

FOR IMMEDIATE RELEASE

10 ways to reduce your risk of dementia Alzheimer Awareness Month

Halifax, N.S. / January 4, 2024 – Dementia is a growing issue in Nova Scotia – the number of people living with dementia is set to increase by 87 per cent by 2050. But there is hope. Addressing dementia risk factors could reduce the prevalence of dementia by up to 40 per cent.

January is Alzheimer Awareness Month, and the Alzheimer Society of Nova Scotia has launched a public awareness campaign on 10 evidence-based ways to reduce your risk of dementia.

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.

“We can’t make changes if we don’t know where to begin,” says John Britton, CEO of the Alzheimer Society of Nova Scotia. “Getting the word out about evidence-based ways people can take to help reduce their risk of dementia is important. This can have a positive impact on care partners, the healthcare system and the number of people affected by dementia in the future.”

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

The 10 ways to reduce your risk of dementia include: being physically active each day, protecting and supporting your hearing, staying socially active, managing your medical conditions, quitting or reducing smoking, seeking support for depression, drinking less alcohol, protecting your heart, avoiding concussion or traumatic brain injury, and aiming to get quality sleep.

More details, a downloadable infographic and a video can be found on our website at www.alzheimer.ca/ns/riskreduction.

“Some of these steps 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. You 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 *Hype vs. Hope in Dementia Research* on January 30 at 6:00 p.m. in Paul O’Regan Hall at the Halifax Central Library, which will also be livestreamed for those who can’t attend in person. More details about this event can be found on our website at www.alzheimer.ca/ns/panel2024.

ABOUT THE ALZHEIMER SOCIETY OF NOVA SCOTIA

The Alzheimer Society of Nova Scotia is the leading not-for-profit health charity serving Nova Scotians affected 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 a cause and a 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 (available from January 8 onward)

John Britton, CEO, Alzheimer Society of Nova Scotia (available from January 8 onward)

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