

AN ENTREPRENEURIAL APPROACH

PURPOSE OF STUDY

To explore if there is potential to commercialise aspects of bold.

We Spoke to

- People who work with people living with dementia and are responsible for their own training and development.
- People who are responsible for the training and development of others who work with and/or care for people living with dementia.
- People who care for, or have cared for a family member living with dementia

We asked them

What their goals, needs and challenges are in terms of connection with people living with dementia. What training and resources they have and what they desire, and what networks of support they have and how important these are.

THEY TOLD US THAT

Goals are:

The Wellbeing of people living with dementia and raising awareness of dementia

Challenges and needs are:

Funding, stigma, resources, staff retention

Current Training is usually:

Free (e.g. dementia awareness), In-house (e.g. role training), Specialist (e.g. safeguarding, dementia/Parkinsons)

Training priorities and desires

Mandatory (e.g. safeguarding), personal development, relevant, free, not too time consuming

Resources they would like

Easy to access, physical resources (e.g. transport, materials), training for end of life care, responsive to client needs

Support Networks are important because:

Inclusivity, Personal support, and collaborative potential

They felt bold would help them with:

Personal influence in dementia world, personal growth and support, networking

If bold was accredited:

It would be useful and more attractive

