

ASSESSMENT 1- REPORT

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Introduction

The overall cost of dementia in the UK in 2019 was £34.7 billion. In agreement with earlier research. Instead of just the additional expenses related to dementia directly, the total costs indicated here include all those related to helping older persons with dementia (Wittenberg et al., 2019). Dementia is a persistent, disabling condition that impairs brain processes and primarily affects elderly people. Memory, problem-solving abilities, and doing daily tasks are all significantly impacted. In addition to behavioural issues, people with dementia also experience aggression, irritability, and restlessness, which is upsetting to other residents, staff, and family members (Joddrell & Astell, 2016). Resident behaviours aggravated or caused by social isolation and/or a lack of physical and/or social engagement are one of the reasons antipsychotics are used in nursing homes (Simmons et al., 2017). Older adults perform better and favour touch screens over other input devices, according to research. When adopting touch technology, there is also less of an age-related performance gap (Caprani, O'connor and Gurrin, n.d.).

Touch screen tablets may be a practical psychosocial therapy for dementia patients' psychological and emotional distress relief, as well as for the promotion of person-centered care (Hung et al., 2019). The use of the devices was shown to promote social contact between visitors and residents. They give older adults new social possibilities with volunteers or people they do not know (McCabe et al., 2019). The touchscreen allows users to select from a wide variety of activities, such as searching for images, locating audio or written books, music, or games. The use also brings visitors and their elderly or dementia-afflicted family member together, providing everyone something to focus on and enabling them to make the most of their visitation time (Hung et al., 2020).

One of the best ways to advertise a new goal, such as new initiatives or products, is through conference posters. Some benefits that we may point out are low cost and low labour involvement in the print process. Readily apparent, with the use of a poster, advertising can overwhelm viewers with visuals to ensure that what they are seeing stays in their minds longer. Promote active participation A poster can convey a strong message that motivates viewers to get active. The multitude of advantages that come with poster make it stand out as an effective and efficient technique to engage the

audience in your selected message (Cambrian Printers, 2015). One of the finest ways to introduce a new product or service is through an elevator speech, which condenses the most crucial information about the new concept into a brief amount of time with the goal of keeping the audience's attention (sitecontrol, 2022)

This project intends to promote a new electronic device (touchscreen) focused on elderly people with dementia living in day care facilities, nursing homes, care homes, or even in their own homes, in order to develop their cognitive and motor skills as well as to encourage them to socialize and interact with others. In order to make this project successful, two artefacts will be created, elevator pitch and conference poster, which will be addressed to investors, nursing homes directors, care homes, local authorities, families, patients and the community in general.

Artefact 1

Elevator Pitch

Good afternoon to everyone. I am glad to have so many important people here for our launch today. My name is Sandra Jimenez, and I have spent more than six years working as a social worker in care settings. It has become increasingly obvious in recent years that conditions like the demencia result in profound, long-lasting physical and psychological changes that frequently leave patients feeling alone, demotivated, and in need of strong medicine. Also the diagnosis of dementia in a family member can have negative effects on family dynamics. In addition to behavioural issues, people with dementia also experience aggression, irritability, and restlessness, which is upsetting to other residents, staff, and family members. Because of this, it has been demonstrated via various studies that older persons with dementia who actively use touch screens have discovered a method to pass the time while improving their stimulation on the cognitive, social, and linguistic levels. Due to its size, animation, and assistance system, these huge touch screens make it easier for those who have vision or mobility impairments to utilise them. Touch screens can be used for a variety of activities, including puzzles, visual arts, dominoes, chess, listening to music, interactive games, video calling and many others, depending on preferences and needs. While promoting more engagement between residents, caregivers, community and family members. These activities seek to enhance quality of life and overall wellbeing.

For this reason, I am completely convinced that it is a novel idea that would enhance the residents' quality of life and their relationship with others. When you buy a touch screen for your nursing home, care facility, daycare centre, or home, you will not just get a product; you will also get all the instructions you need on how to use it. I will walk you through the straightforward installation, setup, and use the touch screen tables so you can see how they radically enhance care home and educational activities. in addition to its affordable pricing, robust technical support, and 5-year warranty. These touch screens are constructed from high-quality materials and have a surface reinforced safety glass, and easy-to-clean that not only looks great but also performs incredibly well. powerful castors, strengthened support ,HDMI out and four USB ports ,wooden flooring, gentle tilt action, brand-new Android software. The interactive touch screens feature a straightforward user interface with large icons and intuitive usability, making them especially suitable for elderly hands and poor vision. The use of this device ensures that individuals with dementia to participate in the activities they love and enjoy.

In order to support this creative idea, I would like to invite everyone in the room to purchase this device for £3500, earn a fantastic discount of 10% for purchasing more than 6 units, receive free training and installation, and obtain technical support for a year. By assisting them in recognising and cultivating their own qualities and talents, we hope to have a concentrated impact on the health of our elders with dementia and enable them to lead independent and satisfying lives.

Thank you very much for attending this pitch, and I welcome any questions you might have.

Artefact 2

Conference Poster



Life Touch

Conference

"How touch screen
develop cognitive skills in
people with dementia"

Sandra Jimenez
(Chief Executive of Life Touch Company)

Matthew Scott
(Engineer of Life Touch Company)

16 Dec, 2022

1:00pm to 5:00pm

 The Auditorium
150 Minories, London, EC3N 1LS

 lifetouchuk@gmail.com

 +447487698008

Register here



A conference poster accomplishes two things: it promotes networking while also clearly communicating a work (Tullio Rossi, 2018). Posters are effective tools that can be used to assist other presenting forms or as independent sources of information. The message is intended to be succinct, consistent, and engaged with the audience. Standards for creating a poster involve carefully defining the content, understanding the demands of the audience, and considering the context or atmosphere for the poster. The use of fundamental design guidelines, such as compositional clarity, appealing colour schemes, and tidal spacings, produces a presenting mode that is both attractive and engaging (Duchin and Sherwood, 2018).

The illnesses grouped under the general name "dementia" are all primarily caused by impaired cognitive changes. These changes cause a loss of mental capabilities, sometimes referred to as reasoning ability, that is severe enough to have an impact on independence and day-to-day living. Ageing does not naturally cause dementia. It is brought on by diseases that harm the brain's nerve cells, between various brain regions and other areas of the human body, nerve cells are the messengers. The brain's ability to function effectively decreases if more neurones are injured. Several disorders can lead to dementia.

Different types of dementia are caused by these diseases' diverse effects on the brain (Alzheimer's Society, 2021). They also have an impact on relationships, emotions, and behaviour (Alzheimer's Association, n.d.). Maintaining relationships with relatives and friends is crucial for the person living with dementia in this situation to retain their mental health (Birt et al., 2019). Around 700,000 people in the UK provide care for a neighbour, friend, or family member who has dementia, as a result, there will definitely be more caregivers as the number of dementia patients rises. Statistics show that men are underrepresented in the role of caregiver, and the majority of them are predisposed to not seeking assistance from family members or other professionals. As a result of gender stereotypes, this leaves them exposed to overcoming challenges alone, sometimes out of a desire to avoid adding to family tension or a failure to communicate the complexity of the situation (My Life Films, 2021).

The usage of touchscreen tablets has the possibility of assisting the dementia patient in remaining in a care environment, ranging from a long-term care facility to an adult daily programs (Hung et al., 2020). People who have dementia may benefit from active participation in activities to preserve functioning and a sense of wellbeing (Vikström et al., 2008). Because there are no external keyboards or mouse, using touchscreen

tablets requires less mental effort, making the touchscreen interface simple to use (Dynes, 2018). The use of touchscreen technology in care facilities generally, and especially for people who are living with dementia, is gaining popularity. Tablets are being used to support a variety of tasks, such as communication, social engagement, cognitive stimulation, and memory (Evans, 2015).

This poster was made to inspire interest among a variety of audiences, including council officials, nursing facility owners, caregivers, family members, and the general public, in enhancing the cognition and social skills of elderly dementia patients. They can do this by using a new touchscreen, where they can find a wide range of activities based on their interests and needs, like puzzles, chess, dominoes, visual art, video calls, etc.

Conclusions

Each year the economic impact of dementia costs on nations is growing.

A chronic condition, dementia affects both the person who has it and everyone around them, including their family, friends, and society.

When dementia patients use touch screens, their cognitive function is improved.

Touch screens are used to promote good interpersonal relationships.

People with dementia who use touch screens report feeling better both physically and mentally.

High quality standards are followed in the production of touch screens, ensuring their longevity and functionality.

The goal of creating an elevator pitch and conference poster was to draw in prospective customers who are aware of the advantages that this new equipment offers for the treatment of dementia.

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