Dementia Roadmap package includes:

- A local Dementia Roadmap at <http://dementiaroadmap.info/yourlocality>
- High quality, expertly-curated information about nationally relevant resources and groups, organised across the main topics reflecting the dementia journey
- A user-friendly content management system, enabling you to add information about locally relevant resources and groups
- Introductory training to show you how to manage content on your Roadmap
- An online learning environment containing step-by-step guides and tutorials that can be printed for offline use
- A bespoke visitor analytics dashboard, enabling you to analyse how your local population is using your Dementia Roadmap, and
- Marketing materials to help you promote your Roadmap to your local stakeholders.

The Dementia Roadmap team will create your **local Dementia Roadmap** and populate it with a wide range of **high quality, expert-curated information** about nationally relevant resources and groups, organised across a set of topics that reflect the

dementia journey. Examples of this could be information about factsheets, reports and guidance published by trusted sources, such as the Alzheimer's Society, the Care Quality Commission, The King's Fund, the National Institute for Health and Clinical Excellence, NHS England, the Royal College of General Practitioners and the Social Care Institute for Excellence.

We will provide **introductory training** for your local editorial team to ensure that they are able to add, edit and manage content on your Dementia. This will be delivered remotely via a web meeting. We will also provide access to an **online learning environment** containing step-by-step guides and tutorials that can be printed for offline use.

The Dementia Roadmap team will create a **bespoke visitor analytics dashboard** containing detailed statistics about visitor use of your Dementia Roadmap. This profiles a range of metrics, including: user and page view timelines; popular pages, downloads and clicks to external sites; sessions by user type and device; and top traffic referral sources and social media referral sources. This will allow you to analyse how your local population is using your Dementia Roadmap.

We will also provide you with a range of **marketing materials** to help you promote your Hub to your local stakeholders and those that will benefit from using it.

## **What you need to contribute**

We encourage you to nominate a **lead person** to manage your work to develop a local Dementia Roadmap. For example, this could be a Commissioning Manager with a responsibility for dementia within a Clinical Commissioning Group or Local Authority.

**Content development work** is required to populate, edit and manage your local Dementia Roadmap with resources and groups that are relevant to your locality. This includes for example, information about activity and social groups, day services, lunch clubs, memory cafes, respite care services, Singing for the Brain groups etc. This also includes for example, information about local care pathways, prescribing guidelines, referral protocols etc.

We encourage you to nominate **an editor** or establish a local editorial team to

undertake the content development work, as it is most likely to deliver an end product that is locally owned, cost-effective and sustainable in the long-term.

From our experience in supporting local teams to develop local Dementia Roadmaps, it can take an editor from **two to five days of editorial input** to populate the Roadmap with locally relevant content. Following this initial work an editor will need to provide **ongoing editorial input** to ensure that the local content is kept up to date.

Depending on local commissioning arrangements you may wish to consider commissioning a local voluntary sector agency, such as a local branch of the Alzheimer's Society or Age UK, to take on the editorial role and undertake the content development work.

We have developed a **template for a business case** that can be adapted to help generate stakeholder buy-in. This includes learning points from the Dementia Roadmaps developed to date. If you wish to receive the business case template please email [enquiries@dementiaroadmap.info](mailto:enquiries@dementiaroadmap.info).

## Preparing for the development of your local Dementia Roadmap

We recommend that you consider the following activities in preparation for the development of your local Dementia Roadmap:

1. Send your purchase order number for the £900 installation and subscription fee and invoice address details by email to [magda.swiecicka@dementiathfinders.org](mailto:magda.swiecicka@dementiathfinders.org).
2. Share the background information about the Dementia Roadmap with your local stakeholders, such as:
  - o [a briefing about the Dementia Roadmap](#), that highlights the range of benefits that the Dementia Roadmap delivers to people that use it
  - o a [briefing setting out how localities can go about developing a Dementia Roadmap](#), and
  - o [a presentation introducing the Dementia Roadmap](#)
  - o follow the link below to watch video tours which showcase the main features of the Roadmap for new users [http://www.youtube.com/playlist?list=PLCikZxg31RtW9EcdorNr\\_QAvtA9zh-S14](http://www.youtube.com/playlist?list=PLCikZxg31RtW9EcdorNr_QAvtA9zh-S14)
  - o [a business case template](#) that can be used to secure support and funding for the development of a Dementia Roadmap, and

- o follow [@dementiaroadmap](https://twitter.com/dementiaroadmap) on Twitter to keep up to date with new developments.
- 3. Establish a local project team to oversee your work to develop a local Dementia Roadmap. This may include: GP champions, dementia leads, quality assurance leads, IT support.
- 4. Develop a business case to help secure resources for the development of your local Dementia Roadmap. Consider possible sources of funding to support the acceleration of innovation and knowledge transfer, such as Academic Health Science Networks.
- 5. Gather information about local groups and resources that will appear on your local Dementia Roadmap. This may include information about activity and social groups, day services, memory cafes, respite care services, Singing for the Brain groups etc. It may also include information about your local dementia strategy, care pathways, prescribing guidelines, referral protocols etc.
- 6. Discuss with neighbouring localities to explore the possibility of connecting a cluster of local Roadmaps across relevant local boundaries and strategic footprints. The Clinical Lead for Dementia within your relevant Strategic Clinical Network may be able to provide intelligence about potential clusters.