

Scottish Social Services Council

**Date: 3 March 2017**

**For immediate release**

### **Dementia Ambassadors inspiring for the future**

The hard work and dedication of Scotland's Dementia Ambassadors to support learning that helps improve the lives of people with dementia were recognised at their third national conference in Glasgow today (Friday 3 March). Around 120 Dementia Ambassadors were at the Scottish Social Services Council (SSSC) hosted event to celebrate their achievements.

Dementia Ambassadors work in social services throughout Scotland and have a key role in supporting and developing the skills of the workforce who support people living with dementia as part of the Scottish Government's Promoting Excellence framework.

Opening the conference Professor Jim McGoldrick, Convener of the SSSC said: 'I'm delighted to see so many Dementia Ambassadors here today as we look to inspire for the future to build a social service workforce with the skills and knowledge needed to help people living with dementia, and their families and carers, live well.

'I know every Dementia Ambassador has a passion and drive to improve the lives of people with dementia and this event recognises and celebrates your hard work.

'When thinking about the future of dementia care we have to listen to the people that know best, so I am very pleased that representatives from the Scottish Dementia Working Group and the National Dementia Carers Action Network are able to join us today so we can learn from their knowledge and experience.'

Henry Simmons, Chief Executive of Alzheimer Scotland, said:

'We are so grateful to the Dementia Ambassadors taking part today and to the over 800 ambassadors to date who have committed, through workforce training and skills development, to help improve the lives of people living with dementia and their carers and families in Scotland.

'Every Dementia Ambassador is part of an incredible force for change in Scotland, a force that has at its heart the hopes and aspirations of people with dementia and their families and a force that will ensure people with dementia and their families can lead an inclusive and meaningful life as equal and valued citizens of Scotland.'

At the conference delegates will hear from:

- SSSC
- Alzheimer Scotland
- Scottish Care

- Scottish Dementia Working Group
- National Dementia Carers Action Network
- Care Inspectorate
- Dementia Ambassadors.

Dementia Ambassadors are people in social service and other settings who have volunteered to develop their skills in working with people living with dementia as part of the Promoting Excellence learning framework. There are around 800 active Dementia Ambassadors right across Scotland whose role it is to promote best practice and support colleagues in their knowledge of working with people living with dementia.

The Twitter hashtag to follow the day's events is #DANC17.

ENDS

## **Notes to the editor**

### **Media enquiries**

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### Promoting Excellence

The Promoting Excellence learning framework defines the knowledge, skills and values that workers must hold to improve the experience of care and support for people living with dementia, their families and carers. The Scottish Social Services Council (SSSC) and NHS Education for Scotland (NES) developed Promoting Excellence on behalf of the Scottish Government, in response to a commitment made in Scotland's first National Dementia Strategy.

Dementia Ambassadors work across social service settings in care homes, day care, care at home and housing support services. There are also Dementia Ambassadors working in educational settings, such as colleges, local authority learning and development teams and independent and voluntary sector training providers and even the fire service. There are Dementia Ambassadors in every local authority area in Scotland.

Promoting Excellence: A framework for all health and social services staff working with people with dementia, their families and carers, Scottish Government, 2011  
<http://www.gov.scot/Publications/2011/05/31085332/0>

There is more information about Promoting Excellence on the SSSC website  
<http://www.sssc.uk.com/workforce-development/supporting-your-development/promoting-excellence-in-dementia-care>

Dementia Ambassadors, alongside Dementia Champions, are part of the infrastructure which will support the spread and sustainability of good practice into the future, as per Commitment 8 in Scotland's National Dementia Strategy 2013-16  
<http://www.gov.scot/Topics/Health/Services/Mental-Health/Dementia>

The national Dementia Ambassadors conference takes place from 9.30am – 4pm on Friday 3 March 2016 at The Studio, 67 Hope Street, Glasgow, GA 6AE.

## Background

The Scottish Social Services Council (SSSC) is the regulator for the social service workforce in Scotland. Our work means the people of Scotland can count on social services being provided by a trusted, skilled and confident workforce.

We protect the public by registering social service workers, setting standards for their practice, conduct, training and education and by supporting their professional development. Where people fall below the standards of practice and conduct we can investigate and take action.

We:

- publish the national codes of practice for people working in social services and their employers
- register people working in social services and make sure they adhere to our codes of practice
- promote and regulate the learning and development of the social service workforce
- are the national lead for workforce development and planning for social services in Scotland.

Each country in the UK has its own regulatory body that is responsible for the registration and regulation of social workers and/or social service workers in their country. They are: the Care Council for Wales, the Northern Ireland Social Care Council and the Scottish Social Services Council. The Health and Care Professions Council regulates social workers in England only.

Find out more about us at:

Website: [www.sssc.uk.com](http://www.sssc.uk.com)

Twitter: <http://twitter.com/SSSCnews>

Facebook: <https://www.facebook.com/thesssc>

Instagram: <http://instagram.com/ssscnews>