

# The Social Psychology of Communication and Living With Dementia



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*FOR*

ICLASP 14  
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In the UK –

The hereditary principle  
applies...



***Not the President of IALSP***

# Overview of this talk

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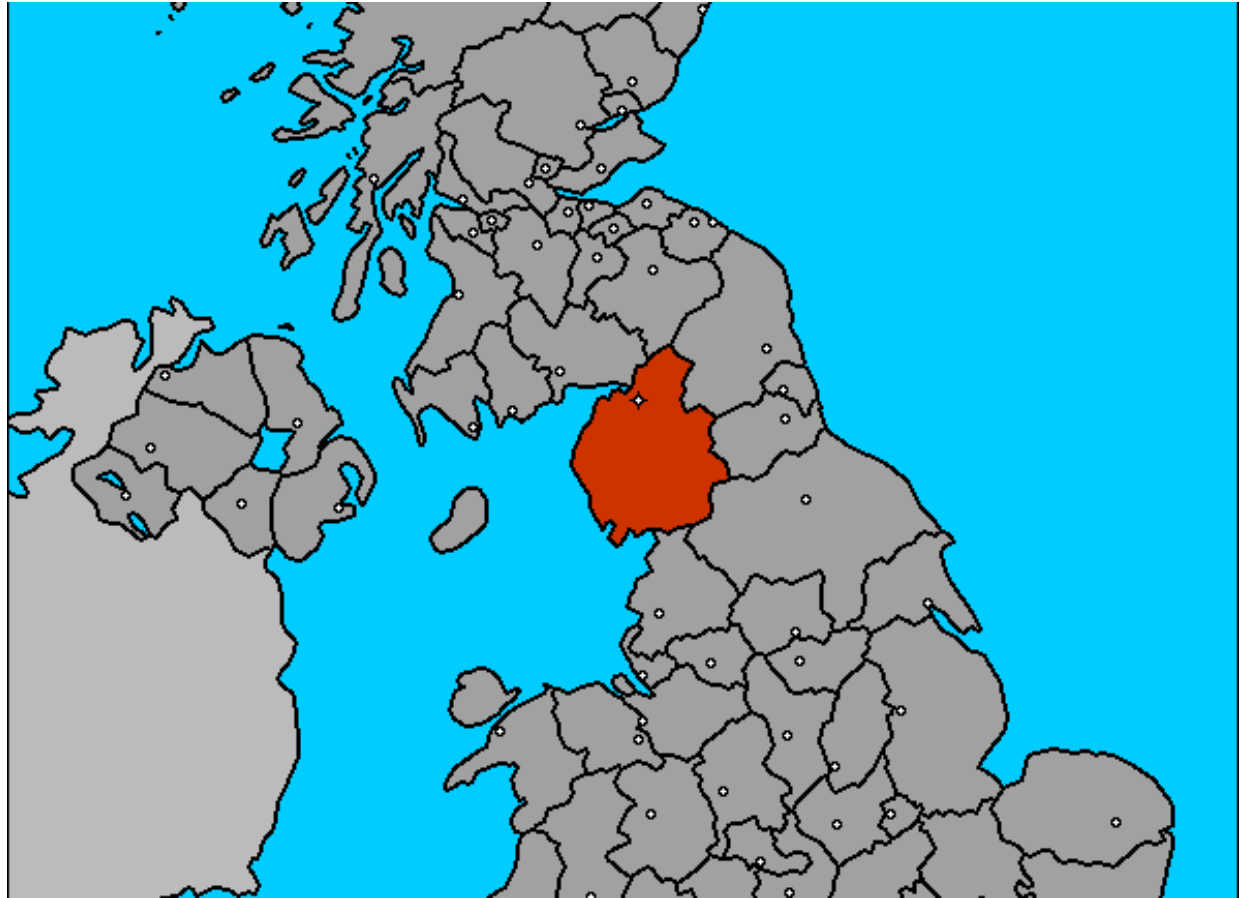
1. My background
2. My research
  - Intercultural communication and language learning
  - The ‘internationalising’ university
  - Communication and living with dementia
3. IALSP past, present and future

# My background

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Born and bred...

## Cumbria and the Anglo-Scottish Borders



**Where I'm from...**

Where IS everyone...?



## The Lake District

The physical border...



**Hadrian's Wall**

A border town – note the thickness of the walls...



**Carlisle**



# My background

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- University, work, university (and work!)

# My research and ICLASPs past and present

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- Intercultural communicative competence in language teaching
- Attitudes to ‘Englishes’
- Adaptation and adjustment in the ‘internationalising’ university
- Communication and living with dementia

# Dementia – an epidemic

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- One of the greatest social, economic and health challenges currently facing societies
- Now about 40 million people living with dementia (PLWD) worldwide
- 115 million by 2050 (?)

# Responses

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- Thus far, very ‘western’
- Largely bio-medical
- Communication can make a real difference

# Communication and dementia

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- Poor practice prevalent in social care and (especially) health sectors
- A ‘malignant social psychology’?
- Existing advice and protocols:
  - Minimal in scope
  - Non-individualised
  - Context specific
  - Don’t link theory and practice
  - Not much used

# The need for good communicative practices

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- The need for interaction increases with the condition, but...
- Interaction becomes more difficult
- Need for a response...

# DEMTEC – Dementia Toolkit for effective communication

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## Level One

**Beliefs and principles** about the importance of communication

Approaches to communication which acknowledge personhood and so promote empowerment

*which guide and inform*

*which guide and inform*

### **Eight components of good communicative practice**

*Consisting of:*

**What** = definition

**Why** = rationale for inclusion

**How** = specific considerations and behaviours

1. **Conversation**
2. **Non-verbal communication / body language**
3. **Environmental considerations**
4. **Anxiety reduction**
5. **Mindfulness & empathy**
6. **Understanding behaviours**
7. **Retaining a sense of self**
8. **Checking understanding**

## Level Two

## Level Three

**Actual communication** involving

people living with dementia

their care plans

guidance for informal carers

guidance and training for health-care providers.

# DEMTEC - demtalk website

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A free to use (and adapt) website

[Try it out...](#)



# DEMTEC – Dementia Toolkit for effective communication

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# DEMTEC - website

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- Some stories and experiences
- <http://www.demtalk.org.uk/stories/>

# Ongoing developments...

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- Social care institutions
- Translation and dialogue
- Medical education
- Intergenerational communication

# Conceptual work

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Some ideas...

- Personhood and person-centredness
- Self-categorisation (PWD vs *PLWD*)
- Intercultural dialogue and learning

# Fitting into a long and proud tradition...

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- **IALSP Presidents past...**
  - Peter Robinson
  - Howard Giles
  - Cindy Gallois
  - Sik Hung Ng
  - Richard Clement
  - Jon Nussbaum
  - Itesh Sachdev
  - Bernadette Watson

# Some hopes for the future...

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- Even more engagement with young scholars and early career researchers...
- Reaching out internationally...

# Some recent publications

- Tullo E.S., **Young T.J.**. (2014). Medical students' attitudes towards people with dementia: An international investigation. *International Psychogeriatrics*. In Press.
- **Young T.J.**, Schartner A. (2014.) The effects of cross-cultural communication education on international students' adjustment and adaptation. *Journal of Multilingual and Multicultural Communication*. In Press.
- **Young T.J.**, Tullo ES, Lee R. (2014). Person-centeredness, culture and communication in dementia care. Chapter in (forthcoming) *Topics in Speech Processes: Language Production and Perception*, Ed. A. Aguale, London:Continuum.
- **Young T.J.**, Tullo ES, Lee R. (2014). "It's up there with the most difficult things you have to deal with". Medical students' perspectives on person-centred communication in dementia care. Under review.
- **Young T.J.**, Sercombe PG, Sachdev I, Naeb R, Schartner A. (2013). Success factors for international postgraduate students' adjustment: exploring the roles of intercultural competence, language proficiency, social contact and social support. *European Journal of Higher Education* 2014 DOI:10.1080/21568235.2012.743746).
- **Young TJ.** (2012). Devising a dementia toolkit for effective communication. *Nursing and Residential Care*, **14**(3), 149-151.
- **Young, T.J.**, Manthorp, C., Howells, D., & Tullo, E. (2011). Developing a carer communication intervention to support personhood and quality of life in dementia. *Ageing and Society*, 31 (6), 1003 – 1025.
- **Young, T.J.**, Manthorp, C., Howells, D., & Tullo, E. (2011). Optimising communication between medical professionals and people living with dementia. *International Psychogeriatrics* 23 (7), 1078 – 1085.
- **Young, T.J.**, & Sachdev, I. (2011). Intercultural communicative competence: Exploring English language teachers' beliefs and practices. *Language Awareness* , 20 (2), 81-98.
- Sercombe, P.G, & **Young, T. J.** (2011) Intercultural communication and cognition. In Cook, V. & Bassetti, B, (Eds.). *Language and Bilingual Cognition*, pp 529 - 542. New York: Psychology Press.
- **Young T.J.**, Manthorp C & Howells D. (2011). *Communication and dementia: New perspectives, new approaches*. Barcelona: Editorial Aresta.
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- **Young, T.J.**, & Sercombe, P.G. (2010) Communication, discourses and interculturality. *Language and Intercultural Communication*,10 (3), 181-188.

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*Thank you!*

*Mahalo!*

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