Purple Alert: How the community can help when a person with dementia is missing

Tommy Petillo, Alzheimer Scotland

@PurpleAlertUK #PurpleAlert
If the video doesn’t start automatically please click here.
COMMITMENT 11: We will implement the Technology Charter for People in Scotland with Dementia, ensuring that everyone with a diagnosis of dementia and those who care for them are aware of, and have access to, a range of proven technologies to enable people living with dementia to live safely and independently. We will continue to explore innovative ways in which technology can be used and adapted for people living with dementia.
# Purple Alert

## 2015 - Product and Service Design

### Existing Services
- Tech
- GPS
- Herbert protocol
- Police database
- Police CCTV
- Purple alert app

### AS Opportunity
- PWD goes missing
- Public transport pass
- Officers go to the carers house
- Lookout request goes out
- Risk assessment
- Police resources dispatched accordingly
- Missing person form/photo
- Farm watch
- Social networks
- Media release
- Social networks
- Local media
- Purple alert heroes

### Time Frames
- First 15 minutes
- First hour
- 12 hours
- 24+ hours

### Roles
- Family
  - Alert Police
  - Alert family
  - Alert friends
  - SEARCH
- Police
  - Officers go to the carers house
  - Lookout request goes out
  - Risk assessment
  - Police resources dispatched accordingly
  - Missing person form/photo
  - Farm watch
  - Social networks
  - Media release
  - Social networks
  - Local media
- Community
  - Purple alert app
  - Social networks
  - Purple alert heroes
  - SEARCH
# Purple Alert

## 2016 - Product and Service Design

![Diagram of Purple Alert design process]

### First 15 minutes
- **PWD**
  - PWD goes missing
  - Door contact
  - Alarm Receiving Centre
- **Family (carer)**
  - GPS
  - Public transport pass
  - 101 / 999 Alert Police
  - Herbert protocol
- **Police**
  - AS database
  - Call Centre
- **Community**
  - Purple alert app

### First hour
- **First 15 minutes**
- **First hour**
  - Buses
  - Trains
  - Taxis
  - Low tech Alert (PA sticker?)
  - Social networks
  - Call Centre
  - Ambulances
  - Officers go to the carer's house
  - Lookup request goes out
  - Risk assessment
  - Police resources dispatched accordingly
  - Purple alert heroes

### 12 hours
- **First hour**
- **12 hours**
  - Missing person form/photo
  - Media release
  - Local media

### 24+ hours
- **12 hours**
- **24+ hours**
  - Social networks
  - Community Safety Vans
  - Supported living Services
  - Social networks
  - Farm watch
  - Social networks

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*Image* and *Diagram* kindly provided by Alzheimer Scotland.
Purple Alert
Community based services: community based mobile app

Thoughts

[Images of post-it notes discussing various ideas and concepts related to community services and a mobile app.]
Community based services: community based mobile app
Purple Alert
User Experience (UX)

Confusing tabs

Alarming pop-up messages

Profile fields not inclusive
User Experience (UX) – Plain English, step by step instructions/popups
Purple Alert

User Experience (UX) – Screen title, three buttons menu

[Image of mobile screen with navigation menu and user profile]

[Image of mobile screen with person with dementia profile]
21-09-2017
Soft launch

32 Months
Service development & Product design.

3 Live Tests
Before general release

26 Reiterations
Before launch (iOS & Android)

13 Real Alerts
Found safe and well within 4 hours.

9128 downloads *

* Latest statistics 21/06/2019
You can help us to reach **10,000 downloads** this year just by asking 3 other people to sign up.

Ask

1 friend

1 colleague

1 family member

“I’ve downloaded Purple Alert and I’m helping people with dementia. Please join me and download the app to be part of the community of support.”

Download it now on PurpleAlert.org.uk
Are you an individual and you want to get involved?

Thank you for helping us in developing Purple Alert Phase II. We hope that at least one of the options below suits you, but if you have your own idea, please do get in touch. If you simply want to make a donation you can do so by following this link.

Volunteer 1 minute
One small minute for you, one giant leap for Purple Alert.
Thank you!

Volunteer 1 Hour
It’s amazing how much it can be done in one hour. It would be great if you could print this poster and display it into your local GP surgery, or your library, or your local shop. IMPORTANT: Please ask the venue’s manager if it’s ok to do so.

Volunteer 1 Day
Would you like to set up a stall in your area?
We are working on this option to make it as straightforward as possible. If you’re interested, please get in touch.
Official launch

World Alzheimer's Day
September 21

Academic partners

University of Alberta
University of Waterloo
2019 - Purple Alert Phase 3

New Product Development

Licence Purple Alert
"I can’t praise you and any others enough for creating the Purple Alert app as this was an example of how vital it is and I have been advising friends and relatives to download it too."

Andy, carer.

**Purple Alert – 10th October 2018**
This was the first time since its launch in September 2017 a missing person was found thanks to the Purple Alert app.

- **13.02 pm. Alert raised.**
  An alert was raised in the East Kilbride area.

- **14.06 pm. Found Safe and Well.**
  The search was called off at 14:06 pm when the person was found.

- **1 hour 04 minutes Active Alert.**
  The amount of time the community was engaged in the search. The search involved family, friends, local services and Police Scotland.

- **36 people actively engaged.**
  36 people signed up to receive updates using the ‘receive updates’ feature within the app.

- **25 Comments.**
  The carer and several users actively used the ‘comments’ feature within the app to communicate relevant information to each other.
The following diagrams explain how Purple Alert app handles data.
Purple Alert data flow diagram

When signing up to Purple Alert for the first time.

Collected data:
- Title
- Name
- Last Name
- Email
- Password
- Confirm
- Mobile
- Landline Phone
- Door No
- Street Address
- City
- Country
- Post code
- Regional
- Send Me Alert
- Terms & Conditions
- Mandatory fields
When signing up to Purple Alert using Facebook or Gmail.

Collected data:
- Title
- Name
- Surname
- Email
Purple Alert data flow diagram

When creating a person with dementia profile.

Collected data:
- Person with dementia photo(s)
- *Full Name
- *Preferred Name
- *Gender
- **DOB**
- **Ethnicity**
- **Complexion**
- Height
- Landline Phone
- Weight
- **Hair Colour**
- **Eye Colour**
- Description
- Visible Mark
- Place of Interest
- Habit & Routines
- Health / Medical Information
- Bus Pass Details (if any)
- Previous missing details (if any)
- *Mandatory fields
Purple Alert data flow diagram

When a Purple Alert is sent out.

Shared data to all Purple Alert users within 30 miles from last seen location:

Missing Person’s Photo(s)
Full name
Preferred Name

Gender
DOB
Ethnicity
Complexion
Height
Weight
Hair Colour
Eye Colour
Description
Visible Mark
Place of Interest

Habit & Routines
Health / Medical Information
Other Information
Bus
Bus Pass Details (if any)
Previous missing details (if any)

Last Seen location
Last clothes worn
Comments

Carer’s preferred name
Mobile phone no.
Landline no.
Carer’s email

PAServer (MySQL Database)
Purple Alert data flow diagram

When a user sees a missing person with dementia.

I have seen this person

Shared data to the carer of the missing person:
User's Full name Mobile phone no. Email

Address where the missing person was seen
Date and time when the missing person was seen

Clothes seen wearing by missing person
Private message to the carer

Email to carer

PAServer (MySQL Database)