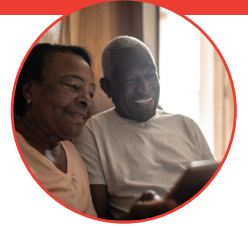


# Let's Talk About Dementia

September 2020 will mark the ninth World Alzheimer's Month™, an international campaign to raise awareness of dementia and challenge stigma. This year's campaign promotes the important messages that:

- During the COVID-19 pandemic, it is more vital than ever that people continue to talk about dementia.
- Talking about dementia helps tackle the stigma, normalises language and encourages people to find out more information, advice and seek help
- People living with dementia and their carers have an equal right to respect and inclusion, and to diagnosis, quality care and treatment
- Governments can reduce the human and economic impact of dementia by developing responses to the World Health Organization (WHO) Global action plan on the public health response to dementia by 2025



## If you are living with dementia:

Remember that you don't have to be alone. It is possible to live more positively with dementia than is often the public perception, by seeking support from your family and friends, health and social workers, from the Alzheimer association in your country and by joining Dementia Alliance International (DAI).



## If you are worried about developing dementia:

Speak to your doctor about any concerns. Alzheimer associations in many countries provide support with seeking a diagnosis and living with dementia, as well as information on risk reduction and help to find support groups.



## If you are a carer:

Caring for someone with dementia can be challenging. It is also important to take care of your own physical and mental health needs as this will make a big difference to the wellbeing of yourself and the person you are caring for. Don't be afraid to ask for help or to join the Alzheimer association in your country to advocate for change or subscribe to DAI to receive their resources, blogs, newsletters and attend their monthly educational Webinars.



## As a society:

The stigma that surrounds dementia remains a global problem. Alzheimer associations and self-advocacy organisations encourage awareness of the social and personal impact of dementia. Dementia is not a normal part of ageing. Understanding the experiences of those affected remains important to support inclusion, empowerment and respect. Greater awareness, including recognising the symptoms of dementia, is crucial to encourage more people to seek diagnosis and receive support.



## As a government:

Developing a national dementia plan will help your country to deal with the growing impact of dementia. In 2017, the World Health Organization adopted a global plan that urges countries to develop their own national responses. Implementing a plan helps to increase national awareness and education about dementia and can improve access to diagnosis, treatment, care and earlier detection of dementia can also help lower the financial impact of dementia on the healthcare system.

## What is dementia?

Dementia is a collective name for progressive brain syndromes that cause deterioration over time of a variety of different brain functions such as memory, thinking, recognition and language, planning and personality. Alzheimer's disease accounts for 50-60% of cases of dementia. Other types of dementia include vascular dementia, dementia with Lewy bodies and fronto-temporal dementia.

Most kinds of dementia have similar symptoms including:

- Loss of memory
- Problems with thinking, planning and language
- Failure to recognise people or objects
- Personality and mood changes

By 2050, the number of people living with dementia around the world will have almost trebled to 152 million, making the disease one of the most significant health and social crises of the 21st century.

## Alzheimer's Disease International

Alzheimer's Disease International (ADI) is the international federation of Alzheimer associations around the world, in official relations with the World Health Organisation. ADI is the global voice on dementia and each member is the national Alzheimer association in their country which supports people with dementia and their families. Our vision is *prevention, care and inclusion today, and cure tomorrow*.  
[www.alz.co.uk](http://www.alz.co.uk)

## Dementia Alliance International

DAI is an international non-profit organisation whose membership is exclusively for people with a medically confirmed diagnosis of any type of a dementia. It represents, supports, and educates others living with the disease, and the wider dementia community by globally representing persons with dementia. DAI's vision is a world where people with dementia are valued and included, and is widely accepted as the global voice of dementia. To become a member of DAI, go to [www.joindai.org](http://www.joindai.org)

## World Alzheimer's Month

September is World Alzheimer's Month™, an international campaign to raise awareness and challenge dementia stigma. Each year, more and more countries are participating in World Alzheimer's Month events and awareness of dementia is growing, but there is always more to do.  
[www.worldalzmonth.org](http://www.worldalzmonth.org)

## Finding help

Support and information is available worldwide from Alzheimer associations in 100 countries. These associations exist to provide advice for carers and people with dementia. To find your Alzheimer association visit [www.alz.co.uk/associations](http://www.alz.co.uk/associations)

Dementia Alliance International (DAI) hold regular online support groups and webinars for members. To find out more visit [www.infodai.org](http://www.infodai.org)



# Join the campaign

To find out more visit:

[www.worldalzmonth.org](http://www.worldalzmonth.org)

 [@AlzDisInt](https://twitter.com/AlzDisInt) [#WorldAlzMonth](https://twitter.com/WorldAlzMonth)

[#LetsTalkAboutDementia](https://twitter.com/LetsTalkAboutDementia)



**Alzheimer's Disease  
International**

*The global voice on dementia*