

Alzheimer's Awareness Month 2025

SUPPORTER TOOLKIT

January is Alzheimer's Awareness Month. This month, the Alzheimer Society of B.C. wants to ensure people affected by dementia know that they are not alone.

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Campaign overview

More than 85,000 people in B.C. are living with dementia and that number is expected to triple by 2050. Receiving a dementia diagnosis and coping with the progression of the disease can feel overwhelming. With guidance, people affected by the disease can continue to find joy, meaning and connection on the dementia journey. There is no roadmap for living with dementia, but the Alzheimer Society of B.C. wants people to know that they can be their guide.

This year, we're amplifying the voices of people affected by dementia, who will share their experience with the disease. We are encouraging organizations and individuals across the province to listen to these stories and learn more about dementia and resources, education and support available. Then, we invite you to share what you've learned in your community.

Hero image:



For questions and more information, please contact cvandyck@alzheimerbc.org

Key messages and call-to-action

- The Alzheimer Society of B.C. is recognizing Alzheimer's Awareness Month by sharing the experiences of people affected by dementia in B.C. who have found meaning, connection and joy after a dementia diagnosis, in part by connecting with the Alzheimer Society of B.C.
- More than 85,000 people in B.C. are living with dementia and that number is expected to triple by 2050. Receiving a dementia diagnosis and coping with the progression of the disease can feel overwhelming. With guidance, people affected by the disease can continue to find joy, meaning and connection on the dementia journey. The Alzheimer Society of B.C. can provide resources, education and support.
- Anyone can call the First Link® Dementia Helpline to ask questions about dementia. Knowledgeable, empathetic staff guide callers to the education, resources, programs and services that they need.
- To meet people affected by dementia who are sharing their stories during Alzheimer's Awareness Month, visit alzbc.org/aam2025.
- If you have questions about dementia, call the First Link® Dementia Helpline today.

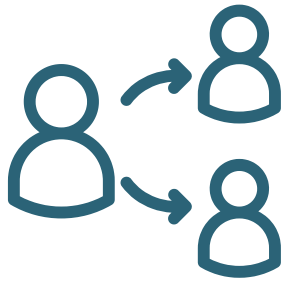


Ways to get involved



Call the First Link® Dementia Helpline if you need support or information:

- English: 1-800-936-6033 (Monday to Friday, 9 a.m. to 8 p.m.)
- Cantonese and Mandarin: 1-833-674-5007 (Monday to Friday, 9 a.m. to 4 p.m.)
- Punjabi, Hindi and Urdu: 1-833-674-5003 (Monday to Friday, 9 a.m. to 4 p.m.)



Spread the word. Tell people in your life about the Alzheimer Society of B.C., share our posts on social media, download and share a poster and direct folks to our webpage:

alzbc.org/AAM2025.



Donate. Your gift to the Alzheimer Society of B.C. makes a real difference in the lives of people affected by dementia in our community.

Sample social posts, graphics and email

SAMPLE SOCIAL MEDIA POST - OPTION 1

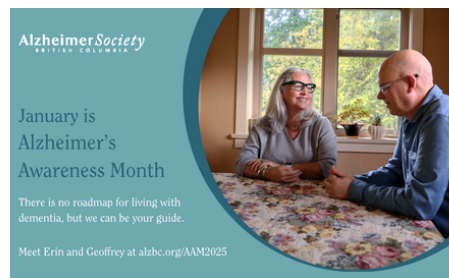
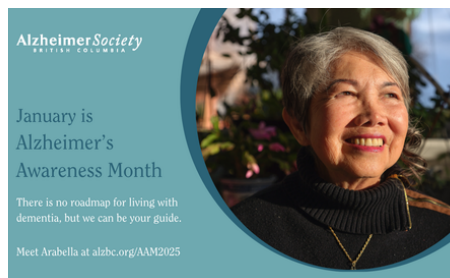
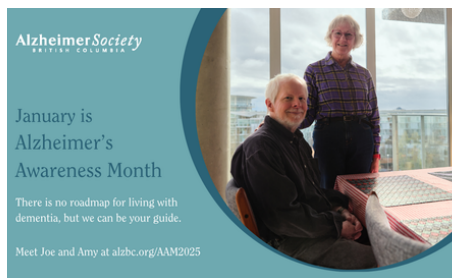
This January, during Alzheimer's Awareness Month, you can meet Arabella Bengson, who is living with Mild Cognitive Impairment and attributes her positive outlook on life to the community she has found after her diagnosis. Learn more about her and other people with lived experience of dementia at alzbc.org/AAM2025 and discover how they've continued to find joy, meaning and connection on the dementia journey. #AAM2025

SAMPLE SOCIAL MEDIA POST - OPTION 2

This Alzheimer's Awareness Month, the Alzheimer Society of B.C. is raising awareness and guiding people affected by the disease to resources, information and support that can help them on their unique journeys. They're amplifying the voices of people like Erin and Geoffrey, who have continued to find meaning and purpose after Erin was diagnosed with Alzheimer's disease. Meet Erin and Geoffrey and learn about dementia from other people affected by the disease at alzbc.org/AAM2025. #AAM2025

SAMPLE SOCIAL MEDIA POST - OPTION 3

January is Alzheimer's Awareness Month. This month, meet people affected by dementia, like Joe and Amy, who share that they now "function as a pair." This new mindset has evolved after 30 years of friendship, almost a decade of marriage, and Amy's diagnosis of young-onset Alzheimer's disease in her 50s. To read their story and learn how you can support people affected by dementia, visit alzbc.org/AAM2025 #AAM2025



Campaign hashtags:
#AAM2025 #Dementia
#AlzAwareness2025

Please tag **@alzheimerbc**
in your social media posts.



@alzheimerbc



@alzheimerbc



@alzheimerbc



@alzheimerbc

Throughout January, we'll
share a variety of social
media posts on our
channels. Join the
conversation by liking,
commenting or sharing.

[**Download graphics here**](#)

Sample social posts, graphics and email

SAMPLE EMAIL

Subject: January is Alzheimer's Awareness Month

January is Alzheimer's Awareness Month. This month, the Alzheimer Society of B.C. wants to ensure that people affected by Alzheimer's disease and other dementias know that they aren't alone. Throughout the month, the organization is sharing the experience of people affected by the disease throughout B.C. who have found meaning, connection and joy after a dementia diagnosis, in part by connecting with the organization.

More than 85,000 people in B.C. are living with dementia and that number is expected to triple by 2050. Receiving a diagnosis can feel overwhelming. The charity wants to remind people that while there may be no roadmap to dementia, they can be your guide.

The Alzheimer Society of B.C. connects people affected by dementia to support and education at any point in the disease through First Link dementia support. People can connect to support by asking their health-care provider for a referral, by visiting their local resource centre or by calling the First Link® Dementia Helpline at 1-800-936-6033. To learn more about Alzheimer's Awareness Month and meet the courageous people sharing their stories this month, visit alzbc.org/aam2025.



Thank you for
your support!

Alzheimer Society
BRITISH COLUMBIA