



Category:  
Professional  
Non-Profit/  
Public Sector

Client:  
Alzheimer's  
Society

Location:  
UK

Award:  
Service Design  
Award 2019  
WINNER Project

## Lift the Lid

## by Good Innovation

Good Innovation were approached by the Alzheimer's Society to address the often-neglected subject of sex and intimacy in care homes, which has a significant impact on the wellbeing of people living with Dementia and their families.

The innovation consultancy implemented their 4-stage L.I.F.E™ process to fully understand the issues and how best to tackle them:



**LEARN**  
A holistic diagnosis of the problems you face; we agree targets, identify territories and narrow our focus

**INVESTIGATE**  
Scientifically backed behavioural analysis is used to delve under the skin of your audience, discovering the DNA of the project - their Desires, Needs and Attitudes

**FIND**  
Using the DNA from the Insight stage we construct the body and the soul of the ideas - combining the creativity that makes up the soul with the commercial rigour to form the body

**EXPERIMENT**  
We nurture and grow the ideas using rapid prototyping to get them out of the office and in front of your audience

- **Learn** - interviewed a variety of people across their organisation, and conducted desk research on multiple areas of focus and used those findings to generate a list of smaller challenges and opportunities within this space.
- **Investigate** - identified the key stakeholder groups to better understand the challenge and how to solve it. 1:1 interviews were conducted with experts, members of the target audience and people affected by dementia.

This formulated a 3-stage journey in order for this problem to be addressed:  
AWARE - seeing sex and intimacy as an important element of residents' lives & identity and a contributor to wellbeing

EQUIPPED - having the tools and processes in place to begin conversations and manage situations

SUPPORTING - proactively supporting residents in this space

- **Find** – ran workshops with stakeholders to further develop design solutions to tackle the issue.
- **Experiment** – used prototypes to test key components of solution.



Their ultimate solution was to provide a workshop in a box (Lift the Lid) for care home staff which was designed to help, challenge perceptions, build values and embed a new culture. In support of this pack, a designed poster with the framework broken down into the acronym H.E.A.R.T was created.

- **H**appiness - are they happy, are there signs of distress?
- **E**nvironment - do they need privacy, is the space supportive of their needs?
- **A**ssess - is it sex or intimacy?
- **R**espect - think about the most sensitive and least intrusive action to take
- **T**ake action - based on the above, either (a) do nothing (b) offer help or (c) intervene and consider safeguarding

They launched Lift the Lid in November 2018 at the Dementia Congress in Brighton. The charity sells Lift the Lid online for £38, which allows them to provide a sustainable service without being reliant solely on fundraising income. Good Innovation also won the Service Design Award in 2019 for this project.



## CONCLUSION

Lift the Lid is still available today and being used by care homes across the country, confirming its success. However, I can't help but wonder how a family member would feel if a care home was enabling a resident to copulate with another. Especially if that

resident has dementia and may have forgotten that they are faithfully married to another.

Hmmm...  
Tricky subject