



STRENGTHS

Social Design
Prototyping
Co-creation

PROJECT TITLE

Alzheimer 100, improving quality of life through co-design

CLIENT

Design of the Time 2007 (Dott 07) Initiative

DESIGN SUPPLIERS

Thinkpublic

LAUNCH DATE

2007

USEFUL LINKS

www.alzheimer100.co.uk/

Improving Quality of Life through Co-Design

SUMMARY

Alzheimer 100 is one of the seven projects of Dott 07, the biennial initiative aimed to improve the quality of life through co-design. Thinkpublic consultancy was selected to carry out the project, using design research and prototyping techniques to uncover new opportunities for the future care and provision of Alzheimer's patients.

INSIGHT

750,000 people are affected by dementia in the UK. The aim of the project was based on the question: What practical steps can be taken to improve daily life for people with dementia and their carers.

APPROACH

Through employing co-design with stakeholders and the use of workshops and video diaries, challenges of people who suffer from dementia and their caregivers were identified. The methods used were communication channels (blog, pamphlets, meetings), storytelling (video footage with glimpses into the daily life with dementia that was used as a tool to generate dialogue at the co-design day event), and the co-design day event, which invited the community to share stories, identify challenges, and generate ideas in response. Additional components of the event included having the stakeholder participants voting on the key challenges, having them engaged in relationship building activities, and dividing the participants into smaller co-design teams to focus on the dementia challenges that they had voted on earlier in the day. The teams worked together in the following weeks on their challenge briefs while receiving support from Thinkpublic through design sessions, which aided the team in communicating and developing their ideas in a visual and tangible way

OUTCOME

The outcome was an implemented signposting service, a prototype for a safe wandering path for a care home, and a volunteer mentoring scheme for caregivers inspired by TimeBank. This project set the groundwork for the new National Dementia Strategy. Thinkpublic is currently working to expand it from 4 pilot prototypes to approximately 22 nationwide.