

PIONEERING DEMENTIA CARE



Neil Matthewman, chief executive of Community Integrated Care – one of the UK's largest health and social care charities, tells us about EachStep, a ground-breaking new model for dementia care that is rapidly gaining attention for progressing innovation in this area of national need

What is EachStep?

EachStep is a new model of integrated dementia care developed by Community Integrated Care. At its core is a set of seemingly simple ambitions brought together in a genuinely innovative way: that people with dementia and their loved ones need stability in their lives; that they should be supported by expertly trained, caring staff in facilities that truly meet their needs; and that people with dementia should lead fulfilling and active lifestyles, where their personality and interests are recognised and promoted.

We launched our first service under the EachStep model this July – EachStep Blackley, a pioneering £5m dementia service in Manchester. EachStep Blackley delivers a complete range of specialist dementia care from one location – home care, day care, respite care, and residential and nursing support, and in doing so, we are able to support people from their initial diagnosis through each step of their journey with dementia.

EachStep draws upon the latest research in dementia care, the insight of our academic and carer group partners, and our charity's own in-depth understanding of the condition and the care sector – gained through our 25 years of delivering progressive care services, to create a service that fulfils the aspirations of the National Dementia Strategy.

What are the benefits of the EachStep model?

EachStep is about supporting people with dementia through any challenge they face and in short, this is our greatest benefit. By providing a genuinely integrated dementia care service, we are able to tailor the support we provide whenever required and ensure that people will always be supported by a team of staff who know them and their needs, in an environment that they are familiar with and comfortable in.

Moreover, the EachStep ethos of supporting people to live fulfilled lives, underpinned by our excellent staff training and state-of-the-art facilities, results in genuinely life-enhancing support. Although we are only half a year since its launch, we've already seen some tremendous outcomes for the people we support.

What sort of interest has EachStep received?

The reception from the Manchester community has been overwhelmingly positive and EachStep is rapidly gaining a reputation as being an incredible asset for the local area. Because of this, the service has been inundated with people enquiring about how they or their loved ones can access our support.

As such a new and progressive service, we've also received some fantastic national interest too. Professor Alistair Burns, the government's dementia tsar, praised EachStep Blackley when he formally opened the service; we've had fact-finding visits from the likes of the Joseph Rowntree Foundation and The National Care

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Forum; and we even welcomed a delegation from the Singapore Government, who wanted to find out more about the latest innovations in UK social care. As a charity, we are driven by providing public benefit, so we have really relished exchanging insight with these groups.

Is Community Integrated Care looking to develop further EachStep services?

Absolutely, we are currently reviewing the areas that will benefit most from having EachStep services in the future. But more so, we will also look at ways that we can apply the understanding we have gained in developing EachStep in all of our existing care services for older people.

We believe that we have developed an exceptional service model that can solve many of the issues created by the rapid rise in dementia and are very excited about sharing these benefits in communities across the UK. ■

Neil Matthewman, chief executive of Community Integrated Care
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