

Roche Products Ltd has funded Incisive Health Ltd to support together in dementia everyday – tide – in the development of its carers network through training and content creation. Roche has not had direct involvement or editorial control in the development of this content.

# Influencing dementia policy: an introduction

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PREPARED FOR TIDE BY  
INCISIVE HEALTH, APRIL 2022

**tide**<sup>TM</sup>  
together in dementia everyday



# Background

***Roche Products Ltd has funded Incisive Health Ltd to support together in dementia everyday – tide – in the development of its carers network through training and content creation. Roche has not had direct involvement or editorial control in the development of this content.***

This guide sets out an introduction to the health and care policy landscape in England, with a particular focus on influencing dementia policy. It is designed to act as a pre-read for the *Influencing dementia policy workshop* on Thursday 28 April. The workshop will refer to health and care policy in England as an example, but many of the tools and techniques discussed will be applicable to all four nations.

For any questions on this guide, please contact the Incisive Health team at [frontofmind@incisivehealth.com](mailto:frontofmind@incisivehealth.com), or the tide team at [carers@tidecarers.org.uk](mailto:carers@tidecarers.org.uk).

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# **Introducing the Front of Mind campaign**

tide is partnering with Roche to launch a new campaign,  
**Front of Mind.**

Through the campaign, we want to make sure that people with dementia, and their unpaid carers, receive the recognition - and support - they deserve.

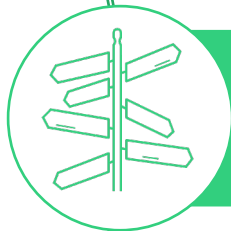


# What is the campaign seeking to achieve?

## OBJECTIVES



Improved public and policymaker awareness of dementia and unpaid care – across both personal and societal impacts



Better access to diagnosis, treatment and support for people living with dementia



Greater recognition and involvement of people living with dementia and their carers in service delivery, design and change

# How will it do this?



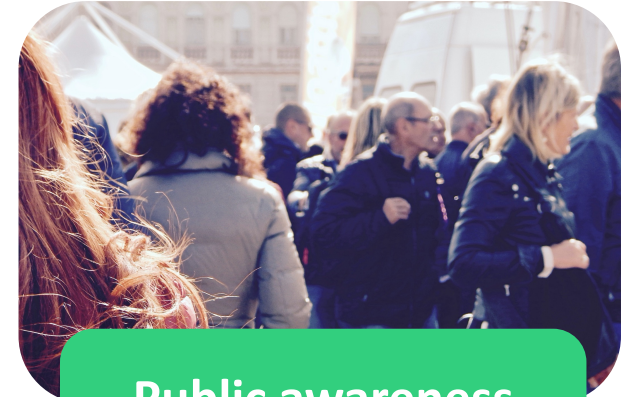
## Policy and parliamentary engagement

- Engagement with key parliamentarians and policymakers
- Parliamentary event to launch a report on the socioeconomic impact of dementia



## NHS policy engagement

- Development of best practice case studies on dementia pathways
- Engagement with NHS leaders to secure prioritisation of dementia in health service planning



## Public awareness campaign

- Public polling to gather data on experiences of, and attitudes towards, dementia
- Media and social media engagement to drive improved public awareness

# How can the tide network help?

**The voices and experiences of people with dementia and their carers are crucial in shaping policy that works across all four nations.**

Members of Parliament (MPs) in Westminster and the devolved nations will be eager to hear the unique insights and experiences that unpaid carers for people living with dementia can share. Highlighting lived experience makes campaigns more impactful, encouraging MPs to join us in calling for policy change for dementia.

**We therefore want to invite the tide network to support the campaign's parliamentary engagement. This project is designed to give you the knowledge, tools, and confidence you need to get started at the national and local level.**



# **Defining policy and policy engagement**

# What do we mean by policy and policy engagement?

**Policy** is the decisions and plans made by governments, often with the aim of tackling challenges, or making improvements, in different areas.

While the process of developing and setting policy is led by the Government, the NHS or local government, a wide range of stakeholder groups – including MPs and members of the public – can play a key role in influencing the course that policy takes.

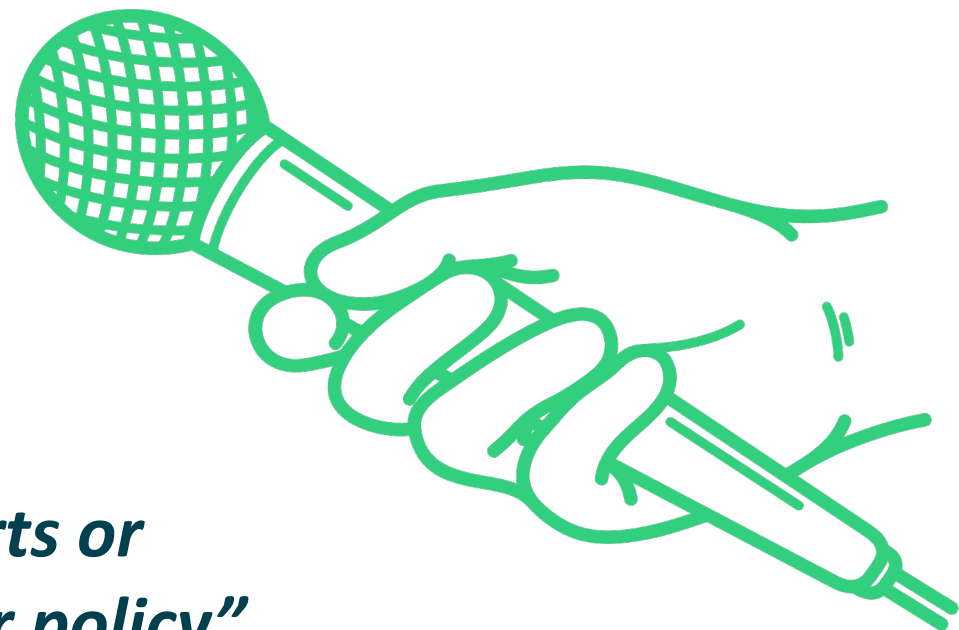
**Policy engagement** is the process by which these groups of stakeholders can influence policy.

# What is a policy influencer?

Through your role as a carer, you will have already acted as an influencer for your loved one, helping them to navigate the health and care system with dementia in the way that is best for them.

In the Front of Mind campaign, we can all act as policy influencers for everyone living with dementia, and their unpaid carers.

*“Someone who publicly supports something they believe in”*



*“A person who publicly supports or recommends a particular cause or policy”*

# How can you influence policy?

There are range of opportunities to influence policy, including campaigning, responding to government consultations, and shaping legislation.

Looking at the Front of Mind campaign specifically, you can help to influence policy by **representing the dementia and unpaid carer community** in our engagement with MPs. By getting MPs on board with the campaign, we can encourage them to:

- **Raise awareness** of the challenges faced by people with dementia and their unpaid carers
- **Join us in calling** for action to tackle these challenges
- **Encourage the government** to drive policy change that will support campaign objectives

# How might I engage with an MP?



**Writing a letter  
to your local MP**



**Joining a meeting with  
an MP, alongside  
campaign partners**



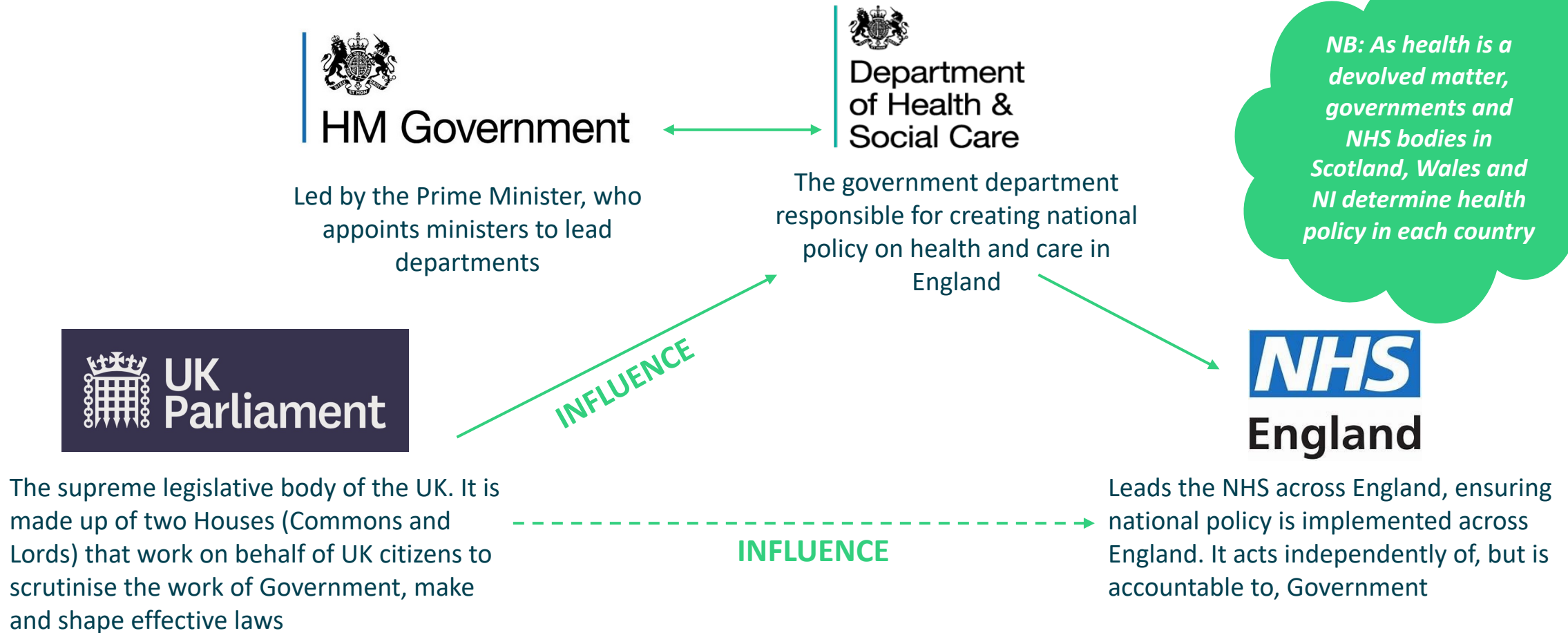
**Sharing social  
media content,  
and tagging MPs**

This might seem intimidating at first, but we are here to help!

Before you get started, it will be helpful to be aware of the the different institutions involved in developing health and social care policy, and the roles that they have. The next few slides will help to build your understanding.

# **The health and care policy landscape in England**

# Introduction to the health and care policy landscape: how does it all fit together?



# Department of Health and Social Care (DHSC): key facts

Led by the Secretary of State for Health and Social Care, supported by junior ministers

Accountable to Parliament for the performance of the NHS

Does not directly commission or provide health and care services

Creates national policy and sets the overall strategic direction for the health and social care system in England

Publishes an annual 'mandate' to NHS bodies, setting out the government's objectives and budgets

Publishes annual Outcomes Frameworks, establishing outcomes and indicators that will be used to hold the bodies to account



# Department of Health and Social Care (DHSC): key people



**The Rt Hon Sajid Javid MP, Secretary  
of State for Health and Social Care**

Sets the overall direction for the  
Department, across health and social  
care policy



**Gillian Keegan MP, Minister for Care  
and Mental Health**

Ministerial lead for issues including  
dementia, adult social care, and NHS  
Continuing Healthcare

*MPs can help us to  
make sure campaign  
messages are heard  
by these important  
decision makers*

# Also worth bearing in mind...

As the Front of Mind campaign explores the socioeconomic impact of dementia, and its relationship with deprivation, it is also useful to be aware of:



Office for Health  
Improvement  
& Disparities

Part of the Department of Health and Social Care, OHID is responsible helping everyone to live in good health for longer and tackling health inequalities.

**OHID is led by Dr Jeanelle de Gruchy, Deputy Chief Medical Officer.**



HM Treasury

The Treasury sets UK economic policy and maintains control over public spending.

**The Treasury is led by The Rt Hon Rishi Sunak MP Chancellor of the Exchequer. It also has teams specifically working on health and care spending.**



Department for Levelling Up,  
Housing & Communities

The government department responsible for areas including 'levelling up' policy (spreading opportunity more equally across the country) and local government.

**DLUHC is led by The Rt Hon Michael Gove MP, Secretary of State for Levelling Up, Housing and Communities.**

# NHS England and Improvement (NHSE/I): key facts

Leads the NHS across England, ensuring national standards and policies are in place across the country

Funds local 'commissioners', who are responsible for 'buying' health (but not social care) services for their own local areas

Directly commissions most primary care (including GPs, dentists, and pharmacists)

*Example:*

*While DHSC might set a target for dementia diagnosis rates to be improved, NHSE/I would be responsible for ensuring that care pathways can facilitate this, and that improvements are being delivered across the country*

# NHS England and Improvement (NHSE/I): key people



**Amanda Pritchard, Chief Executive**

Leads the NHS's work nationally, and accountable to Parliament for the NHS's £130 billion of annual funding (provided by DHSC)



**Professor Alistair Burns, National clinical director for dementia**



**Dr Adrian Hayter, National clinical director for older people**

*National clinical directors are practicing clinicians who provide clinical leadership, advice, input and support across different areas*

# Parliament

Parliament – and parliamentarians – play a **vital role in the health and care policy landscape** for three reasons:

1

Both DHSC and NHSE/I are accountable to Parliament for the performance of the NHS and social care – so are expected to answer to Parliament and regularly provide information

2

MPs are expected to represent the views and interests of their constituents – many of whom will care deeply about health and social care – in their parliamentary duties

3

MPs shape and influence government policy both directly (through the legislative process) and indirectly (through campaigning or applying scrutiny on their areas of interest) – *see next slide*

# How do MPs influence policy?



MEETINGS WITH  
STAKEHOLDERS



RAISING ISSUES IN  
PARLIAMENT



ENGAGING INFORMALLY  
WITH GOVERNMENT  
DECISION MAKERS



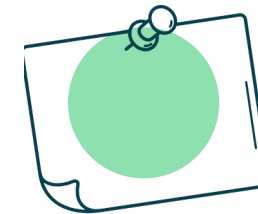
SCRUTINISING AND  
AMENDING LEGISLATION



COMMITTEES AND  
CROSS-PARTY GROUPS



ENGAGING WITH THE  
MEDIA



TABLING PARLIAMENTARY  
QUESTIONS

By sharing our experiences and expertise, we can help MPs to fulfil these roles.

# Which MPs are most relevant to our campaign?

## Your local MP

- MPs are usually receptive to issues raised by their own constituents, and will work to help their constituents get the support they need
- You can find out who your MP is [here](#)

## Opposition MPs

- The Opposition is the largest political party not in government (currently Labour)
- The Opposition – led by the Shadow Cabinet – questions and scrutinises the work of the government

## Health and Social Care Select Committee members

- A cross-party group responsible for scrutinising the work of the Department of Health and Social Care and its associated public bodies
- Committees undertake inquiries to examine issues in detail and make recommendations

## All-Party Parliamentary Group (APPG) members

- APPGs are informal cross-party groups focused on specific issues. They can help to raise awareness of, and apply scrutiny on, their areas of focus
- Relevant APPGs to Front of Mind include the APPGs on Dementia and Carers

# Some examples...

*Even outside of these key groups, there are many MPs interested in dementia policy who we can engage with*



**Wes Streeting MP,  
Shadow Secretary of State for  
Health and Social Care**



**Liz Kendall MP,  
Shadow Minister for Social  
Care**



**Jeremy Hunt MP,  
Chair of the Health and Social  
Care Select Committee**



**Caroline Dinenage MP,  
Chair of the APPG on Carers**



**Debbie Abrahams MP,  
Chair of the APPG on  
Dementia**



**Virendra Sharma MP,  
Front of Mind event host with a  
strong interest in health inequalities**



# **A short history of dementia policy in England**

**In the past decade, England has seen a national policy drive to improve access to diagnosis, care and support for people with dementia.**

**While there is still work to do, previous policy provides a useful reference point, and springboard, for future policy change.**

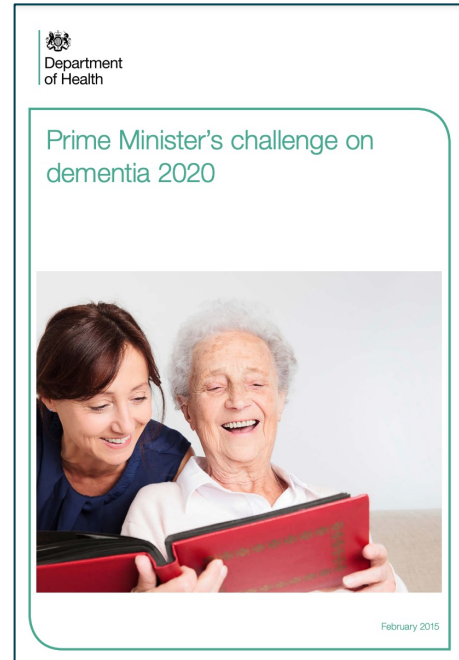


# Key dementia policy initiatives



**2012:**

Prime Minister David Cameron's dementia challenge sought to introduce a step-change in the national approach to dementia diagnosis, care and research



**2015:**

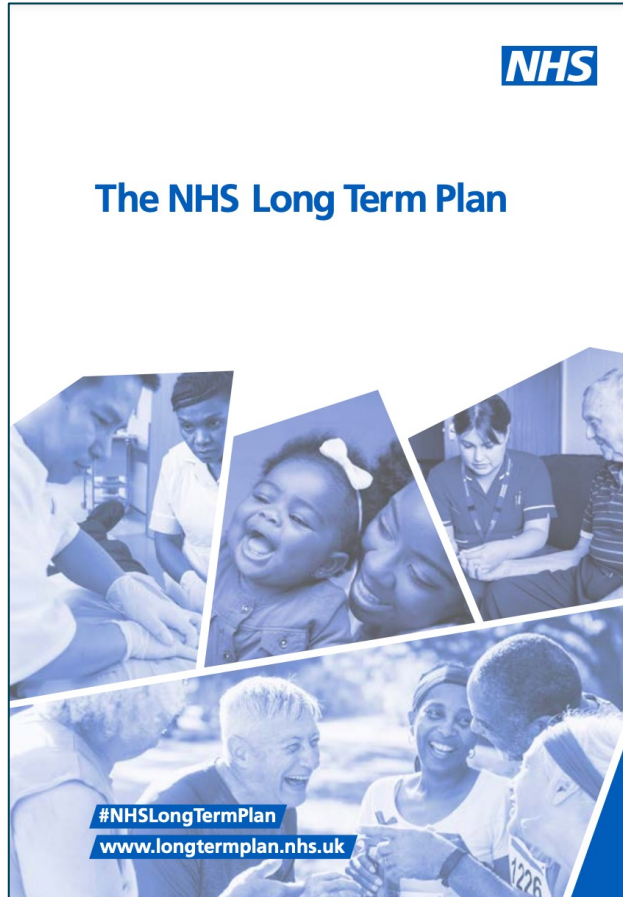
Building on the 2012 challenge, the 2015 update sought to celebrate achievements made to date while making clear that more work was to be done to secure meaningful transformation



**2019:**

In its 2019 manifesto, the Conservative Party pledged to launch a "Dementia Moonshot" to find a cure for dementia – through doubling research funding and speeding up trials for new treatments

# Driving delivery of national policy



Delivery of government policy has been led by NHS England, including through the NHS Long Term Plan (published 2019), which sets out key ambitions for the NHS between 2020 and 2030.

*“We will go further in improving the care we provide to people with dementia and delirium, whether they are in hospital or at home... We will provide better support for people with dementia through a more active focus on supporting people in the community through our enhanced community multidisciplinary teams and the application of the NHS Comprehensive Model of Personal Care. We will continue working closely with the voluntary sector, including supporting the Alzheimer’s Society to extend its Dementia Connect programme which offers a range of advice and support for people following a dementia diagnosis.”*

# **Securing future policy change for dementia**

# A range of relevant English policy initiatives are expected in 2022:

In the Adult Social Care White Paper, published December 2021, DHSC stated that it will be launching a **standalone dementia strategy in 2022**.

The strategy will focus on the specific health and care needs of people living with dementia and their carers, including dementia diagnosis, risk reduction and prevention, and research (delivering the 'Moonshot')

A **Health Disparities White Paper** will be published later in 2022, seeking to prevent disease through addressing the causes of health inequalities. Health disparities are a key area of focus for Sajid Javid.

The **NHS Long Term Plan** will see a 'refresh' in 2022, taking into account the impact of the COVID-19 pandemic – with a particular focus on mental health.

# How can the campaign leverage them?

Effective policy engagement finds overlap between **the issues that matter to us, and the issues that already matter to policymakers, by demonstrating that our own asks can help deliver the policy agenda.**

We can encourage MPs to help us with this, for example by:

- Tabling **Parliamentary Questions** to uncover information on government plans for new policies, including with regards to campaign issues
- **Writing to DHSC ministers** or NHSE/I officials to highlight the role that our asks might play in delivering policy ambitions
- Highlighting our campaign messages and asks during **parliamentary debates**

**What happens  
next?**



# Putting theory into practice



## **Dementia policy in England: virtual influencing workshop**

The workshop will provide an opportunity to learn more about the campaign and what makes for successful campaigning and policy engagement, before role playing scenarios to build confidence in speaking to MPs



## **Policy influencing toolkit**

Following the workshop, we will share a toolkit including top tips and resources you can use in your own influencing, such as template letters and social media posts. We will spend time in the workshop agreeing the toolkit contents, to make it as useful as possible

# Preparing for the workshop

There is no pre-work required for the workshop. However, if you can, please do take time to reflect on the contents of this guide, and any questions you might have. You may also wish to think about any previous experiences engaging with policy stakeholders – perhaps local MPs or councillors – and any learnings or challenges you wish to share during the workshop.

There is space in the next two slides for you to make a note of any insights or questions that come to mind before the workshop.

**We look forward to seeing you there!**

# Notes, insights, and questions

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