

Luton

DAA Dementia
Action Alliance



Pictons Joins Dementia Action Alliance and Supports Luton's Annual Dementia Conference

Leading and award winning regional law firm Pictons took part in Luton's annual Dementia Conference on 9th November as the local community came together to support the Luton Dementia Action Alliance (LDAA).

A host of speakers and dementia specialists engaged the audience. Councillor Aslam Khan, the Public Health and Commissioning Portfolio holder from Luton Borough Council welcomed everyone and Stephen Gunther, the Service Director in Healthcare and Adults Commissioning from the Council gave the Conference a Luton perspective.

Pat Mooney shared his experiences of living with dementia in a very moving speech, followed by Maria Collins and Sian Gilleard from the LDAA. The Council's Commissioning Manager Kim Radford launched Luton's New Dementia Strategy while further contributions were made from Chief Inspector Jaki Whittred, from Beds Police and Beds and Herts Dementia Alliance and the Council's Programme Director Pam Garraway covered Integrated Personalised Commissioning in Luton.

The full programme continued after lunch with Jenny Moody MBE, Dr John Schoeman a Clinical Lead Psychiatrist from the East London Foundation Trust about Early Diagnosis of Dementia and contributions from Dementia Research UK.

Charlie Beattie, Marketing Manager and an Associate at Pictons says "We attended the Conference because we have already increased dementia awareness with our staff and encouraged them to become Dementia Friends, having invited Maria Collins from the Luton Dementia Action Alliance to give us a presentation on how we can help.

"The Conference had many excellent speakers. Dr Schoeman spoke about Dementia and where the research is lacking in Luton while Jenny Moody spoke about her experiences as a Carer and the struggles she experiences every day. It was like a poem that didn't rhyme, absolutely inspiring and there wasn't a dry eye in the house.

There was also another policeman, a 'Geordie', who has joined "Singing for the Brain" and sang Que Sera Sera in a cockney accent. He was brilliant!

"At Pictons we have put together a list of six key actions that we will implement, enabling us to help and support not only people with dementia but also their families and friends. We have registered with Solicitors for the Elderly and our very experienced Wills Trust and Probate team are using their expertise to ensure that people get the protection they need and that their wellbeing, wishes and finances are taken care of should they become incapacitated."

Sian Gilleard, Luton Dementia Action Alliance Coordinator and Alzheimer's Society said "It was an amazing Conference and very inspiring. We are so grateful for the support we receive from businesses such as Pictons and they are especially pro active in supporting dementia awareness and ensuring that their staff understand the problems associated with this terrible disease.

"We encourage people and their families to protect themselves for the future as much as possible and we hope that the LDAA Conference has really made people think and take action."