



DEMENTIA SERVICES INFORMATION AND DEVELOPMENT CENTRE  
*promoting excellence in dementia care*

**DEMENTIA SERVICES INFORMATION AND  
DEVELOPMENT CENTRE**

# **DSIDC STRATEGY 2009 - 2011**



## INTRODUCTION

This strategy was developed by the Chairperson and members of the Steering Committee of the Dementia Services Information and Development Centre (DSIDC) along with the DSIDC Director and staff. This followed a strategic planning process, which took place between October 2008 and January 2009.

This process included external and internal reviews. It examined issues such as history, vision and mission, structure, services, stakeholders and resources and capabilities. An analysis of internal strengths and weaknesses of the organization and of external opportunities and threats was conducted.

The situational analysis and the questions that were generated from this process formed the basis for discussion among key stakeholders at an externally facilitated strategic planning workshop.

The outcome of these discussions and subsequent reflection have resulted in this strategic framework which indicates the work of DSIDC for the three-year period from January 2009 to December 2011.



## BRIEF HISTORY

DSIDC was established as a national centre to promote excellence in dementia care in July 1998, following discussion with the Department of Health. A '*Constitution Document*' set out initial plans, structure and budget.

DSIDC has developed steadily since its establishment. The budget has increased from less than €165,000<sup>1</sup> in 1998 to nearly €600,000 in 2008 and sources of income have diversified. Staff numbers have increased from two to seven and the range and impact of services offered throughout the country has expanded. A large network of national and international contacts has been built up and the centre now contributes to many other organizations, groups and associations. In 2007, a grant from Atlantic Philanthropies enabled DSIDC to attract further funding from others to develop a major research programme, in the University of Dublin, Trinity College.

---

<sup>1</sup> Euro equivalent of £1R.

## **STRUCTURE**

The Steering Committee is responsible for the governance of DSIDC. It comprises a chairperson, vice chairperson and seven members. These include representatives of the Department of Medicine for the Elderly (MedEl), St James's Hospital, the Mercers Institute for Research on Ageing and the University of Dublin, Trinity College. The Steering Committee meets quarterly to devise policy and strategy and monitor implementation.

The DSIDC Advisory Group is made up of representatives of statutory and voluntary groups who provide advice and support to further the aims of the centre. It includes members of the Steering Committee and has the same chairperson. It meets at least once a year.

The Living With Dementia (LiD) Research Programme which is based in Trinity College has an Advisory Committee which includes stakeholders of that programme and two members of the Steering Committee. It has the same chairperson as the Steering Committee and meets regularly to advise on implementation of the programme.

The Executive consists of the Director of DSIDC, the Director of the LiD Research Programme, two Education Officers, an Assistant Education Officer, a Senior Social Worker / Researcher and an Administrator.

The centre operates from offices in St. James's Hospital, Dublin where its education facilities and resource centre are located.

## **VISION**

The vision of DSIDC is a future where everyone with a personal encounter with dementia in Ireland has the quality of services to enable them to live the life of their choice.

## **MISSION**

The mission of DSIDC is to promote excellence in all aspects of services for persons with dementia, to increase knowledge and understanding and to reduce stigma. We seek to do this through research, influencing policy and developing models of best practice, education, information provision and collaboration with others who share our vision.

## **VALUES**

DSIDC values include a person centered approach, understanding of dementia as a disability, collaboration, effective use of resources, flexibility and continuous quality improvement in all our services, activities and relationships.

## **ASSUMPTIONS**

DSIDC expects that the societal attitudes to older people in general and to people with dementia in particular will continue to improve. This will be reflected in individual, organizational and institutional commitment to reducing ageism and the stigma attached to dementia.

DSIDC assumes that organizations and institutions will continue to develop policies and strategies to deliver better services for persons with dementia and that they will have the resources to do so.

DSIDC expects it will continue to avail of the facilities provided by St. James's Hospital and that DSIDC will have an enhanced position within the new St. James Hospital Centre for Successful Ageing.

DSIDC is confident that it will have the resources to continue to attract and retain high calibre staff and to deliver the strategic objectives and outcomes detailed below.

## **STRATEGIC OBJECTIVES**

The strategic objectives in the period of this strategic plan are as follows:

1. To promote an awareness of dementia to policy makers, opinion leaders and others by providing up to date and relevant information at individual, organisational and institutional levels.
2. To enhance the knowledge, skills and attitudes of health care professionals and others who work with or who provide services to persons with dementia by identifying needs and by providing the most appropriate educational response.
3. To find out what works or makes a difference to the lives of persons with dementia by conducting and supporting action research and by disseminating findings.
4. To ensure the relevance, viability, growth and development of DSIDC through
  - regular review of strategy and policy
  - increased resources and capabilities
  - good governance and management.

The key performance indicators for each of the four strategic objectives in the three years of this strategic plan from January 2009 to December 2011 are detailed below.

**KEY PERFORMANCE INDICATORS FOR EACH STRATEGIC OBJECTIVE FOR EACH YEAR OF PLAN**

Strategic Objective	2009	2010	2011
<p><b>No 1.</b> Promote an awareness of dementia to policy makers, opinion leaders and others by providing up to date and relevant information at individual, organizational and institutional levels.</p>	<ul style="list-style-type: none"> <li>• Host Spring Seminar on national dementia strategy – learning from UK experience.</li> <li>• Host Autumn conference.</li> <li>• Participate in 10 networks and develop links for Dementia Strategy.</li> <li>• Publish Spring and Autumn Newsletters.</li> <li>• Develop and launch new website.</li> <li>• Respond to 250 queries.</li> <li>• Lead on 10 consultancies.</li> <li>• Publish 2008 Annual Report.</li> </ul>	<p>As for previous year and in addition:</p> <ul style="list-style-type: none"> <li>• Liaise with other key stakeholders in development of Dementia Strategy for Ireland.</li> <li>• Work with other organizations to develop media campaign to promote awareness of issue of dementia in Ireland.</li> <li>• Increase response to queries and consultancies by 10%</li> </ul>	<p>As for previous year and in addition:</p> <p>Increase response to queries and consultancies by a further 10%</p>
<p><b>No. 2.</b> Enhance the knowledge, skills and attitudes of health care professionals and others who work with or who provide services to persons with dementia by Identifying needs and by providing the most appropriate educational response.</p>	<ul style="list-style-type: none"> <li>• Publish 1<sup>st</sup> Education Brochure.</li> <li>• Deliver 12 scheduled courses and 4 'bespoke courses'.</li> <li>• Deliver 1,200 person days of education.</li> <li>• Provide one 'new' scheduled course.</li> <li>• Identify dementia education needs of one 'new' professional group or sector and develop appropriate response.</li> <li>• Contribute to dementia education programmes of two other organizations.</li> <li>• Record 150 Resource Centre users.</li> <li>• Prepare for further accreditation.</li> </ul>	<p>As for previous year and in addition:</p> <ul style="list-style-type: none"> <li>• Increase number of person days of education and Resource Centre use by 10%</li> <li>• Ensure DSIDC courses are appropriately accredited.</li> </ul>	<p>As for previous year and in addition:</p> <p>Increase number of person days of education and Resource Centre use by a further 10%.</p>

**KEY PERFORMANCE INDICATORS FOR EACH STRATEGIC OBJECTIVE FOR EACH YEAR OF PLAN - cont.-**

Strategic Objective	2009	2010	2011
<p><b>No. 3.</b> Find out what works or makes a difference to the lives of persons with dementia by conducting and supporting action research and by disseminating findings.</p>	<ul style="list-style-type: none"> <li>• Implement the Living with Dementia Programme.</li> <li>• Complete 2 pieces of research and submit for publication.</li> <li>• Develop 2 new research proposals for funding.</li> <li>• Develop proposal for funding of area-based dementia project (defined geographical area).</li> <li>• Disseminate information as in Strategic Objective No. 1 above.</li> </ul>	<p>As for previous year and in addition:</p> <p>Start implementation of area based dementia project.</p>	<p>As for previous year and in addition:</p> <p>Review progress on implementation of area based dementia project.</p>
<p><b>No 4.</b> Ensure the relevance, viability, growth and development of DSIDC through regular review of strategy and policy, increased resources and capabilities and good governance and management.</p>	<ul style="list-style-type: none"> <li>• Publish and implement 1<sup>st</sup> Strategic Plan.</li> <li>• Diversify and increase non-pay income streams by 10% for 2010.</li> <li>• Enhance capability through staff training and development.</li> <li>• Increase profile through networking, publications and interaction with media.</li> <li>• Improve quality through monitoring and evaluation of all projects and activities.</li> </ul>	<p>As for previous year and in addition:</p> <p>Conduct review of implementation of Strategic Plan after 18 months.</p>	<p>As for previous year and in addition:</p> <p>Review implementation of Strategic Plan.</p> <p>Develop new strategic plan for period 2012 - 2015</p>