

World Alzheimer's Month



Briefing webinar
Tuesday 16 April 2019

Agenda



**Alzheimer's Disease
International**

The global voice on dementia

- Introduction to World Alzheimer Month 2019
- What ADI will provide
- Timeline
- Past examples
- World Alzheimer Report and stigma survey
- Any questions

www.worldalzmonth.org

ADI WAM Team



**Alzheimer's Disease
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The global voice on dementia



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2019 theme: *Stigma*



- Stigma is the single most difficult and widespread barrier facing the dementia community
- Stigma exists in many different forms and contexts
- Spreading knowledge and awareness is the best way to prevent inaccurate assumptions and negative stereotypes
- World Alzheimers Month is an opportunity to tackle fear and stigma surrounding dementia everywhere

WAM Campaign Materials



Alzheimer's Disease International

The global voice on dementia

September 2018 **World Alzheimer's Month**

#Every3seconds

Every **3** seconds someone in the world develops dementia

Join the campaign

To find out more visit:
www.worldalzmonth.org
 @AlzDisInt #WorldAlzMonth

Toolkit

World Alzheimer's Month 2018
www.worldalzmonth.org

Contents

- Introduction 2
- About dementia 4
- Global plan on dementia 5
- World Alzheimer's Month 2018 6
- Key messages 6
- How to describe World Alzheimer's Month 7
- Materials and resources 8
- Posters 9
- Bulletin 11
- Graphics 13
- Social media 14
- 5 ways to reduce the risk of dementia 17
- Members list 20
- Sponsors 22

Updated 11/06/2018 Alzheimer's Day #WorldAlzMonth

- **Materials will be available to download on the ADI Intranet and on www.worldalzmonth.org in English, Spanish and French.**

Every 3 Seconds
 someone in the world develops dementia
 #Every3seconds

September 2018 will mark the seventh World Alzheimer's Month™, an international campaign to raise awareness of dementia and challenge stigma. This year's campaign promotes the important messages that:

- We can all raise awareness by learning about dementia, learning to spot the signs, and taking simple steps to lower our risk of developing the condition
- People living with dementia and their care partners have an equal right to respect and inclusion, and to diagnosis, quality care and treatment
- Governments can reduce the human and economic impact of dementia by developing responses to the World Health Organization (WHO) Global action plan on the public health response to dementia by 2025

If you are living with dementia:
 Remember that you don't have to be alone. It is possible to live more positively with dementia than is often the public perception. By seeking support from your family and friends, health and social workers, from the Alzheimer association in your country and by joining Dementia Alliance International (DAI).

If you are worried about developing dementia:
 Speak to your doctor about any concerns. Alzheimer associations in many countries provide support with seeking a diagnosis and living with dementia, as well as information on risk reduction and help to find support groups.

If you are a care partner:
 Caring for someone with dementia can be challenging. It is also important to take care of your own physical and mental health needs as this will make a big difference to the wellbeing of yourself and the person you are caring for. Don't be afraid to ask for help or to join the Alzheimer association in your country to advocate for change or subscribe to DAI to receive their resources, blogs, newsletters and attend their monthly educational Webinars.

As a society:
 The stigma that surrounds dementia remains a global problem. Alzheimer associations and self-advocacy organisations encourage awareness of the social and personal impact of dementia. Dementia is not a normal part of ageing. Understanding the experiences of those affected remains important to support inclusion, empowerment and respect. Greater awareness, including recognizing the experiences of dementia, is crucial to encourage more people to seek diagnosis and receive support.

As a government:
 Developing a national dementia plan will help your country to deal with the growing impact of dementia. In 2017, the World Health Organization adopted a global plan that urges countries to develop their own national responses. Implementing a plan helps to increase national awareness and education about dementia and care responses to diagnosis, treatment, care and earlier detection of dementia can also help lower the financial impact of dementia on the healthcare system.

What is dementia?
 Dementia is a collection of symptoms that progressively limit a person's ability to think, remember, and perform everyday activities. It is not a single disease, but a group of conditions that affect the brain and cause changes in memory, thinking, and behavior.

Alzheimer's Disease International
 Alzheimer's Disease International (ADI) is the international umbrella organization of Alzheimer associations. ADI is the global voice on dementia, working to raise awareness, support people with dementia and their care partners, and to influence public policy and research.

World Alzheimer's Month
 World Alzheimer's Month is an international campaign to raise awareness and challenge stigma. It is held every September, from September 1st to September 30th.

Join the campaign
www.worldalzmonth.org
www.facebook.com/AlzDisInt

- **The Campaign Guide and WAM Toolkit detail how you can support the movement and design your own campaign.**

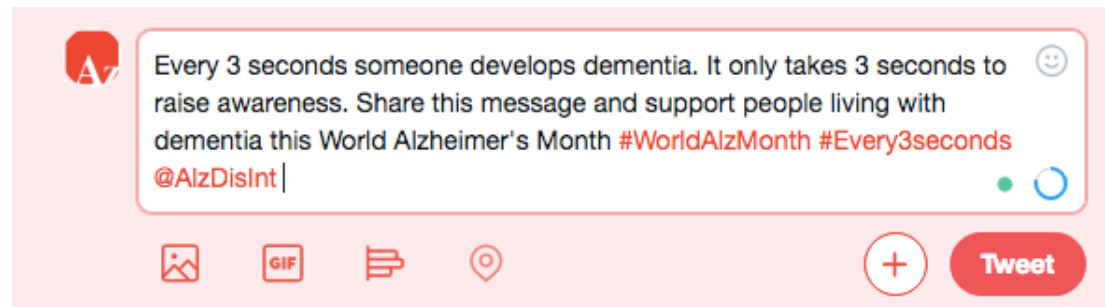
- **The WAM Bulletin can be distributed to enhance your communications.**

2018 examples

WAM Campaign Materials



- Posters
- Bulletin
- Social media banners
- Online interactive
- Press release
- Social media messages



Please translate!

OneBigRobot



- Design agency
- Based in Barcelona, Spain
- Tagline: 'Creativity for Social Good'
- Worked with World Wildlife Fund, The World Health Organization, the United Nations, the City Hall of Barcelona, the Washington Post
- WHO World Health Day 2017: depression campaign

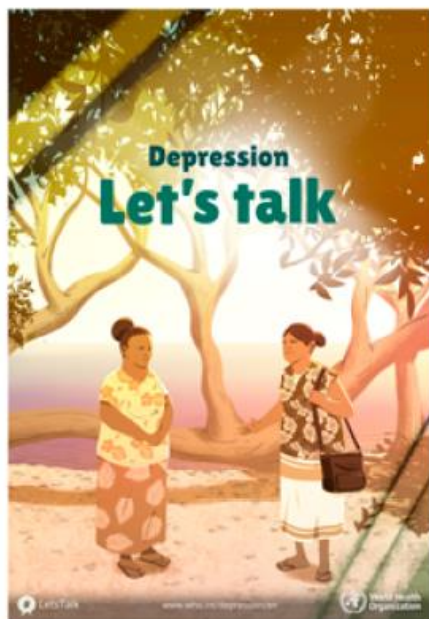
www.onebigrobot.com

WHO depression campaign



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Examples

ADI-PAHO awareness raising campaign



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Pan American Health Organization

Media and social media masterclasses



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MANA COMMUNICATION

WAM Bursaries

Through our funding partners we were able to support **bursaries in 27 countries** in 2018 to help members with their campaign, printing, social media activity etc.

We hope to be able to make bursaries available again in 2019.

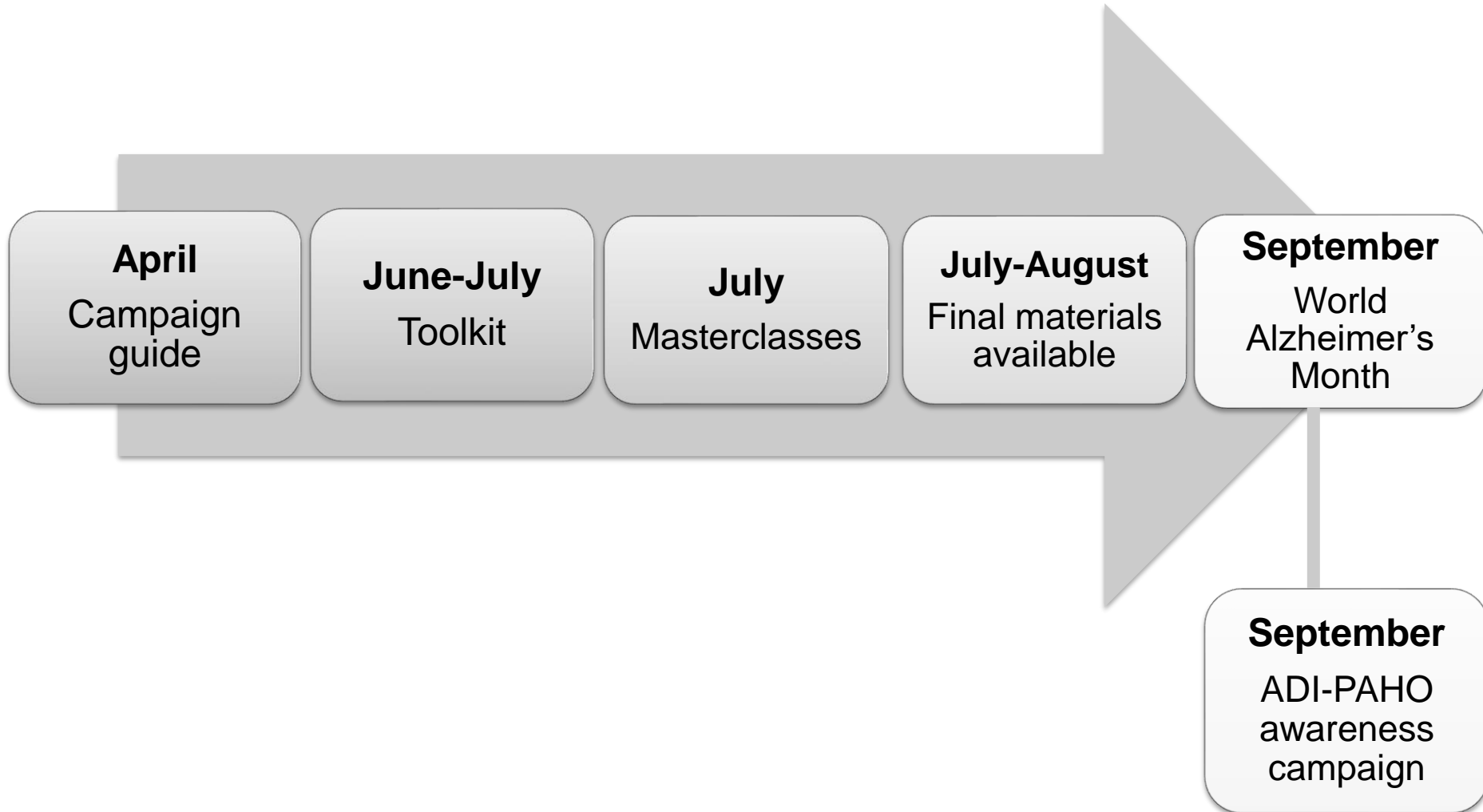


Timeline



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SEP
9

Zimbabwe - Breakfast in the Park

Sunday, September 9, 2018
8:00 AM – 11:00 AM
Zimbabwe (map)

Breakfast of egg and bacon rolls, muffins, fruit salad etc.

Fun for the whole family.

Please contact Zarda for further information at zarda@zol.co.zw



SEP
15

Madagascar Alzheimer - Diagnosis Day For All

Saturday, September 15, 2018
9:00 AM – 3:00 PM
Fenomanana Mahazoarivo (map)

Madagascar Alzheimer is organising a "Diagnosis Day For All" including diagnosis of Alzheimer's disease and other forms of dementia, and diagnosis of risk factors such as diabetes and high blood pressure.

As access to diagnosis is not given to everyone in Madagascar, this event provides free diagnosis in collaboration with "Remede Madagascar" - an association of clinicians and medical students.

Please contact Madagascar Alzheimer for further information: madagascaralzheimergmail.com

And visit their Facebook Page for updates: [@madagascar.alzheimer.page](https://www.facebook.com/madagascar.alzheimer.page)

New Zealand - Memory Walks

Sat, Sep 15, 2018, 9:30 AM – Sat, Sep 29, 2018, 10:30 AM
New Zealand (map)

Join one of our Memory Walks taking place all around NZ this September to raise awareness for people affected by dementia.

Memories are precious. That's why this September, thousands of Kiwis will be walking to show their support for all those living with dementia. Let's walk to remember. Let's walk for dementia.

Come along and walk to show your support for people with dementia and their families, friends and care partners. Memory Walks are a great activity for people of all ages and abilities. Most walks are between 1-2 km, unless otherwise stated - contact your local Alzheimer's organisation for more information.

Please visit <https://memorywalk2018.gofundraise.co.nz/> to sign up for a Memory Walk or to access fundraising information or to find out more about Alzheimers New Zealand visit <http://www.alzheimers.org.nz/>



SEP
15

TO SEP 29



SEP
21

TO SEP 22

Singapore - World Alzheimer's Month 2018 Conference

Fri, Sep 21, 2018, 9:00 AM – Sat, Sep 22, 2018, 1:00 PM
Devan Nair Institute for Employment and Employability (map)

The conference on 21 September is targeted at industry partners and stakeholders, while the session on 22 September will be tailored for members of the public who are keen to know more about dementia.

Registration will start at 9am for both days.

Please visit www.alz.org.sg/wam2018 or contact the Alzheimer's Disease Association Singapore for further information.

Cayman Islands - Memory Café

Saturday, September 8, 2018
10:00 AM – 1:00 PM
South Sound Community Centre (map)

The Memory Café is free to all persons with early to moderate stage dementia.

Activities at this event will include singalongs, chair yoga/dancercise, arts & crafts and a 3 course lunch.

The newly crowned Miss Cayman Universe will also be attending this event.

Please contact the Alzheimer's and Dementia Association of the Cayman Islands for further information at: info@adacayman.com



SEP
8

Russia - 6th Alzheimer's Café, Jubilee event

Saturday, September 22, 2018
1:00 PM – 3:00 PM
Alzheimer's Cafe Club "Nezabudka" (map)

This cafe helps revive the memories of the past for our guests with familiar music from the 40s-60s. There will be special guests - dogs (labradors), trained to communicate with the elderly. There will also be dances, songs and a tea party with a special Jubilee cake.

Please contact the Help Patients with Alzheimer's Disease And Their Relatives organisation for further information at a.shchetkina@alzus.org



SEP
22

Past examples



Namibia



British Virgin Islands



Ecuador



Malta



Ghana

Past examples



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Turkey



Russia



Mexico



Indonesia / Netherlands

Time is ticking.

Are we ready, Singapore?



Every 3 seconds

someone in the world develops dementia

21-22 September 2018

Save the date.

alz.org.sg/wam2018

#Every3seconds #WAM2018 #WorldAlzMonth

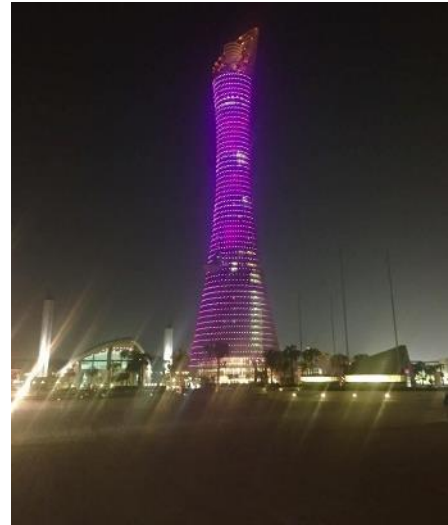
Singapore

Iran



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Qatar



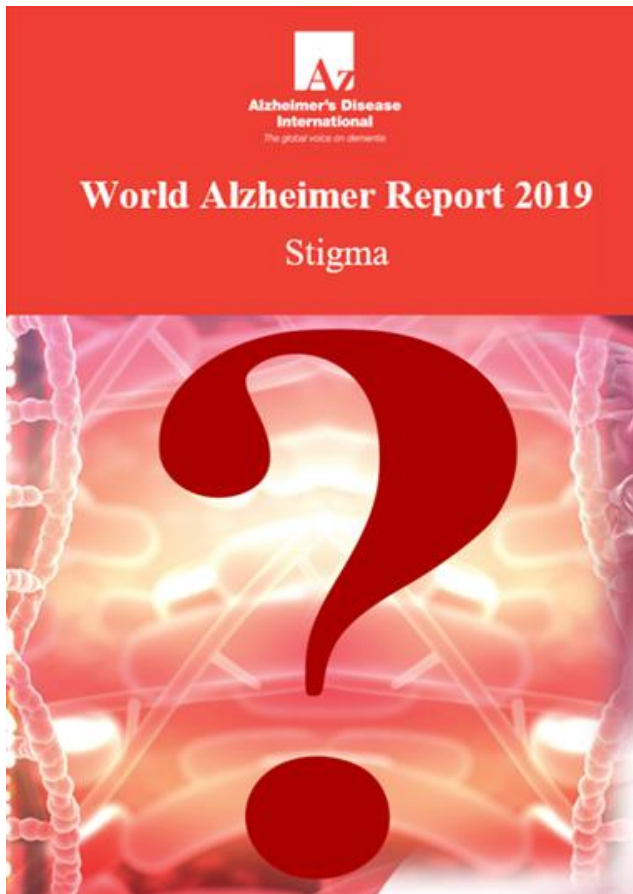
Jordan

Introduction to World Alzheimer Report 2019



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- In partnership with the London School of Economics (LSE)
- World's largest survey on dementia stigma – **we need your help!**
- Mobenzi software
- Essays and case studies to bring the survey to life
- Maintaining wide appeal

www.alz.co.uk/worldreport

The world's largest survey on attitudes
around dementia is coming on 15th April!



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- Open NOW - 15 June
- The world's largest survey of its kind
- Only takes 10 minutes

Spread the word!

- Please reach out to all of your audiences, your databases and contacts

[www.alz.co.uk/research/ world-report-2019](http://www.alz.co.uk/research/world-report-2019)



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**Thank you for supporting us, now
and in September.**

#WorldAlzMonth



Follow ADI on Twitter

@AlzDisInt @ADIConference #ADI2019



Like us on Facebook

/alzheimersdiseaseinternational

Visit our website:

www.alz.co.uk



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Thank you!