The Dementia Appeal

The story so far...

Helping to make your hospitals dementia friendly

We launched the Dementia Appeal with a target of raising £500,000 to make dementia friendly changes to our hospitals. Thanks to generous donations we've topped the £100,000 mark!

Here are examples of some of the exciting projects that we've been able to support across our hospitals...

Smell & Connect Cards
Fresh cut grass, baby powder, coffee, chocolate - these smells evoke memories and feelings. We have purchased Smell & Connect Cards featuring smells like these for our patients.

£15 a pack

Dementia Conference
We were the proud sponsor of the first ever East Kent Hospitals conference on dementia. 60 members of Trust staff attended to hear the 12 guest speakers from services, charities and businesses.

Activity Tubs
28 Activity Tubs were delivered to 28 wards across the Trust (see bottom right photo). These were filled with games, conversation starters, reminiscence materials and CDs. They have been a huge hit!

Cost £6,300

"RITA"
Reminiscence Interactive Therapy & Activities
This reminiscence software on tablets and TV screens promotes positive interaction between patients, staff and volunteers. It helps care-givers to find out details from the patient’s past that they remember fondly and well, allowing them to use these as conversation starters throughout their care.

Cost £7,800 per package

Dementia Volunteers
Lunch Clubs and Memory Lane Cafes are held for our patients. These events encourage the patients to get out of bed, socialise together and eat sitting at a table in a dementia-friendly environment, away from their ward. We could not run these events without our fantastic volunteers, who sit, eat and engage with the patients.

Cost £1,500, on-going

Calendar Clocks
A hospital stay can be disorienting for patients who are living with dementia. Calendar Clocks help people to tell the time, day and date.

£90 each

Dementia Friends
One of the wider aims of our Dementia Appeal is to increase awareness of dementia. Over the last 12 months, we have created over 400 Dementia Friends as part of the Alzheimer’s Society’s initiative, to make 4 million Dementia Friends by 2020.

Cost £2,300

Pop-up Cinema Screen
We funded a cinema screen and projector that can pop up on wards. Patients at the William Harvey Hospital can now enjoy old cinema and TV classics.

Cost £2,300
St Augustine’s Ward & Day Room - £60,000

St Augustine’s Ward at the QEQM Hospital in Margate has a high proportion of patients who are living with dementia. Thanks to donations to our Dementia Appeal, it has received a dementia-friendly makeover. Photographs of familiar Kent scenes provide visual stimulation and help remind patients that they are in a hospital in Kent. Each bay has been given a different colour scheme to help people who are living with dementia find their way.

At the side of the Ward, the newly refurbished Day Room is now open for patients and visitors. The room has been transformed into a living room, dining room and semi-working kitchen and it is available for staff to take patients from all over the QEQM Hospital.

We have some exciting plans for the future...

We want patients to have access to a dementia friendly day room at each of our hospitals.

We want to invest in proven technologies, reminiscence therapy materials, activities and everyday items that will make a valuable difference to the hospital experience for those who are living with dementia.

We want to make more changes to the internal and external environment to assist those who are living with dementia.

We want to continue funding refreshments at Lunch Clubs and Memory Lane Cafes for our patients.

We want to continue to educate and challenge the stigma surrounding dementia by delivering Dementia Friends sessions to Trust staff and members of the public.

How you can get involved:

- Make a donation
- Get your ward or department to fundraise together
- Take part in a challenge or fundraising event
- Encourage your employer or organisation to choose us as their good cause
- Make a gift in memory of a loved one.

You can donate directly through our Just Giving page: [www.justgiving.com/campaigns/charity/ekhc/dementiaappeal](http://www.justgiving.com/campaigns/charity/ekhc/dementiaappeal)

Cash or cheques can be handed in at the Cash Offices or sent to the address below: Please hand them in with a cover letter detailing who you are, where you would like the money to go and your contact details.

Cash Office at each acute hospital. Open Monday-Friday 9.30am to 3pm (closed over lunch 12.30pm – 1.30pm). Cheques payable to "EKHC Dementia Appeal."

Make an instant donation:

Text “EKDA01 £5” to 70070 to donate £5
Or scan the QR Code

If everyone in Kent donated £1, we’d have enough money to finish the Dementia Appeal three times over!