



## Artist/Designer Terms of Reference: Dementia Journey, Visual Assets and Branding

### Background

ReCITE is a public health research project that helps communities in Liverpool, Knowsley and Sefton bring about change and fix unfair differences in health. The project is run by local artists, healthcare workers, community leaders and researchers. We work with people who find it hard to engage with and/or access health services or information and have poorer health as a result. We work together to find creative and engaging ways to build trust in health services, address any fears people have, and make sure communities get the right information to make informed health choices. Multiple community innovation teams have been formed across the three boroughs to address health inequities. The overall ReCITE programme is led by the Liverpool School of Tropical Medicine and funded by the Arts and Humanities Research Council (Feb 2024- Jan 2027).

### Dementia Facts

There are over 55 million people worldwide living with dementia, with nearly 10 million new cases every year. In the UK, there are over 982,000 people living with dementia and it is the leading cause of death. Dementia is caused by diseases of the brain and is an umbrella term that describes a collection of symptoms. There are over 100 different types of dementia but Alzheimer's, vascular dementia, dementia with Lewy bodies and frontotemporal dementia are the four main types. Dementia is not just about losing your memory, it also affects things like communication, attention, personality, movement, and vision. Whilst age is the biggest known risk factor for dementia, it is not a normal part of ageing. In fact, staying mentally, physically and socially active can help lower the risk of developing dementia by up to 40%. In the UK, around a third of people who have dementia are going about their life without a diagnosis. However, timely diagnosis can improve quality of life, provide access to support, and even slow progression. People with dementia can still enjoy life, relationships, and meaningful activities with the right support in place.

### Local Context

This project is designed and delivered by a collaboration of stakeholders who have formed a Community Innovation Team (CIT). The team is led by Sefton CVS in collaboration with a wide range of stakeholders including the local Alzheimer's Society, Feelgood Factory, Glovers Lane GP Practice, Healthwatch Sefton, ICB, L30 Community Centre, Living Well Sefton, South Sefton PCN, Sefton Public Health team, and National Museums Liverpool House of Memories. The CIT has also recently recruited community members who have been affected by dementia and would like to be involved in the co-design of the hyper-localised dementia awareness campaign targeting the general population of Netherton. Local routine data and local insight data collected by the CIT highlights a health inequity in the low dementia diagnosis rate in South Sefton.

### Overall Campaign

**Problem Statement:** Forty percent of adults in South Sefton who are estimated to have dementia do not have a diagnosis, compared to 24% in North Sefton and 34% nationally. Delayed diagnosis leads to a lack of appropriate care and support which significantly impacts the quality of life for those living with dementia and their families.

Using local data, we have identified three key themes in relation to the health inequity we wish to address:

1. Individuals delay seeking a diagnosis due to stigma, fear, and not wanting to burden family members
2. There is a lack of knowledge and dementia awareness in the community and among health providers
3. There are health system challenges due to low GP referral rates, memory clinic rejection rates, prolonged timeframes for diagnoses, follow-up care post-diagnosis, and data quality.

We have identified several root causes in relation to these themes which include:

- Lack of engaging localised information in accessible and easy read formats on the entire dementia journey
- Lack of messages from GP practice staff, health professionals and carers that address individual and family concerns as identified in the community insights survey
- Limited opportunities for community conversations around dementia in a supported environment
- Limited local and relatable stories around dementia (positive, truthful and authentic)

- Limited offer in dementia awareness training with GP practice staff including signposting to local community structures and support and compliance with memory clinic referral protocols

We propose to address fear and stigma around dementia, and counter myths and misconceptions within the community by developing a relatable, **hyper-localised roadmap along the entire dementia journey** including risk-reduction, early symptoms, diagnosis, post diagnosis care & support and dying well. We will **co-develop** our dementia road map with our community stakeholders using an **intergenerational approach** through engaging school children, carers, people affected by dementia, health providers and community champions living and working in Netherton.

We will create a **suite of creative assets**, accessed by scanning **QR codes**, across the entire dementia journey. It will include photos and drawings of local people and landmarks, *“the moment we knew”* photo exhibition, *“Did you know?”* flyer, short films of positive & authentic dementia stories, podcasts, training resources, poems, and memories. The roadmap will be engaging both visually and in terms of content, and will be printed as a foldable A2 poster. Large display versions will be presented in indoor and outdoor spaces in the locality. *“Did you know?”* flyers will be printed, and *“the moment we knew”* photos, poems, and memories will be exhibited in public spaces.

On completion of the creative assets, we will host a series of **10 roadshow events** across Netherton, leveraging existing events and groups between **December 2025 - February 2026**. At larger events (up to 4) we will collaborate with the **House of Memories (HoM)** team using their **“On The Road” (OTR) touring mobile museum bus** that opens into an immersive cinema and activity space meeting people in their own neighbourhood. The HoM team will programme the OTR mobile museum bus with the suite of creative assets commissioned by the CIT and co-developed with the community. They will use memory boxes to prompt memories and ensure the HoM App is available. We will capitalise on the build up to Christmas and time spent together over the festive season to raise awareness about dementia, help families and friends recognise early symptoms and provide relevant and local information and signposting on care and support for loved ones. This campaign from start to end point will be underpinned by a strong social media and communications campaign.

### Dementia Awareness Campaign Timeline

Activities	Timeline (25/26)
Co-develop creative assets (visual road map, branding, logo, short films, photos, podcasts, leaflets, poems and memories) and develop social media plan	Mid September – Mid November 26
Final sign-off & production of all assets	By end November 26
Roadshow (up to 10 community events)	Dec 25 and Jan, Feb 26
Endline knowledge and awareness survey	March 26
ReCITE Sefton Learning Event with key stakeholders	April 26
Asset sharing for scale-up	May 26 onwards

## Artist Brief

**Target audience:** The dementia awareness campaign is aimed at the general population who are living and/or working in Netherton. The interactive roadmap of the entire dementia journey will be designed to be as accessible as possible to all ages (from children to elders), to those living with dementia, their carers, family, friends and health professionals.

## Purpose

Netherton Dementia CIT are seeking a creative to co-develop artwork for digital and print media for their dementia campaign which aims to raise awareness around the entire dementia journey including risk-reduction, early symptoms, diagnosis, post diagnosis care & support, and dying well. The co-development of the visual assets will play a key role in encouraging community engagement and conversations, through countering myths and misconceptions and addressing the benefits of early diagnosis.

## Objectives

To co-develop and deliver custom artwork for digital and print media in conjunction with the CIT and newly formed Netherton community group with an interest in dementia. This will include development of a campaign logo, strapline, branding, *“did you know flyer”*, and dementia roadmap of the entire dementia journey. All technical/health content/text will be provided by the Community Innovation Team.

## Tasks and Responsibilities

The artist will:

- Collaborate with Netherton CIT and community group to co-develop the campaign assets
- Prepare artwork with print specification including:
  - Logo, strapline and branding for the campaign
  - Visual interactive road map of the entire dementia journey with QR codes which link to YouTube channel and websites with digital content including a range of creative assets (short films, podcast, photos, poems and memories)
    - The roadmap is to be designed and printed as an A2/A3 foldable poster as well as larger indoor and out-door foamex boards to be displayed in public spaces
  - Campaign poster for the roadshow event using campaign branding (A4)
  - *“Did you know?”* facts leaflet (A5) and roller banner using campaign branding
- Participate in up to two ReCITE Learning Events and support the CIT to present their campaign and impact.

## Expected Outputs/deliverables

The artist will be responsible for delivering digital print-ready products with print specifications for the following:

1. Bespoke campaign logo, branding and strapline
2. Bespoke dementia roadmap of the entire dementia journey (foldable poster and foamex board versions)
3. A4 campaign poster for the roadshow events
4. A5 double-sided *“Did you know?”* flyer and standard pull-up roller banner

## Timescales and Milestones

Key milestones include:

- Meet with the CIT to co-develop and agree on campaign assets (week 15<sup>th</sup>-19<sup>th</sup> Sep)
- Meet with community group to co-develop campaign assets (week 22<sup>nd</sup>-26<sup>th</sup> Sep)
- Draft designs (29<sup>th</sup> Sep – 10<sup>th</sup> Oct)
- Feedback meetings with CIT and community group on designs (week 13<sup>th</sup>-17<sup>th</sup> Oct)
- Refine designs (20<sup>th</sup>-31<sup>st</sup> Oct)
- Feedback meeting with CIT and community group (week 3<sup>rd</sup>-7<sup>th</sup> Nov)
- Finalise all assets and printing specifications (by 14<sup>th</sup> Nov)
- Printing/production of all assets (17<sup>th</sup>-28<sup>th</sup> Nov)
- Dementia Awareness campaign rollout (early Dec 25 – end Feb 26)
- Learning Event poster design (end Mar 2026)
- Participation in up to two ReCITE Learning Events (Apr 2026 & Nov 2026)

## Level of Effort

The following time allocation is expected for this role:

- Planning and liaison: 2-3 days
- Art design and print specification: 7-8 days
- Learning Event prep and attendance: up to 2 days (to be budgeted separately)

The CIT will obtain quotations and liaise with selected printers using the print specifications developed by the artist.

### **Budget and Fees**

The total budget is **£ 4,500** for liaison, planning and developing the campaign assets (Sep-Nov 2025) & **£700** for developing the Learning Event poster display (Mar 2026).

Eligible costs include:

- Artist fees - developing ideas/concepts, production time, participation in meetings and up to 2 learning events
- Materials & equipment for working up creative assets

Reasonable travel costs will be reimbursed separately

**Print/production costs for all campaign assets will be budgeted for separately by the Community Innovation Team.**

**All technical/health content for campaign assets will be provided by the Community Innovation Team.**

### **Expression of Interest**

If you would like to be considered for this work, please submit a brief statement (around 500 words) via email to Deb Blakemore about: your creative practice (including links to examples of previous work), why you think you are a good fit for the project, and any previous experience of working in Sefton, collaborating with people affected by dementia, and/or co-development of creative assets with communities.

**Deadline for expression of interest is 3.00 pm 15/09/2025.**

### **Selection Process**

Expressions of interest will be reviewed and discussed by the CIT on the **16/09/2025** and feedback issued to prospective creatives within 48 hours.

### **Useful Resources**

<https://www.alzheimers.org.uk>

<https://www.sefton.gov.uk/public-health/ageing-in-sefton-public-health-annual-report-2022/>

<https://www.thelancet.com/commissions-do/dementia-prevention-intervention-and-care>

<https://www.dementiauk.org/information-and-support/resources/our-leaflets/>

<https://www.liverpoolmuseums.org.uk/house-of-memories>

<https://www.lstmed.ac.uk/recite>

### **Contact Information**

For any queries or to arrange a discussion with members of the Netherton CIT, please contact:

**CIT Lead Name:** Deb Blakemore

**Email:** [deb.blakemore@seftoncvcs.org.uk](mailto:deb.blakemore@seftoncvcs.org.uk)

**Phone:** 07720 602231

**OR**

**CIT Coach Name:** Vicki Doyle

**Email:** [vdoyle@capacity-development.com](mailto:vdoyle@capacity-development.com)

**Phone:** 07866 525232