



Supporting
Public Service
Innovation
using Design
in European
Regions



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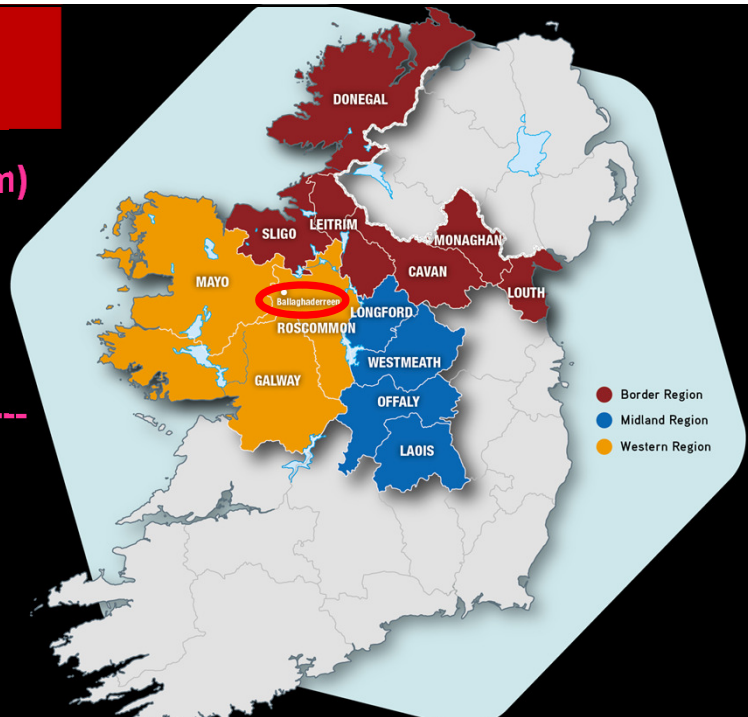
Design-led Innovations for Active Ageing
April 24th Barcelona Design Centre

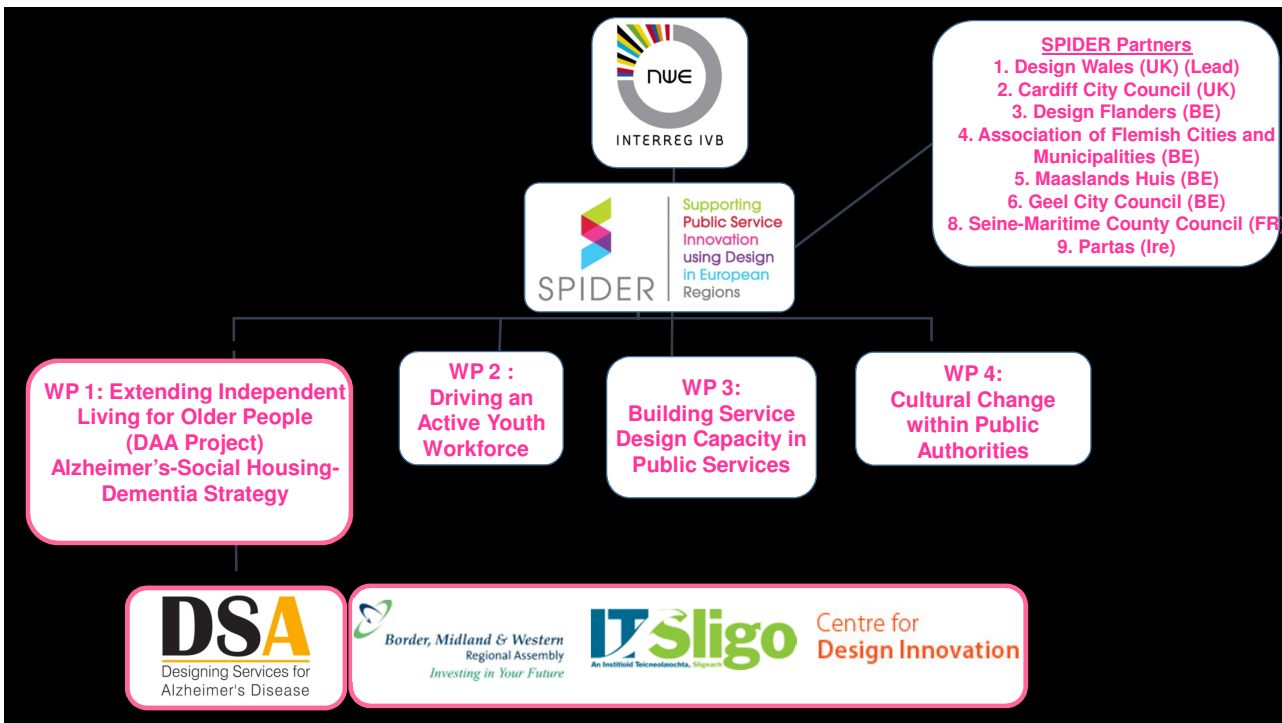
Border, Midland and Western (BMW) Regional Assembly

- 1-ERDF Programmes (€452m)
- 2-Policy&Research – Regional Dev.
- 3-Interreg Role

- Design Actions

- 1. European Design Innovation Initiative (SEE Project-Design as Part of Policy + Programmes)





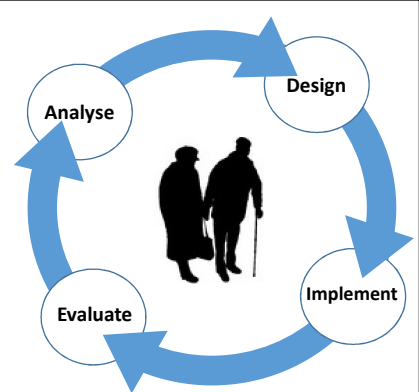
DSA *Service Areas to Address within Alzheimer's*
 Designing Services for Alzheimer's Disease

1. What are the barriers/facilitators to supportive care services which postpone/remove the need for short-term hospitalisation (acute care) for people diagnosed with dementia?

2. How can these can be improved **to extend the period of independent living?**

How?

- 2 Years – July '13 to June '15
- **Partnership Approach:** Strong Steering Committee (recently diagnosed member) – Facilitate Access, Advise
- **User Centred Design Approach:** Focus on : Service Users/Carers/Health care professionals
- **4 Steps Approach:** (i) Qualitative Analysis (ii) Co-Produce/Prototype (iii) Pilot Action (iv) Evaluate and Benchmark Service Solutions (€)



Research & Education
Foundation
Sligo Regional Hospital



Feidhmeannacht na Seirbhíse Sláinte
Health Service Executive



DE EXETER HOUSE



Designing Services for
Alzheimer's Disease

Some Challenges/Barrier To-Date

1. Identifying and Targeting One Element of Service Delivery – realistic outcomes
2. Ethics Approval
3. Achieving Buy-in
4. Next Stage, Developing and Testing Service in 'Real Conditions'



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