# Press Release | Friday 17 March

## Dementia Care Appeal boosted to bring even more help to patients

The Queen Elizabeth Hospital King’s Lynn NHS Foundation Trust (QEH) is thrilled to announce our Charity’s Dementia Care Appeal, to improve the experience of patients living with dementia, has achieved its £40,000 target.

Touch screen devices, technology that reduce confusion and mood-boosting activity packs purchased through donations to our charity appeal are already making a significant difference to the 1,400 patients we care for with this progressive condition by making their stays in hospital more comfortable and dignified.

Now, thanks to these positive results and the overwhelming response from supporters, the QEH King’s Lynn charity is literally doubling its efforts by moving on to a second phase of the appeal.

The aim is to now raise a further £40,000 - this time with a focus on providing specialist therapies, including exercise and creative activities across the Trust.

Exercise therapy is proven to help patients regain balance and improve both physical and mental health while art therapies engage attention, provide pleasure and may improve symptoms such as anxiety.

Helen Blanchard, Interim Chief Nurse, said: “We are incredibly grateful to everyone who has supported our Dementia Care Appeal so far – your support really has made a difference. The impact this equipment has made to patients with dementia in our care is significant and we are thrilled to hear the appeal has been **extended** so we can continue to make a difference to more patients. We’re excited to explore the benefits of physical therapies for our dementia patients.”

So far, the appeal has funded:

* Three new and four upgrades of Reminiscence Interactive Therapy and Activities (RITA) devices. These enable staff and volunteers to engage patients in activities to make them feel more at ease during their hospital stay and improve their health and wellbeing. The large 24-inch touch screens allow patients to enjoy a range of activities including listening to music and poetry and interactive games which help to trigger conversations and memories.
* 85 Dementia-friendly calendar clocks, which can help to reduce confusion and support patients living with dementia to easily access to the day, date and time
* Three complete collections of new hand-picked activity packs, including games, reminiscence cards and jigsaw puzzles, designed to entertain, boost independence and support changing abilities.

Dr Katie Honney, Clinical Director for Integrated Care of the Older Person, said: “We are eternally grateful for the funds raised to date. The money has been utilised extensively across the Trust in the form of technology (RITA devices), specialist calendar clocks and dementia friendly activity resource packs, to encourage cognitive stimulation for our inpatients. This, in turn, has also helped improve physical health outcomes and has contributed to a more enjoyable patient experience.

Rachel Burridge, Consultant Nurse for Frailty, said: “Our patients are really benefitting from this appeal which has been supported by both local businesses and fundraisers. The items we have been able to purchase is making hospital stays as comfortable as possible for our patients and importantly more dignified. We are very appreciative of the support to date and, with ongoing support, we are hoping to develop innovative ways of supporting our patients further.”

The charity is delighted the appeal will continue to be supported by our corporate sponsors Kenneth Bush Solicitors. Your Local Paper and Radio West Norfolk are both also continuing to support the appeal as media partners.

**To donate to the Dementia Care Appeal, visit** [**justgiving.com/campaign/QEHDementiaCareAppeal**](https://justgiving.com/campaign/QEHDementiaCareAppeal) **or send a cheque payable to ‘Dementia Care Appeal’, The Queen Elizabeth Hospital King’s Lynn, Gayton Road, King’s Lynn, PE30 4ET.**

**Did you know?**

Dementia is a set of symptoms that over time can affect memory, problem-solving, language and behaviour. There a four main types with most common being Alzheimer’s and it is predicted that by 2025 there will be one million people in the UK with the condition. Today 52% of UK adults know someone with dementia.

For further information about the appeal, to sponsor specific items or support with fundraising activities, please contact QEH Fundraising Executive Laurence Morlaàs on 01553 613373 or email her via [laurence.morlaas@qehkl.nhs.uk](mailto:laurence.morlaas@qehkl.nhs.uk).

**Ends.**

For further information, please contact Communications Team, [media.enquiries@qehkl.nhs.uk](mailto:media.enquiries@qehkl.nhs.uk) or 01553 613216.