

**Meeting the
sex and
intimacy
needs of
people living
with dementia
in care homes**

Innovation Sprint

Dec 2017 - Nov 2018

Beverley Page - Banks



Innovation Team



Beverley Page-Banks, Carolyn Goble, Colin Capper, Natasha Howard, Michelle Davies, Ruth de Sainte Croix, Nina Oakes and team members , with our Good Innovation partners John Gunn, Ryan Bromley and Magda Lechowicz



Innovation Sprint Challenge

The needs and rights to sex, intimacy and relationships are too often overlooked in the lives of people living in care homes ...

‘How can we better support care home staff when it comes to the sex and intimacy needs of residents living with dementia ?’



Our model

We followed an **accelerated** and **insight-led** approach to this innovation





Innovation Team Sprint from December 2017 to November 2018

- We carried out desk research and talked to 20 stakeholders and experts.
- We spoke with 37 members of our target audience, visiting six care homes and speaking with 11 people affected by dementia.
- We ran a Creative Workshop which generated over 70 ideas for solutions with 23 stakeholders.
- We presented 2 solutions to a Dragons Den panel - both were approved for prototyping.
- We took a paper prototype of the two solutions back to our six care homes to inform development.
- We produced a Minimum Viable Product and tested in 10 care homes in May 2018 - informed by audience feedback we developed from **Prototype to a Product** to be launched in November 2018.



Our insight into the **challenge** for which we were **solution** focused ...

1. I never really thought of my residents' sex and intimacy needs before. I need to understand why they are important and should be considered.

2. When it comes to sex and intimacy and residents with dementia I worry what I'll see, how I'll feel and what I do

3. I wanted to do the right thing for my residents with dementia, but there isn't clear and consistent guidance on how to navigate the area of sex and intimacy.

4. I know very little about my residents with dementia when it comes to sex and intimacy. I want to understand their individual needs to provide them with better care, but don't know how to broach the subject.

5. I know my residents with dementia often lack closeness and companionship. I try to do the best I can but there's only so much I can do.

We identified a journey care homes need to embark on to get to a place where they can support their residents needs in respect of sex and intimacy ...



AWARE

seeing sex and intimacy as a rights based element of residents' lives and identity and a contributor to wellbeing and person centered care

EQUIPPED

having the confidence and processes in place to begin conversations and manage situations in a respectful and dignified way

SUPPORTING

proactively supporting residents in this space with shared values and agreed actions



We developed two solutions and pitched them to a Dragons Den : February 2018 (L to R)

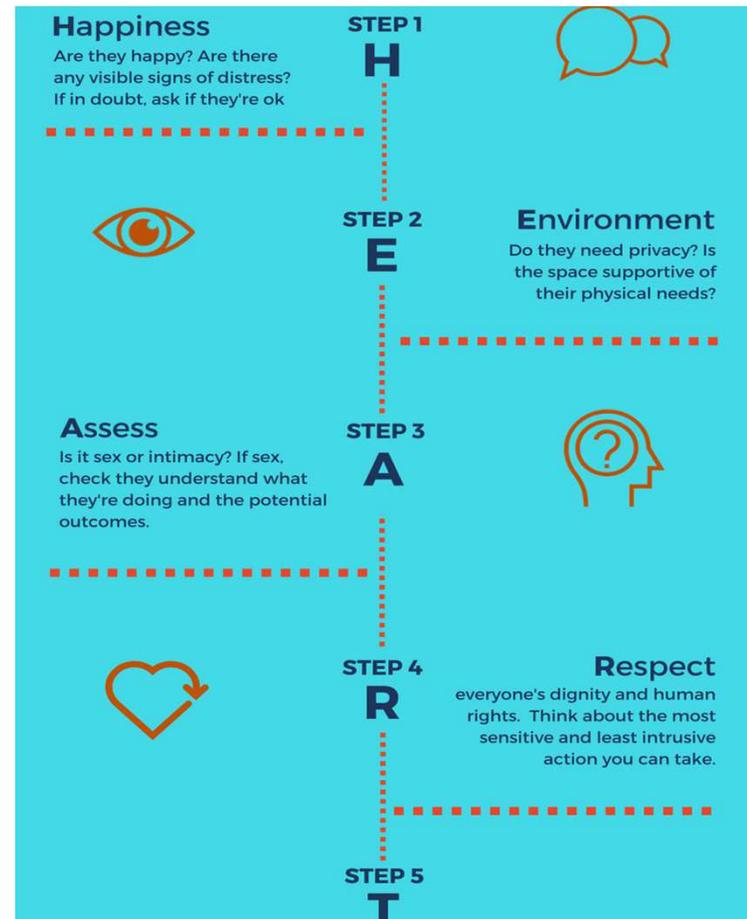
Rebecca Jarvis, Health Innovation Network : Helen Quinn, Knowledge team : Michael Dent , Head of Fundraising :
Joanne Howcroft ,Dementia Lead, Quality and Compliance BUPA : Angela Clayton-Turner , Research Network Volunteer.

Flow HEART... pitch to Dragons (1)

Flow Heart is a simple and engaging poster, shining a light on supporting your residents with dementia when it comes to sex and intimacy.

It helps staff understand best practice in this area and empowers them to provide quality, person-centred.

Whenever sex and intimacy are at the forefront, follow the HEART.

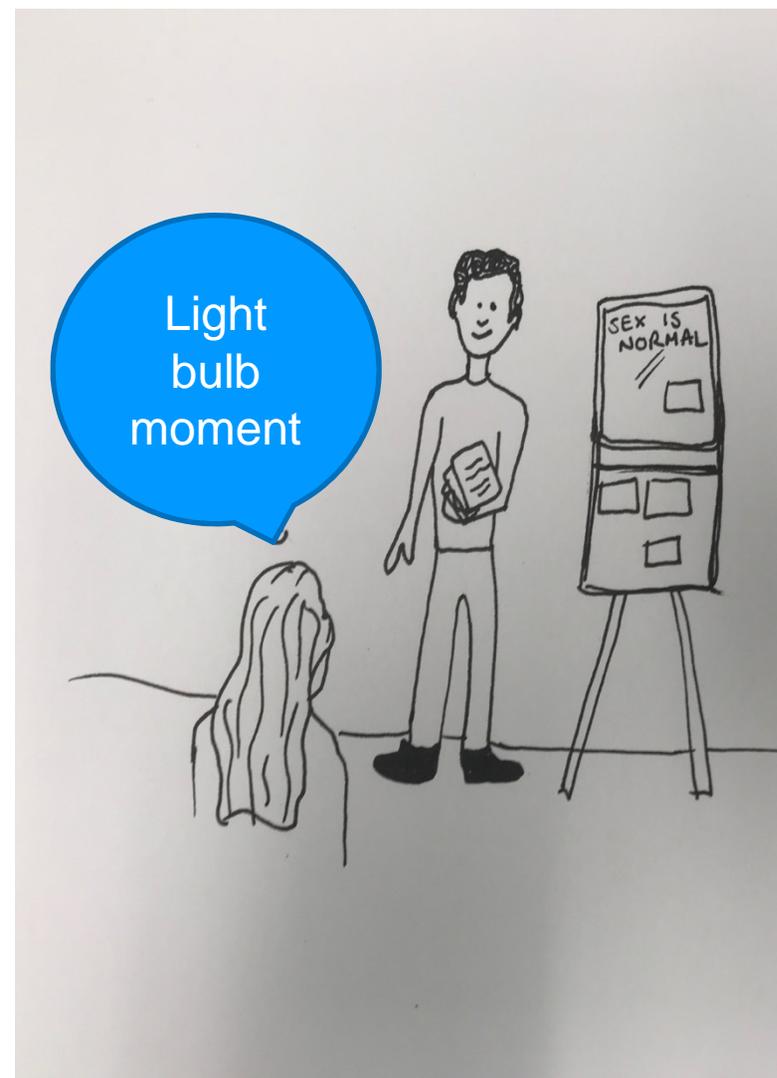


Lift the Lid ... pitch to Dragons (2)

Allowing care home staff to co-create and align on a consistent set of values and internal culture in relation to sex, intimacy and residents with dementia.

This Workshop covers three modules: Challenging Perceptions, Co-Creating Values and Embedding New Culture. You can run a complete 2h long session or break it into 3 parts. Everything you need in order to facilitate your session is in the box: including an agenda and all necessary activities and prompts.

By using and implementing your new sex and intimacy policy, your team will feel confident in demonstrating holistic person-centred care and best practice within CQC's key lines of enquiry pertaining to relationships, equality and diversity.



The two solutions became one

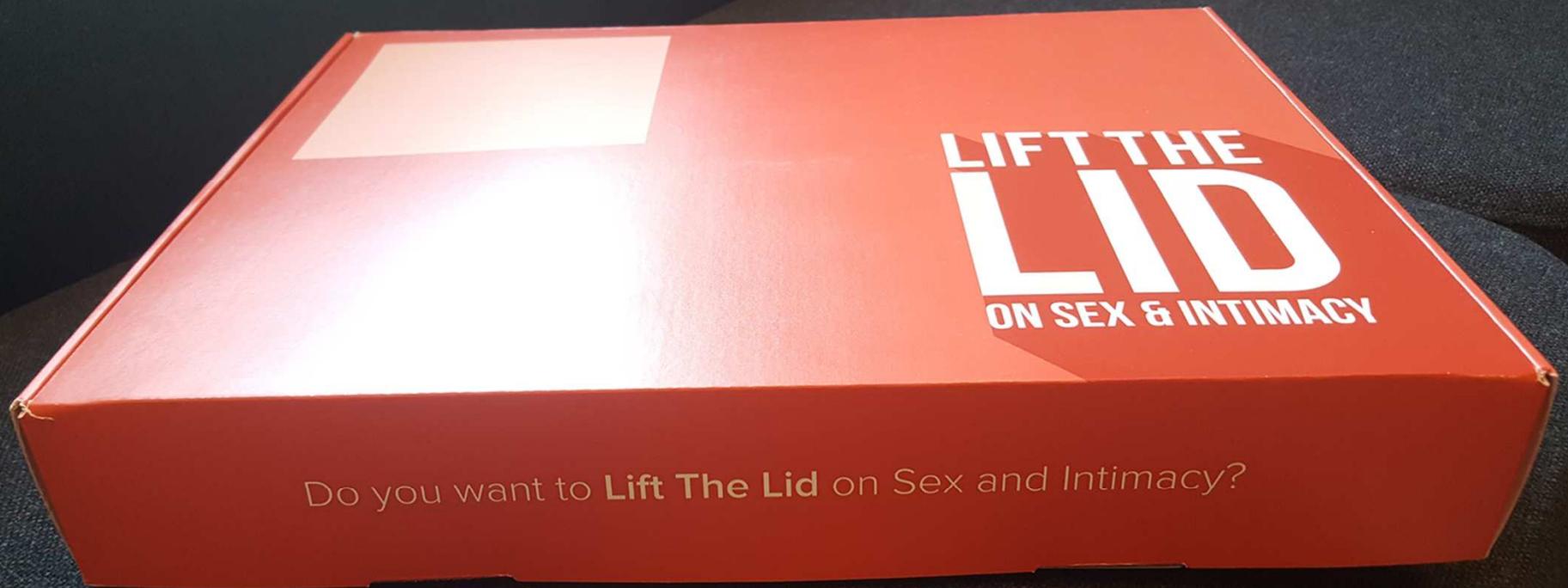


We tested a **Paper Prototype** of the two solutions to find which was preferred in the real world setting, and heard ...
'The ideas go hand in hand, each offers a vital bit that would otherwise be missing in the other ... can we combine them ? '

Pictured :BUPA staff checking out the follow your heart poster and facilitator guide for Lift the Lid



The prototype for testing :



- A workshop in a box
- Activity One : Challenges perceptions
- Activity Two : Manages 'in-the-moment' situations
- Activity Three : Aligns shared values and actions

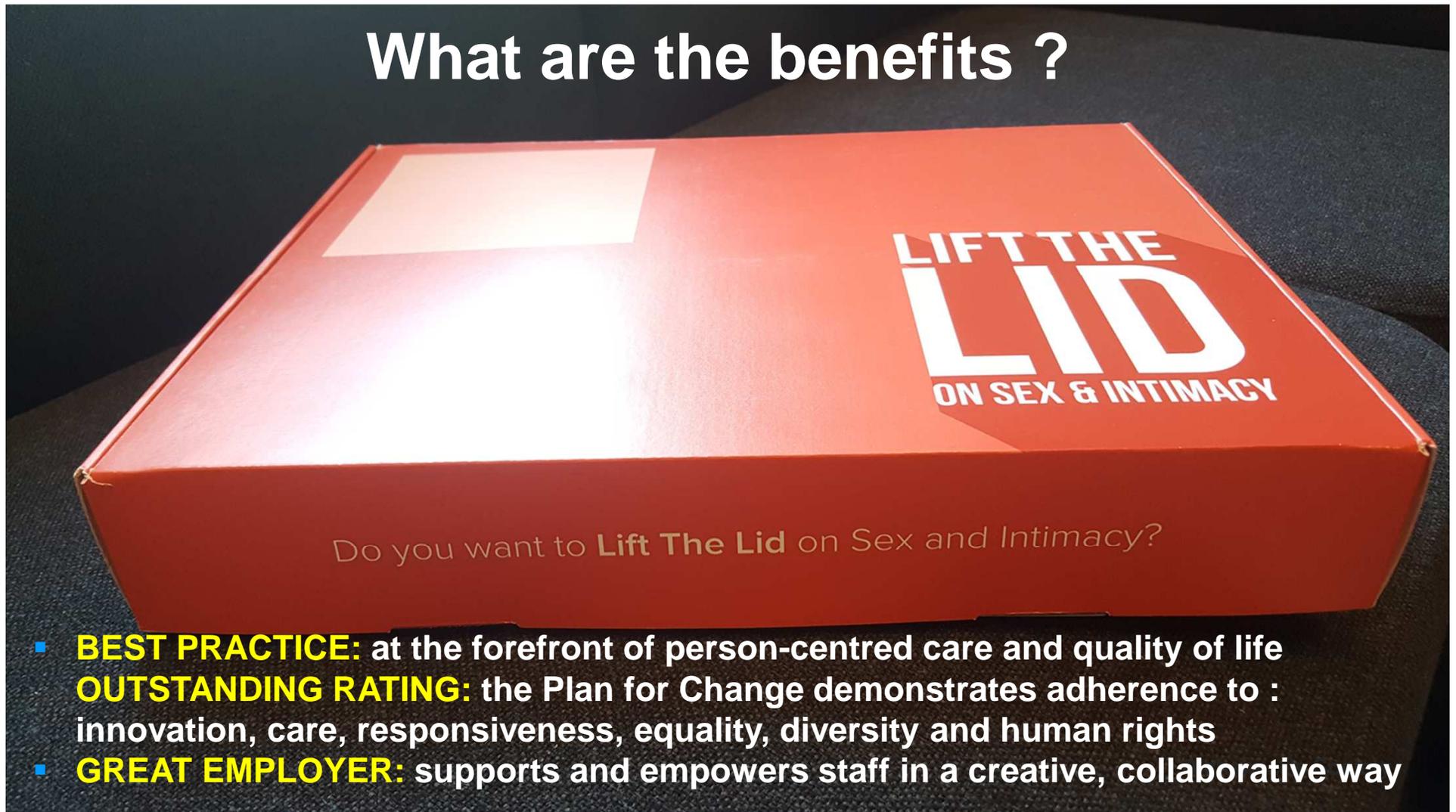
Alzheimer's Society

Who is this for ?



- **All staff members** irrespective of seniority or role, working in care or nursing homes
- **Particularly valuable for care homes where residents are living with dementia** but can easily be applied more broadly

What are the benefits ?



- **BEST PRACTICE:** at the forefront of person-centred care and quality of life
- **OUTSTANDING RATING:** the Plan for Change demonstrates adherence to : innovation, care, responsiveness, equality, diversity and human rights
- **GREAT EMPLOYER:** supports and empowers staff in a creative, collaborative way



Lifting the Lid on Sex and Intimacy ...

10 care homes were involved in testing the prototype Pictured: staff from Orders of St Johns Trust and Four Seasons Health Care

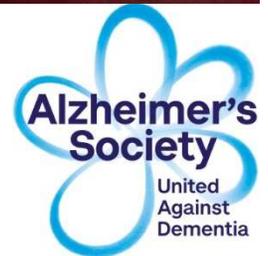




Feedback visits made to all care homes involved



This innovation has been tested in the real world. Feedback on design, content and impact gathered to inform **prototype to product** development.



Helping care homes to normalise the taboo



‘Lift the lid on sex and intimate relationships normalises a conversation that is needed but kept hidden, it is an important part of our residents lives. The activities in the box give staff an understanding, ability and confidence to respond in an appropriate and respectful manner, and to not react out of embarrassment and fear – this should be about dignified care and this will help us to provide that’. Jessica , Unit manager, Bupa.

Care Home and group	How likely to recommend to other care homes (score 1-10) and why ?
Apple Trees : St Johns Trust	10 / Already have done at St Johns homes managers meeting.
Sunny view : Bupa	10 / Very easy and accessible - does what it says on the tin/box. Staff are representative of a range of cultures, background and experience everyone has taken something from it that will better support our residents needs.
Collingwood Grange : Bupa	Definitely - I'm all for it. Really nice exercises, concise and appropriate. I feel I could present it to a multi disciplinary team and I will think about it with relatives.
Thatcham Court : Bupa	Yes, would definitely recommend and you can learn from it. There is always grey areas, good to have more black and white. It's a very good clarification tool to use to help you feel more comfortable with dealing with situations.
Ashcroft House : Four Seasons Health care	10 / We were reluctant at first having never discussed this as a staff team before - I would say to others that it will make you think of things never even thought of before - gave confidence to speak about relationships and has put us on the right track for our residents.
Ashbourne House : Four Seasons Health Care	It needs highlighting – yes it's ok to have these discussions and yes it's ok for these relationships to happen. I think it's good for the staff because this home is supposed to be a home from home environment.



Denise,
Home Manager ,
Orders of St Johns
Trust

Be brave and Lift The Lid – it's right to do this, people need us to do this! Couples may think that romance, sex, intimacy and their relationship is out of bounds when one partner is living in a care home and we do nothing now to support them to think otherwise – this has opened my eyes!

Care Home Manager

Next Steps ...



See the final product here today

We are busy talking with a number of care leaders who wish to enable care homes across the sector to **Lift the lid...on sex, intimacy and relationships .**



Launching 8th November at the UK Dementia Congress and available thereafter to order :

Visit our online shop **shop.alzheimers.org.uk** or call **0300 124 0900** (local rate).

Thank you



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