

# The National Dementia Action Alliance

We are the only national alliance for dementia care and research. We are experts in the field. Our members come from all areas of the sector and are committed to improving outcomes for people living with dementia and carers. Together we:

*"Since joining the NDA A as an affiliate and then as a steering group member I've witnessed the devotion and insight of professionals totally committed and united in advancing the cause of dementia at all levels."*



**Keith Oliver, Living with young onset dementia, NDA A Steering Group Member**

**Influence** - Present a collective voice for the alliance to government, partners and other stakeholders, raising awareness and celebrating new projects in dementia care



*"The NDA A harnesses the energy of people and its member organisations to advocate for all affected by dementia, to maintain standards of quality in all that is done on their behalf and to pursue service improvement through calls to action."*

**Prof Graham Stokes, Director of Memory Care, HC-One**

**Change** - Lead and support action to improve lives of people living with dementia and carers in the long-term through our campaigns and individual member commitments

*"What the NDA A are doing is so critical and important and it will make such a difference to people's lives just when they need it the most. If they hand out any prizes the NDA A team should be at the top of the list."*

**Mike, Carer for his partner Tom who is living with dementia**



**Collaborate** - Enable all in the sector, as part of the alliance, to enjoy a culture of shared ideas and best practice in a creative environment through events, surveys and forums



*"The NDA A brings people together and helps us share all the good practice that is going on. When driving forward developments you are much stronger as a force than you are as an isolated organisation trying to make a difference."*

**Rachel Thompson, Practice Development, Lead, Dementia UK**

**Promote** - Showcase and celebrate the progress and achievements of our members through all NDA A communications

*"The NDA A enables transformational change across health and social care that members couldn't achieve alone. Each member takes action. Putting the experience of people affected by dementia to the fore"*

**Jeremy Hughes CBE, Chief Executive, Alzheimer's Society**



**Engage** - Encourage member networking to drive up standards though discussion and interaction with people with dementia and carers to provide a platform for their experiences while informing member plans and decisions



*"I felt honoured to be part of the NDA A Dementia Friendly Hospitals task force. Good person centred care is crucial to good nursing. Hopefully we can encourage positive changes for people with dementia and carers so they have a positive stay in hospital."*

**Tracey Shorthouse, Former nurse living with dementia**



# National Dementia Action Alliance Membership Package

The National Dementia Action Alliance (NDAA) continues to be the alliance of national organisations across England who connect, share best practice and take action on dementia. Everything we do is in partnership, and informed by people living with dementia, and those that care for them. As an alliance, we simply would not exist without our members.

The annual membership fee is based on member organisation turnover and the grouping of fees is as follows:

<b>Category 1:</b>	Turnover up to £1 million = £250
<b>Category 2:</b>	Turnover between £1 million - £2.5 million = £500
<b>Category 3:</b>	Turnover between £2.5 million - £5 million = £1000
<b>Category 4:</b>	Turnover of over £5 million = over £2000, exact amount decided on a case by case basis

The membership fee will be calculated on the basis of company turnover. At the discretion of the Steering Group, fees can be waived or reduced for members that demonstrate need and make a request in writing.

By becoming part of the alliance, you will receive the following fantastic **benefits**:

## I. On your behalf the NDAA affects and influences national policy and debate on dementia

- The NDAA **influences government** and policy reports on behalf of its members;
- The NDAA works to ensure that dementia stays high up on the government's priorities, so that **outcomes** for those living with dementia are **improved**;
- The NDAA works to **lobby senior decision-makers**, on the issues that members feel strongly about and work to keep dementia a national priority by supporting member advocacy work
- NDAA members have the **opportunity to network** with hundreds of other like-minded organisations and benefit from cross-sector expertise on dementia
- Members can **influence NDAA campaigns** and be able to showcase your work through this
- The opportunity to be **part of** the NDAA Annual Conference **Working Group** to decide the agenda for the NDAA's showcase event;
- The **right to vote** in steering group elections;
- Opportunity to **suggest roundtable topics** and attend them.

## 2. Support for members to improve the lives of those affected by dementia

- **Promote your organisation's work** through interviews and podcasts;
- **Advertise jobs** on the NDAA Twitter account and newsletter;
- **Member of the month:** feature on the NDAA website, social media and in our newsletter;
- Introductions to **user involvement groups** to test any upcoming work or policies;
- **Disseminate** research findings and broadcast achievements through the website, newsletter, social media and events
- Regular news stories showcasing **best practice and innovation** on the NDAA website.
- Receive a **dedicated member's page** on the NDAA website where you can log in and submit news stories and events
- Receive **advice and support** on how to apply dementia related policies

## 3. Regular bulletins on the dementia sector to help keep you up to date

- Receive our **monthly newsletters**
- Book **priority places** for all webinars
- Priority booking for all **NDAA events**
- Invitation to the **NDAA Annual Conference**
- Receive our **new regular policy briefing** to stay up to date with what's going on in areas that affects people living with dementia



## What we want from alliance members

- Taking action by fulfilling their member action plans
- Money/ support in kind.
- To promote the work of the NDAA to its networks
- To be active members e.g. attend meetings, participate in roundtables, webinars etc.
- To share their knowledge/expertise with the NDAA and its members.
- The onus is on the members to drive the work of the NDAA forward, with the Secretariat providing assistance

If your organisation would like to join the National Dementia Action Alliance or you'd like further information please contact us at [NDAA@alzheimers.org.uk](mailto:NDAA@alzheimers.org.uk)