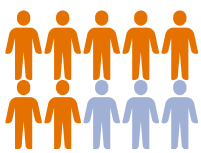


2024 DEMENTIA RESEARCH

Our goal is to reach more British Columbians to ensure people living with dementia are supported and included in their communities. For several years, we have done market research with Leger Canada to better understand attitudes about dementia and awareness of the Alzheimer Society of B.C.

Our latest research, which took place between February 7 - 20, 2024, polled 1,637 people in B.C. This number included 300 Chinese respondents and 301 South Asian respondents. Respondents had the option to complete the online survey in English, Traditional Chinese or Simplified Chinese.

● KEY TAKEAWAYS



7 in 10 British Columbians have a personal connection to dementia, whether through their personal or professional life.



More than 7 in 10 respondents agree people living with dementia experience stigma.



Consistent with previous years, respondents are personally concerned about the prospect of having dementia. When they reflect on diseases or conditions causing most harm to British Columbians, they list dementia as the fourth highest concern, behind cancer, heart disease and diabetes.



Only 1 in 4 people feel that there are adequate supports within our communities and our health-care system for people affected by dementia.



89% of British Columbians believe that a B.C. Government strategy to support people living with dementia and their caregivers is needed.

● THE IMPORTANCE OF CULTURALLY RELEVANT CARE

This year's research taught us that culturally relevant care is just as much about having a supportive community as it is culturally appropriate or in-language services. This information will be helpful to guide the development of programs and services to ensure we're supporting more people affected by dementia in B.C. Amongst people who indicated they would be more likely to connect with the Society if it had resources relevant to their cultural background:



Almost 6 in 10 people said they'd be more likely to connect if they knew they would meet other people from a similar cultural background who are also affected by dementia.



More than half said they'd be more likely to connect with the Society if they knew the support offered would be from someone who understands their cultural background.

● INSIGHTS INTO CAREGIVING



More than 8 in 10 respondents correctly agree that there's an increased likelihood of depression, emotional stress, and financial problems among caregivers of those with Alzheimer's disease/other dementias.

Of the people with a connection to dementia:



The survey tells us that personal caregiving responsibility is higher among the South Asian and Chinese populations.



More than 1 in 5 respondents are the primary caregiver or are providing a significant amount of care/support to someone living with dementia.

● TAKEAWAYS FOR OUR WORK



1 in 2 people familiar with the Society don't know whether or not they need a referral to access Society programs and services presenting us with an opportunity to provide more clarity.

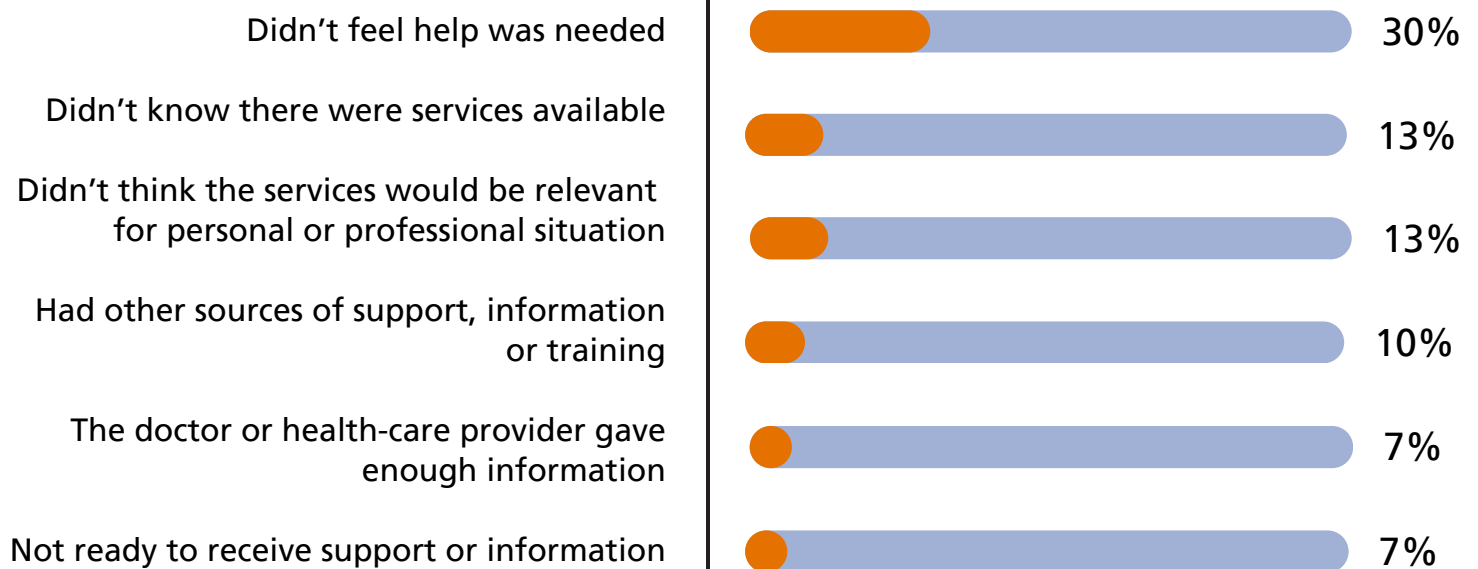


Amongst respondents familiar with the Alzheimer Society of B.C., more than 8 in 10 gave the organization positive ratings overall, with 74% of respondents giving the charity high rankings related to its support of the community.



Over 8 in 10 respondents said they would feel comfortable contacting the Alzheimer Society of B.C. if they were personally concerned about dementia for themselves or someone in their life.

● THE TOP REASONS PEOPLE MIGHT NOT CONNECT WITH THE ALZHEIMER SOCIETY OF B.C. FOR SUPPORT:



First Link[®]
DEMENTIA HELPLINE

Yukon

English: 1-888-852-2579
(Weekdays, 10 a.m. to 8 p.m. MT)

British Columbia

English: 1-800-936-6033
(Weekdays, 9 a.m. to 8 p.m. PST)

Cantonese and Mandarin: 1-833-674-5007
(Weekdays, 9 a.m. to 4 p.m. PST)

Punjabi, Hindi and Urdu: 1-833-674-5003
(Weekdays, 9 a.m. to 4 p.m. PST)

