

First Link[®]

Alzheimer's Awareness Month



Alzheimer
Society

Community Toolkit

About the Alzheimer Society

- Alzheimer Societies across Canada provide programs and support services to help people living with all forms of dementia, including the most common type of dementia, Alzheimer's disease
- The Societies also provide caregivers and families with information, education and resources to help them support the person in their care who is living with dementia
- The Alzheimer Society is a leading Canadian funder of dementia research. Since 1989, we have invested nearly \$73 million in grants and awards toward innovative dementia research through the Alzheimer Society Research Program, improving the quality of life for people with lived experience and bringing us closer to a future without Alzheimer's disease and other dementias
- The Alzheimer Society is a key partner in the development of Canada's first national dementia strategy, which will enhance research efforts and ensure access to quality care and support for all people affected by dementia
- The Alzheimer Society is the organization behind First Link® and all the important services and supports it provides to those diagnosed with dementia across Canada

What is Alzheimer's Awareness Month?

Every January, Alzheimer Societies across Canada raise awareness around key issues in the dementia journey, including diagnosis, stigma, caregiving and support. This year, Alzheimer Societies will be focusing on raising awareness of the support available to people living with dementia and care partners through the First Link program.

Awareness is the first step to fighting stigma, reinforcing human rights and pushing for policy change, as well as other actions that can lift up people living with dementia.



What is First Link?

When a person is diagnosed with dementia, the Alzheimer Society is the first place to turn – and **First Link®** is the connection to support, care, knowledge, expertise, and referrals.

First Link® is the Alzheimer Society program offering approved services and information to those living with Alzheimer's or other dementias, and caregivers. It encompasses the areas of Risk Reduction, Education, Living Well with the Disease, Community, Research, and Advocacy; an umbrella that brings together all aspects of the care and management of dementia in Canada.

With more than half a million people living with dementia in Canada today, a number expected to reach almost one million in 10 years, the Alzheimer Society is continuing to enhance its support amongst people living with dementia to meet their needs early in, and throughout, their journey.

The goal of First Link® is to ensure a person affected by dementia has the right support and information, from the time of an initial diagnosis and throughout the progression of the disease.

- By connecting with First Link®, a person living with dementia and caregivers will have access to all the services available in their local area.
- There are a variety of different programs and services administered at the local level of societies across the country.
- Such services include counselling support and a better understanding of the different healthcare options in a specific province and Society, Staff will provide the appropriate access to the right services during the different stages of the disease.

To learn more about how First Link® works, visit alzheimer.ca/FirstLink

Help us spread the word

Please use this Community Toolkit to promote awareness of support for people affected by dementia across Canada and direct people in your community to life-changing programs and supports.

List of social posts

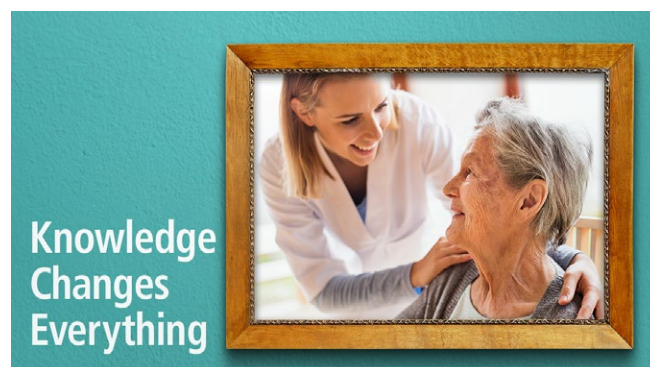
Provided here are **sample social media posts and graphics** you can use on your personal or organization's social media channels.

The corresponding graphics can be downloaded by visiting alzheimer.ca/Awareness

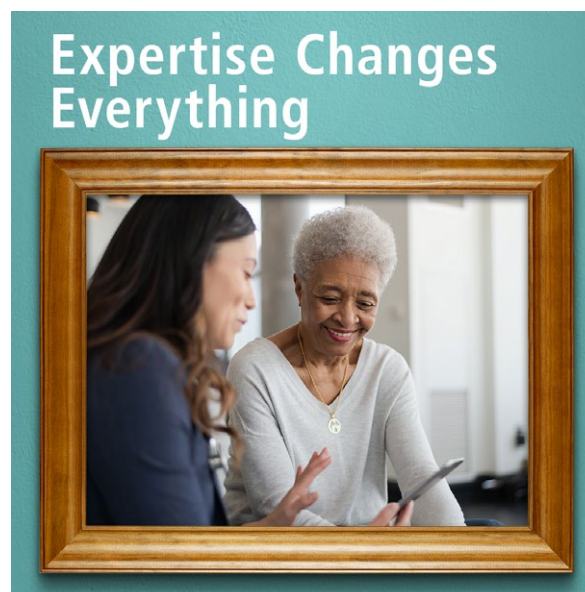
Facebook



Twitter



Instagram



Sample post copy

You can link to alzheimer.ca/FirstLink in each post, and use any or all of the following hashtags:

#alzheimersawarenessmonth	#dementiacanada
#alzheimersociety	#alzheimercanada
#firstlink	#endalz

- It's Alzheimer's Awareness Month! If you're living with dementia or caring for someone who is, connect with your local Alzheimer Society through their First Link program – the first step for support in your community.
- More than half a million people are living with dementia. Connect with your local Alzheimer Society - your First Link to a community of experts, supporters and peers.
- Did you know by 2050, over 13% of people over the age of 65 will be living with dementia? With more than half a million people currently living with dementia, the Alzheimer Society is your First Link to a community of experts, supporters, and peers
- It's Alzheimer's Awareness Month! By 2050, it's estimated that more than 1.7 million people will be living with dementia. The Alzheimer Society is your First Link to expertise, knowledge and support.
- By the 2040s, more than 20,000 people will be diagnosed with dementia every month. The Alzheimer Society is your first step, your First Link to access expertise, support and knowledge.
- Are you concerned that you may have dementia, or are newly diagnosed? Connect with your local Alzheimer Society - your First Link to knowledge, support and expertise.
- Living with dementia? You are not alone. The Alzheimer Society is your First Link to support, from initial diagnosis and throughout your journey with dementia.
- Navigating a dementia diagnosis can be overwhelming. Connect with your local Alzheimer Society – your First Link to programs and services that will help build a community of support for you and your loved ones.
- Caring for someone living with dementia? You're not alone. The Alzheimer Society is your First Link to knowledge, expertise and support.
- A dementia diagnosis can feel isolating. But you are not alone. Connect with your local Alzheimer Society to join a community of support.
- If you're newly diagnosed with dementia, take the first step to find help in your community. Connect with the Alzheimer Society – your First Link to knowledge, expertise and support.

We encourage you to tag your Alzheimer Society in the posts, too! See the table below for the list of our social media handles.

List of Alzheimer Society social media handles

Support the Alzheimer Society in your province by following, sharing and tagging our social channels!

For Nunavut & Yukon, please contact the provincial Alzheimer Society closest to you.

Society	FACEBOOK	X (FORMERLY TWITTER)	INSTAGRAM	LINKEDIN
Alzheimer Society of Canada	@AlzheimerCanada	@AlzCanada	@alzheimercanada	@Alzheimer Society of Canada
Alzheimer Society of Alberta and North-west Territories	@Dementiaabnt	@DementiaAB_NT	@dementiaab_nt	@Alzheimer Society of Alberta and Northwest Territories
Alzheimer Society of British Columbia	@AlzheimerBC	@AlzheimerBC	@alzheimerbc	@Alzheimer Society of B.C.
Alzheimer Society of Manitoba	@AlzheimerSocietyManitoba	@AlzheimerMB	@alzheimermb	@Alzheimer Society of Manitoba
Alzheimer Society of New Brunswick	@AlzheimerNB	@AlzheimerNB	@alzheimernb	@Alzheimer Society of NB
Alzheimer Society of Newfoundland and Labrador	@asn12	@asn12		
Alzheimer Society of Nova Scotia	@alzheimerns	@alzheimerns	@alzheimerns	@Alzheimer Society of Nova Scotia
Alzheimer Society of Ontario	@AlzheimerSocietyofOntario	@AlzheimerOnt	@alzheimeront	@Alzheimer Society of Ontario
Alzheimer Society of Prince Edward Island	@AlzheimerPEI	@AlzheimerPEI	@alzheimerpei	@Alzheimer Society of PEI
Federation of Quebec Alzheimer Societies	@LaFederationQuecoiseDesSocietiesAlzheimer	@FqsaAlzh		
Alzheimer Society of Saskatchewan	@AlzheimerSK	@AlzheimerSK	@alzheimer_saskatchewan	@Alzheimer Society of Saskatchewan