

FOR IMMEDIATE RELEASE

Twelve actions to reduce your risk of dementia Alzheimer Awareness Month

Halifax, N.S. / January 4, 2022 – According to the Landmark Study, released by the Alzheimer Society of Canada in September 2022, addressing certain risk factors could reduce the prevalence of dementia by up to 40 per cent.

Individual circumstances play a major role in one's ability to manage risk factors. Physical, mental and financial wellbeing, access to services, a support system and countless other things can impact our ability to make lifestyle changes to reduce our risk of dementia and other health conditions.

Knowing what those risk factors are is another key barrier for many.

"Knowledge changes everything," said John Britton, CEO of the Alzheimer Society of Nova Scotia. "We can't make changes if we don't know where to begin. Getting the word out about concrete steps people can take to help reduce their risk of dementia is hugely important. This can have a positive impact on care partners, the healthcare system and the number of people affected by dementia in the future."

January is Alzheimer Awareness Month, and the Alzheimer Society of Nova Scotia will be promoting twelve actions that you can take to improve your brain health at any age or stage of your life. Whether you have been diagnosed with dementia or are simply looking to improve your brain health, these steps provide ideas on how to get started.

We want to empower Nova Scotians to take an active role in their own brain health. Together we can reduce our risk.

These actions include being physically active each day, protecting your heart health, staying socially active, managing medical conditions, challenging your thinking, getting a good night's sleep every night, having depression treated, avoiding excessive alcohol intake, maintaining your hearing, finding meaning in life, avoiding head injury and adopting healthier behaviours.

More details about each action, and a downloadable infographic, can be found on our website at www.alzheimer.ca/ns/awarenessmonth.

"Some of these actions are more difficult to take than others, but even committing to one or two can help to reduce your risk," said Sacha Nadeau, Director of Programs & Services at the Alzheimer Society of Nova Scotia. "That said, these are only modifiable with the right supports in place. Nova Scotians can contact the Alzheimer Society of Nova Scotia to access our services or be connected to community supports that may help."

The Society will be holding a public education event exploring these topics on January 31 at 6:30 p.m. in Paul O'Regan Hall at the Halifax Central Library. More details about this event can be found on our website at www.alzheimer.ca/ns/panel2023.

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ABOUT THE ALZHEIMER SOCIETY OF NOVA SCOTIA

The Alzheimer Society of Nova Scotia is the leading not-for-profit health charity serving Nova Scotians impacted by dementia. Active in communities across the province, the Society offers help for today through programs and services and hope for tomorrow by funding research to find the cause and the cure.

Through our programs and services, we provide education and support to people living with dementia, their care partners, healthcare professionals and the public. To find out more, visit our website at www.alzheimer.ca/ns or call us toll-free at 1-800-611-6345.

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Available for Interview:

Sacha Nadeau, Director of Programs & Services, Alzheimer Society of Nova Scotia

John Britton, CEO, Alzheimer Society of Nova Scotia (available from January 9 onward)

Kirstie Creighton, Manager of Education & Belonging (French speaking)