



Memory Matters

Improving dementia awareness, earlier diagnosis and access to support across Birmingham and Solihull

PROGRAMME NEWSLETTER • EDITION 1 • JULY 2026

INSIDE THIS EDITION:

Community outreach in Ward

End

New partnership activity

Primary care pathway progress

Memory Matters | 0121 706 4052 Birmingham@MemoryMatters.uk

Working in partnership with



compassionate

inclusive

committed



WELCOME Inside this edition

A quick guide to the programme, its purpose and the progress covered in this newsletter.

MESSAGE FROM THE PROJECT LEAD

Welcome to this edition of the Memory Matters newsletter. I'm pleased to share our progress in raising dementia awareness, supporting earlier diagnosis and connecting people with local support.

Community outreach, new partnerships and primary care activity are building momentum. Trusted, culturally relevant support closer to home is helping people seek advice sooner. Strong engagement, collaboration and clinical confidence give us a solid foundation for the next phase.

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Community-led, inclusive and closer to home

BRAIN-HEALTH EXPLAINER

A better way to talk about memory

Positive, practical messaging can help people understand change and feel able to seek advice early.

BRAIN HEALTH IN EVERYDAY LIFE

Looking after brain health is as important as looking after physical health. Memory Matters is helping people understand changes in memory and know when to seek support.

Physical health, mental wellbeing, sleep and medication can all affect memory. Some change can be part of ageing, but advice should be sought when concerns begin to affect daily life.



WHAT THIS ENABLES

- Earlier, more comfortable conversations about memory concerns
- Clearer routes into information, advice and local services
- Support that feels inclusive and relevant to local communities

Scan the QR code to
learn more about
maintaining your
brain health.



GOOD BRAIN-HEALTH MESSAGES

Three simple steps to support good brain health:



Love your heart

Look after your heart to look after your brain



Stay sharp

Mental activity strengthens brain health



Keep connected

Stay connected to support your brain

MEMORY MATTERS

Memory matters. Information and support are available if you are concerned about your memory. A co-produced leaflet — including a symptoms checklist — is available on the website.

[Dementia symptoms checklist | Alzheimer's Society](#)

PROGRAMME AIMS

Fairer Futures funding supports five programme aims

Funding runs until March 2028, strengthening pathways, support and community engagement.



Improve Primary Care Dementia Care Pathways

Improved quality of life for people living with dementia through clearer digitised care pathways including structured dementia training



Primary Care Model

The Project embeds a new dementia assessment and post diagnosis support model based in primary care to improve service user experience diagnosis rates and reduce wait times



Post-Diagnostic Support

Focus on expanding culturally sensitive post-diagnostic support tailored for diverse communities in Birmingham



Focus on Inequalities

Improved experience and trust amongst underrepresented communities through culturally sensitive, targeted engagement and in-reach with relevant VCSFE partners.



Strengthen engagement with Partnership Organisations

Improve locality-level dementia care through regular attendance at multi-agency/frailty meetings

PRIMARY CARE UPDATE

The pathway is beginning to build momentum

Two Primary Care Networks are engaged, with one further PCN onboarding.

SINCE PROGRAMME START

45 non-complex assessments
delivered in primary care

Coordinated assessment and support are being delivered closer to home.

WAITING TIMES

12 weeks

reduction across participating
PCNs

DEMENTIA DIAGNOSIS RATE (DDR)

+ 3%

More people are receiving the
right assessment and post-
diagnostic support.

POST-DIAGNOSTIC SUPPORT

54 sessions

52% less time

from assessment to treatment

PRIMARY CARE EDUCATION

5 delivered

+3 scheduled

dementia education sessions

LOCALITY-BASED PLANNING

**Brain health before
treatment**

Locality planning meetings strengthen
population health through prevention —
focusing on brain health, not only treatment.



Clinical confidence and community experience

Primary care support is strengthening clinical confidence while improving local access and family experience.

GP / CLINICAL IMPACT

Efficiency, specialist support and confidence

Prevented unnecessary and lengthy secondary care referrals

Immediate, expert advice on complex mental health presentations

Reduced GP administration time

Boosted confidence in managing advanced dementia

“The pilot has already enabled patients to be assessed and diagnosed within a month of referral, demonstrating the positive impact this is having on patients and their families.”

COMMUNITY / FAMILY EXPERIENCE

Local access, cultural engagement and whole-family reflection

Great to be seen at a local GP surgery

Really engaging and thoughtfully tailored to be culturally relevant

Thank you for engaging with my community in a way that matters

You have helped us as a family think about our brain as our health

“Extremely thorough, kind, empathetic and knowledgeable. Vicki was fantastic — an excellent service in our local surgery, with no wait. It could not be better. Thank you.”

PARTNERSHIP UPDATE

Trusted partners will take the message further

Contracts have been awarded to Alzheimer's Society and Age Connects West Midlands.



THE UPDATE

The new partnership activity strengthens the programme's ability to hold earlier conversations about brain health and connect people with information and support.

WHAT COMMUNITIES WILL SEE

- More community-based brain-health awareness sessions
- Increased outreach in communities experiencing health inequalities
- Culturally appropriate engagement and co-produced information resources

WHY THIS MATTERS

Trusted community organisations can help people understand brain health, recognise early memory concerns and know where to go for help. The approach makes earlier conversations more accessible and culturally relevant.

LOOKING AHEAD

More events, awareness sessions and partnership activity will help people access information and live well with dementia.

The focus remains simple: reach people earlier and in places they know.

Because every memory matters

COMMUNITY STORY

Celebrating life made health conversations easier

Memory Matters joined a family-friendly day of connection, culture and wellbeing at Holford Drive Community Sports Hub.



EVENT AT A GLANCE

Saturday 27 June 2026

Holford Drive Community Sports Hub
Perry Barr, Birmingham

250+
event attendees

≈150
people engaged

Brain-health advice was shared in a relaxed, culturally relevant setting.

WHAT HAPPENED

Visitors explored practical brain-health advice through quizzes, conversation and the popular “granny pants” ball game.

WHY IT MATTERED

The event created space for natural conversations outside clinical settings — helping communities feel seen, heard and supported.

WHAT PEOPLE ASKED

Questions covered normal ageing versus dementia, dementia types, research and where families can find support.

Source: Memory Matters event update; Q2 Fairer Futures report; facilitator feedback, June–August 2026.

COMMUNITY STORY

From a family day to meaningful conversations

Ward End Fire Station Family Day showed the value of visible, friendly outreach in a familiar setting.

PEOPLE REACHED

150+

community members engaged through brain-health and dementia-prevention conversations.

NEXT STEP

25

people signed up for a Brain Health Awareness Session at Ward End Fire Station.

A WELCOMING FORMAT

FAMILY

colleagues and children helped make the event accessible and family-friendly.



WARD END FIRE STATION FAMILY DAY



THE STORY

The family-friendly setting encouraged conversations across generations. A relaxed atmosphere helped people ask questions, explore practical brain-health messages and take a next step by signing up for a follow-up awareness session.

The event also strengthened local relationships and demonstrated how outreach can feel welcoming rather than clinical.

"Familiar places can make the first conversation easier."

FORWARD LOOK **What comes next**

The programme will continue to connect awareness, access and support across Birmingham and Solihull.

Together, Memory Matters, Alzheimer's Society and Age Connects West Midlands are working towards a shared goal: helping more people understand brain health, access support earlier and live well with dementia.

AWARENESS

More community events and brain-health sessions will create opportunities for earlier, easier conversations.

ACCESS

Closer-to-home pathways and clear information will help people know where to go when memory concerns arise.

SUPPORT

Inclusive engagement and connected services will help people and families find relevant support.

**Keep the conversation
moving**

Share this newsletter with colleagues and direct enquiries to birmingham@memorymatters.uk

Because every memory matters.

GET INVOLVED

Take part, refer or connect

For information, support, community engagement or partnership opportunities.



MEMORY MATTERS

We welcome enquiries from individuals, families, carers, healthcare professionals, community groups and partner organisations interested in the programme and local dementia support.

birmingham@memorymatters.uk

0121 706 4052

USEFUL CONTACTS

Alzheimer's Society 0121 706 4052
Dementia Connect 0333 150 3456
Silverline 0800 470 8090

Samaritans 116 123
Birmingham Dementia Carers Hub 0121 437 0033
Dementia UK 0800 888 6678

Share the contact details with anyone who may benefit.



GET INVOLVED Training, launch and public events

Join a session, register for the programme launch or visit the public marketplace.

MEMORY MATTERS LAUNCH EVENT

14 OCT 2026

Alexander Stadium, Birmingham

A free event bringing together health and care professionals, voluntary organisations, community groups and system leaders to showcase innovation, share learning and strengthen collaborative approaches to dementia care and health inequalities.



Memory Matters Launch Event — Expression of Interest

Scan the QR code.

REGISTER INTEREST

GP TRAINING OPPORTUNITIES

Dementia training for primary care

A range of sessions for GPs and primary care colleagues, delivered online and in person to support dementia care within primary care settings.



SCAN TO BOOK

OPEN TO THE PUBLIC

Memory Matters Marketplace

1:30–3pm · 14 October

Alexander Stadium, Walsall Road, Perry Barr,
Birmingham B42 2LR

Everyone is welcome — meet local organisations and discover advice, guidance and support for people with memory concerns or dementia, their families and carers.



PUBLIC
REGISTRATION