



Public Health  
England

Protecting and improving the nation's health

# Dementia Risk Reduction and Productive Healthy Ageing: Transforming the Future of Society

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30<sup>th</sup> April 2019

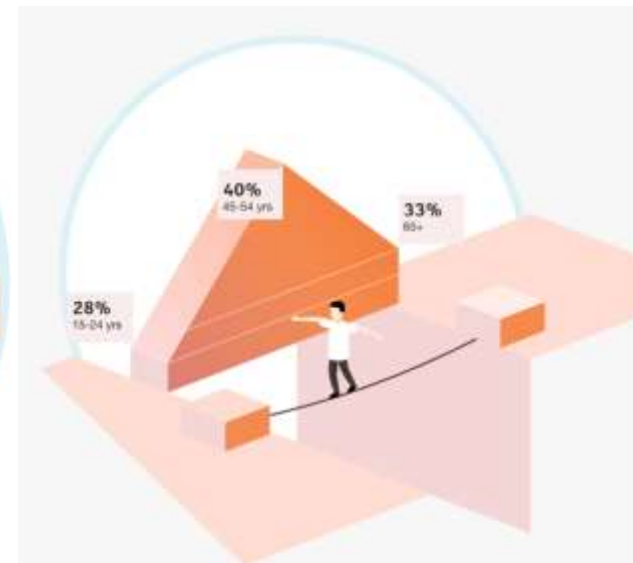
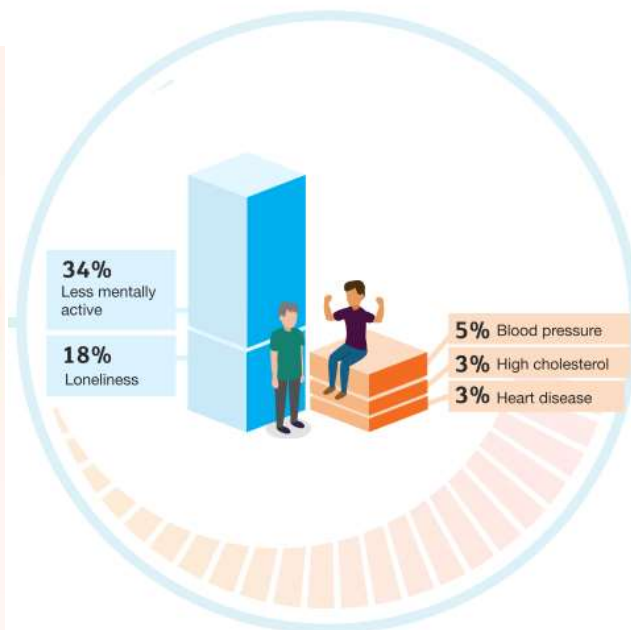
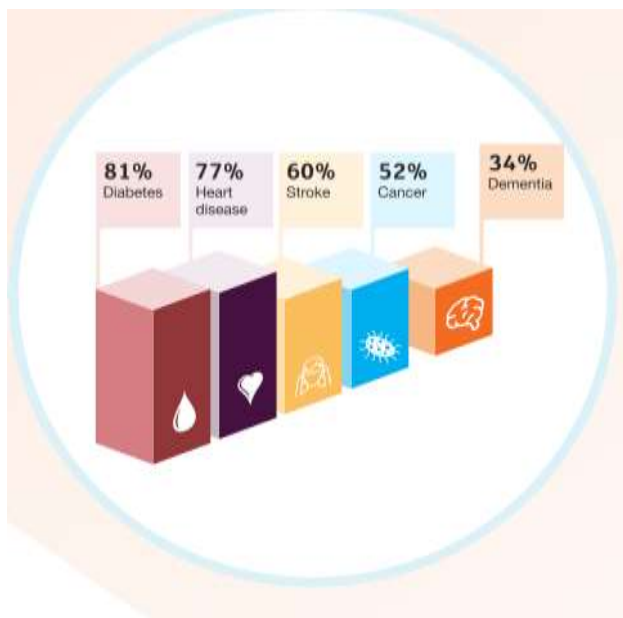
Around a **third** of Alzheimer's disease cases might be attributable to potentially modifiable risk factors.



A **20% reduction** in risk factors per decade could reduce UK prevalence by **16.2%** (300,000 cases) by 2050

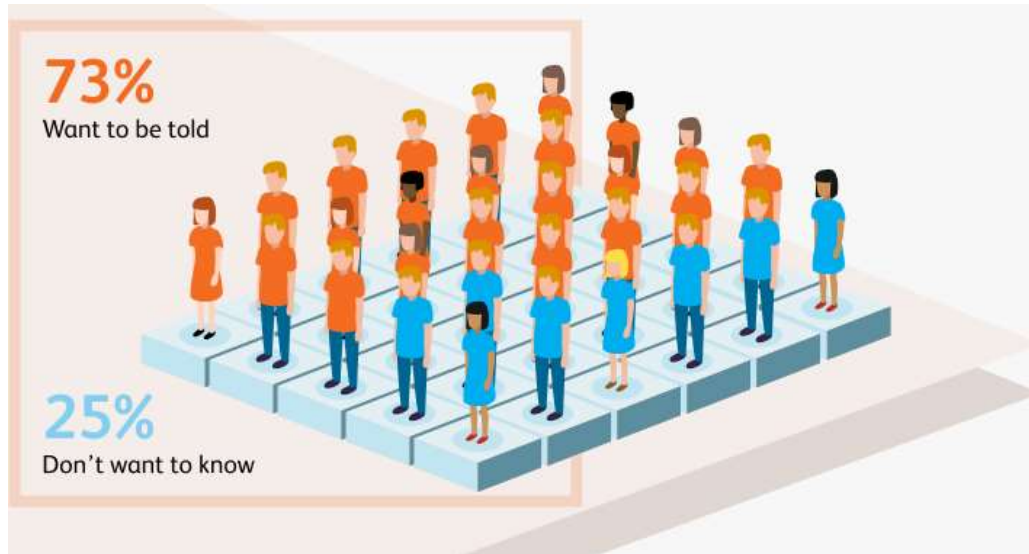
**What's good for the heart is good for the brain**

# Public awareness of dementia risk reduction is low



We have made some improvement but there are still **clear gaps in public knowledge of the *risk factors***.

# But there is appetite to know more...



## British Social Attitudes Survey (2016):

52% choose dementia as either their first, second or third priority from a list of health conditions for doctors and scientists to try to prevent.

12% see dementia as the highest priority for prevention.

**The majority (73%) say they would want to be told by a doctor their own personal risk of developing dementia in later life.**

**A quarter of people (25%) do not want to know.**

# Prime Ministers 2020 Challenge

Risk Reduction commitments:

**Raise awareness of actions the public can take to reduce their risk of dementia and protect their brain health**

**Raise professional awareness of dementia risk reduction through training and education of health & care professionals**

**Enhance the evidence and data for dementia risk reduction through provision of tools, data & guidance**

**Provide leadership in bringing together researchers and funders for building and promoting the evidence base**

**Reduce health inequalities and target population groups that are at high risk of dementia**



# Raising public awareness

***‘What’s good for your heart is good for your brain’***

## External promotion

- **Health Matters** on dementia (2016): a resource for public health professionals, brings together facts, figures and evidence of effective interventions
- **Social Marketing** activity – Dementia Friends and One You Campaign
- **NHS Health Check** – Expanded to include dementia risk reduction discussions with people in midlife, not just over 65s.
- **Leaflets**- NHS Health Check, Joint leaflet with ARUK
- **Ambassadors** for dementia risk reduction - e.g. Angela Rippon videos for NHS Health Check and Health Matters
- **Behavioural insights** approach for drafting all outward facing material

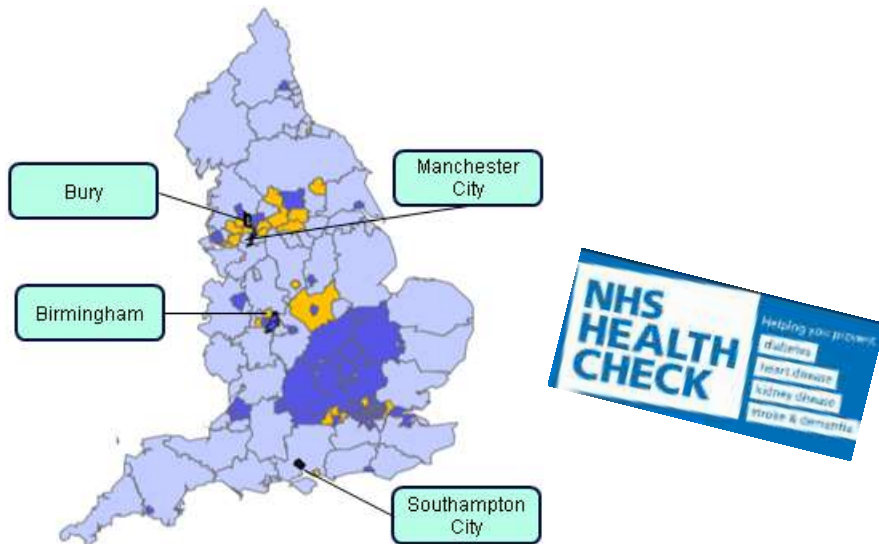
**Ambition** - Establish **metrics** to indicate public awareness levels of dementia and prevention



<https://www.youtube.com/watch?v=D965mN7uwY8>



# Training and Education



Following findings from pilots and recommendation from PHE's NHS Health Check Expert and Scientific Advisory Panel the minister for primary care and public health agreed that **everyone** who has an NHS Health Check be given risk reduction messaging on dementia



**Expansion of the NHS Health Check & suite of training resources for NHS Health Check practitioners** including an e-learning package, slide set for trainers, factsheet and prompt sheet to aid discussions.



**WHO guidelines** on risk reduction of cognitive decline and dementia

**Training resources** produced for a range of healthcare professionals, including dentists, pharmacists & other allied health professionals

Supporting Alzheimer's Society to embed **Dementia Friendly Communities**



**Menu of Interventions on Productive Healthy Ageing** for Community pharmacies. Will include a topic on Dementia Risk reduction.

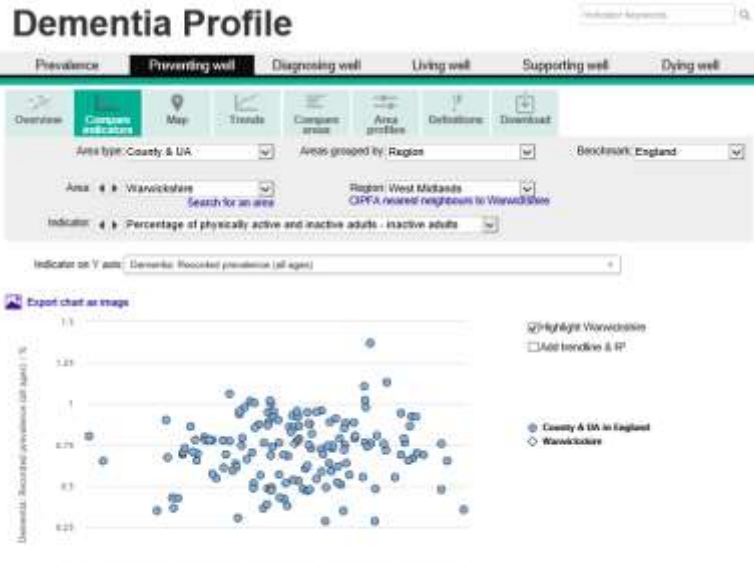
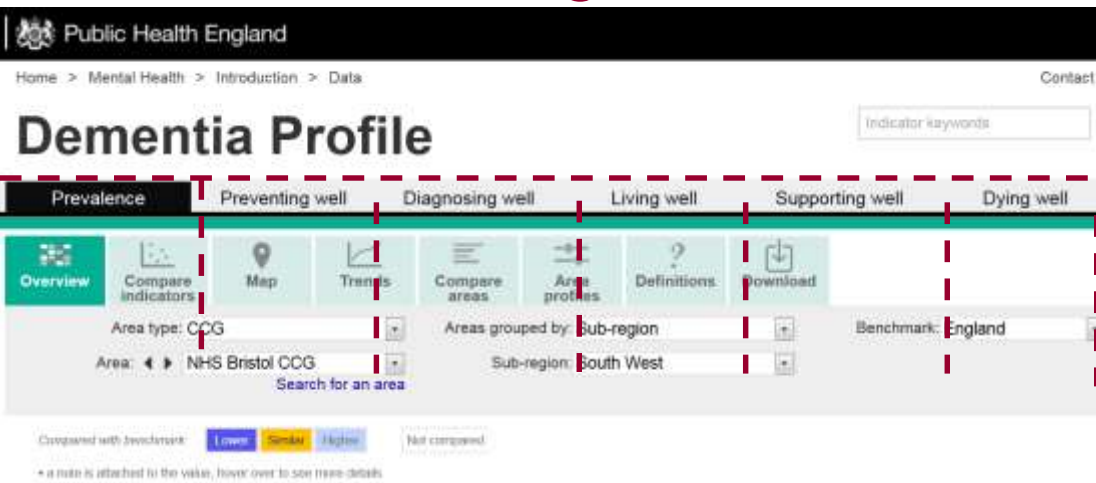


# Enhancing the data and building the evidence

## Dementia Intelligence Network

For the first time, we have made available, in one place, a suite of healthy behaviour dementia risk indicators through the Dementia Intelligence Network

UK piloted the WHO global observatory, to support better data globally

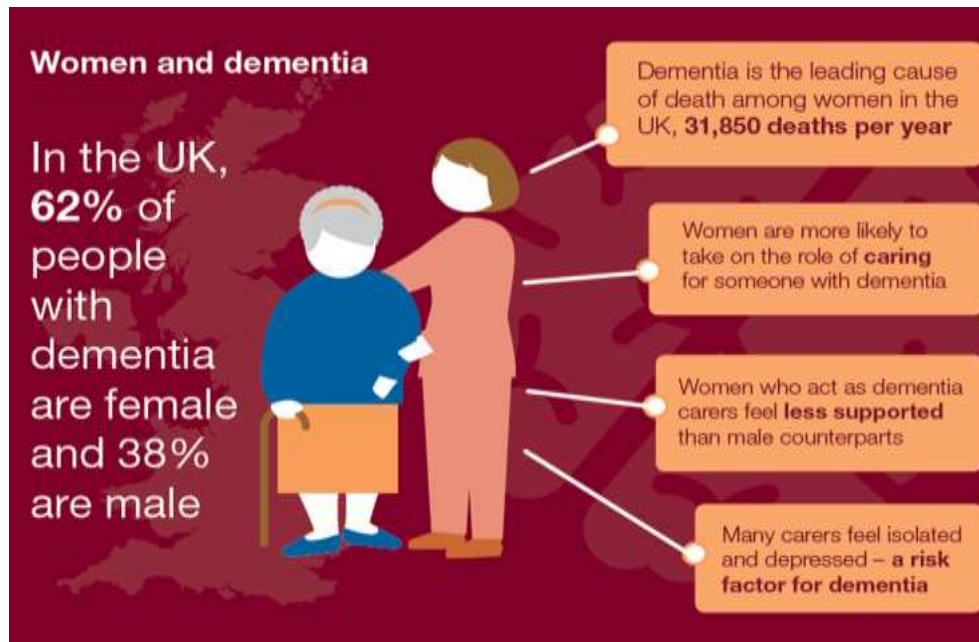


**Academic Sub Group established on Productive Healthy Ageing and Dementia:**  
Providing leadership in bringing researchers together

**Ambition -** Continue to develop dementia **data and metrics** with a focus on developing ways **to evaluate meaningful care**, building on existing 'Patient Experience Measures', and data relating to carers



# Dementia and health inequalities



**Non Traditional Inequalities** - Evidence summary underway on health inequalities experienced by older populations in coastal and rural areas

**Ambition** – Achieve parity in risk reduction across the population through establishing ways to engage with not yet reached groups (e.g. cultural adjustments)

It is estimated that there will be a seven fold increase in dementia BME communities over the next 30 years compared with a two fold increase in the indigenous White population

**BAME Subcommittee formed to drive joint action across 7 key areas**

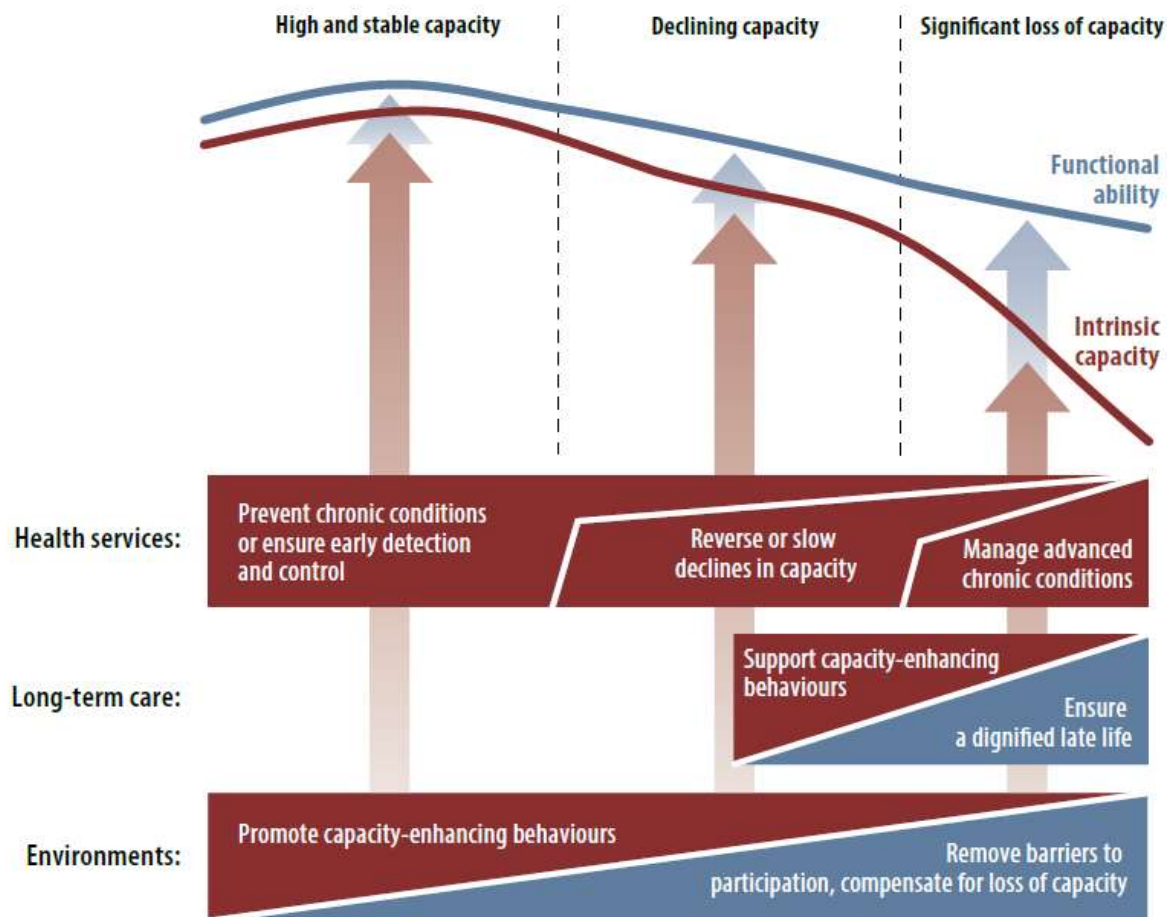


1. **Building the evidence**
2. **Monitoring impact and provision**
3. **Informed conversations across communities**
4. **Awareness, participation and mobilisation**
5. **Workforce development**
6. **Service Design**
7. **Service provision**

# What is productive healthy ageing?



# Functional ability, not age



The WHO model emphasises ‘functional ability’ which is a combination of ‘intrinsic’ abilities, such as physical, mental and social assets, combined with an environment that enables you to realise your goals.

It’s not about age as such!

Removing environmental barriers is critical as people age

Source: WHO report on ageing and health (2015)

# Inequity

- Healthy life expectancy varies across different geographical areas and varies with gender after 65
- Higher likelihood of disability among women and those from more disadvantaged areas in later life
- Older adults in ethnic minority groups may also experience language barriers and **higher** levels of poverty than the general population. (Khan, 2014)



Men over 65 spend **8.4 years** living with a disability



Women over 65 spend **10.3 years** living with a disability

Although women have longer life expectancy than men, they are living longer in poor health

## Disability-free life expectancy



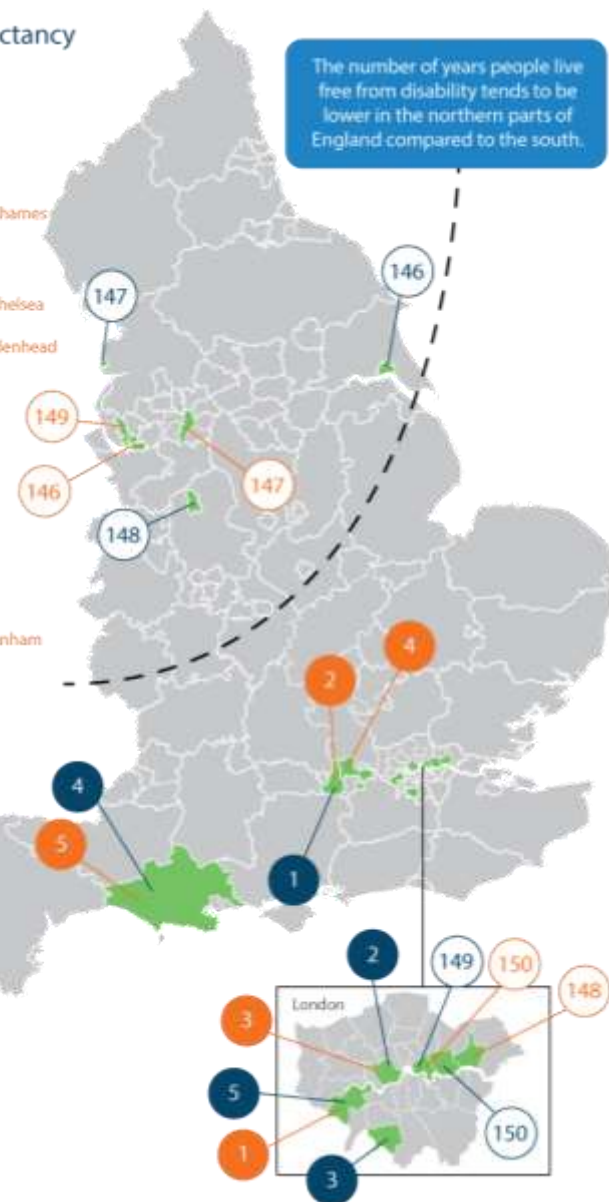
### Top 5

1 Wokingham 14.0 years	Richmond upon Thames 16.7 years
2 Westminster 13.7 years	Wokingham 14.2 years
3 Sutton 13.7 years	Kensington and Chelsea 14.0 years
4 Dorset 13.6 years	Windsor and Maidenhead 13.9 years
5 Richmond upon Thames 13.6 years	Dorset 13.8 years

### Bottom 5

146 Kingston upon Hull, City of 7.0 years	Halton 7.1 years
147 Blackpool 7.0 years	Manchester 7.0 years
148 Stoke on Trent 6.9 years	Barking and Dagenham 6.8 years
149 Tower Hamlets 4.6 years	Knowsley 6.4 years
150 Newham 2.8 years	Tower Hamlets 3.3 years

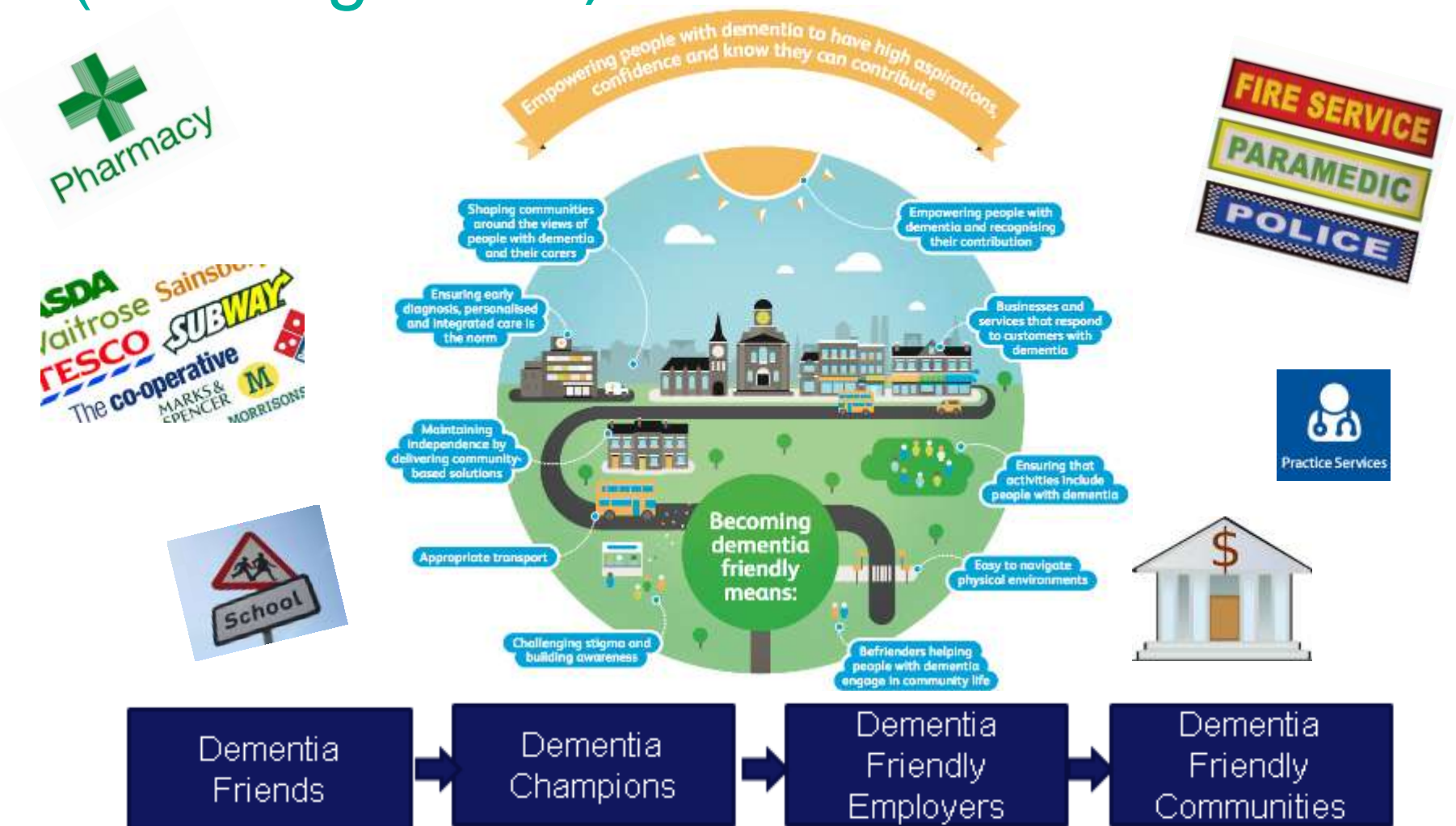
Isles of Scilly



Contains Ordnance Survey data © copyright and database right 2016



# Support for people to live well with dementia (including carers)





## What counts as “old” ?





# Resources

- **Health Matters: Dementia risk reduction toolkit for commissioners**  
<https://publichealthmatters.blog.gov.uk/2016/03/22/health-matters-your-dementia-risk-reduction-toolkit/>
- **Reducing the risk of dementia: Information leaflet for the public (ARUK & PHE)**  
<https://www.alzheimersresearchuk.org/about-dementia/helpful-information/reducing-the-risk/>
- **Dementia risk reduction patient information e-learning package:**  
[https://www.healthcheck.nhs.uk/commissioners\\_and\\_providers/training/dementia\\_training/](https://www.healthcheck.nhs.uk/commissioners_and_providers/training/dementia_training/)
- **NHS Health Check dementia leaflet & Angela Rippon video “What’s good for the heart is good for the brain”**  
[https://www.healthcheck.nhs.uk/commissioners\\_and\\_providers/marketing/dementia\\_resources/](https://www.healthcheck.nhs.uk/commissioners_and_providers/marketing/dementia_resources/)
- **NHS Health Check training materials:**  
[https://www.healthcheck.nhs.uk/commissioners\\_and\\_providers/training/dementia\\_training/](https://www.healthcheck.nhs.uk/commissioners_and_providers/training/dementia_training/)
  - **presentation** and accompanying **factsheet** for NHS Health Check trainers and practitioners to support the dementia component of the NHS Health Check
  - **Prompt sheet** to support practitioners when having conversations with patients on reducing the risk of dementia
- **Top tips guide: Talking about Dementia for NHS Health Check practitioners**  
[https://www.healthcheck.nhs.uk/latest\\_news/talking\\_about\\_dementia/](https://www.healthcheck.nhs.uk/latest_news/talking_about_dementia/)



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# Thank you

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