**Influencing dementia policy: toolkit   
Introduction and contents**

**Introduction**

Welcome to the dementia policy influencing toolkit! This toolkit has been prepared by Incisive Health, and funded by Roche Products Ltd, to support tide in the in the development of its carers network through training and content creation. Roche has not had direct involvement or editorial control in the development of this content.

The toolkit is designed to support tide carers take part in the Front of Mind campaign. The campaign is a joint effort between tide and Roche, seeking to highlight the challenges faced by people living with dementia and unpaid carers, and make sure they receive the recognition and support they deserve, now and in the future. For more information on the campaign, please visit <https://www.tide.uk.net/tide-launches-front-of-mind-campaign/>

If you have any questions on the Front of Mind campaign or using this toolkit, please contact the Incisive Health team at [frontofmind@incisivehealth.com](mailto:frontofmind@incisivehealth.com), or the tide team at [carers@tidecarers.org.uk](mailto:carers@tidecarers.org.uk).

**Toolkit contents**

The toolkit includes a range of materials that will help you to build your confidence in policy influencing and engage effectively with audiences including parliamentarians, local government, media and the public:

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| **Material name** | **Overview** |
| ***Policy influencing foundations*** | |
| Influencing dementia policy: guide | Visual guide setting out all the key information you need on the Front of Mind campaign, and the dementia policy landscape in England |
| What makes for impactful and memorable policy engagement? | Video recording from the *Influencing dementia policy* workshop facilitated by Incisive Health on 28 April, exploring what you can do to make sure your conversations with MPs and local councillors are as effective as possible, and result in them taking action to support our cause |
| Top tips and troubleshooting | Ten top tips for effective policy engagement, and how to handle common concerns including nerves, channelling your emotions, and dealing with unexpected questions |
| Engagement tracker | Use this as a live document to keep a log of your engagement with policy stakeholders, including successes, learnings, agreed actions, and next steps |
| tide handouts | It’s also worth looking at tide’s documents on the following topics:   * Getting your point across * Presenting and speaking with influence * Influencing as a group |
| ***Securing support from MPs*** | |
| Template MP letter | Template letter for you to share with your local MP, encouraging them to attend the parliamentary event on 7 June |
| PoliMapper | Interactive tool to generate statistics on dementia and unpaid care and your constituency, and share these with your local MP through an email or tweets. Find the tool here: <https://visualisation.polimapper.co.uk/?dataSetKey=tide-dementia-data&client=tide> |
| ***Building wider noise and momentum*** | |
| Template local government letter | Template letter for you to share with local government stakeholders – such as local councillors and/or elected mayors – in your area, encouraging them to take action to improve local support for people with dementia and unpaid carers |
| Template media letter | Template letter for you to share with your local newspaper, raising awareness of the Front of Mind campaign with local policy and public audiences |
| Social media content | Suggested social media posts for you to share on Twitter and Facebook, raising awareness of the Front of Mind campaign with policy and public audiences, along with top tips for making your social media engagement as effective as possible |

*Roche Products Ltd has funded Incisive Health Ltd to support together in dementia everyday – tide – in the development of its carers network through training and content creation. Roche has not had direct involvement or editorial control in the development of this content.*

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