

# **„Alzheimer & you“ – competition for young people**

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International  
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# Aims of the project

- Motivation of young people to engage themselves for people with dementia and their caregivers
- Raising awareness and understanding especially in schools
- Getting in action
- Creative documentation of activities



# Competition for young people: Framework

- Age: 14 to 21
- Financial Supported by the Federal Ministry for Family Affairs, Senior Citizens, Women and Youth
- Patron: Minister Ursula von der Leyen
- Prominents for the jury (actress, VIVA moderator, snowboarder)
- Attractive prizes from sponsors (mobile phone, tents, games, books, magazines)



# Competition for young people: timetable

- Start at World Alzheimer's Day 2007
- Launch of Website  
[www.alzheimerandyou.de](http://www.alzheimerandyou.de)
- End of 2007 Letters to 12.000 secondary schools
- competition deadline on 15th of june 2008
- 10th of september 2008 presentation of prizes



# www.alzheimerandyou.de

Alzheimer & You: Alzheimer & You - Microsoft Internet Explorer

Datei Bearbeiten Ansicht Favoriten Extras ?

Zurück Suchen Favoriten

Adresse <http://www.alzheimerandyou.de/> Wechseln zu Links >>

## Alzheimer & YOU

ZEIG DEIN ENGAGEMENT!



### WETTBEWERB

JETZT ANMELDEN!

Ihr seid zwischen 14 und 21 Jahren und interessiert daran, Alzheimer-Kranke kennen und verstehen zu lernen. Dann seid ihr hier richtig! Bis zum 15. Juni 2008 könnt ihr uns von Euren Aktivitäten berichten und tolle Preise gewinnen.

IMPRESSUM HOME

Was machst Du hier?  
**ALZHEIMER & YOU**

Aber... was?  
**HINTERGRUND**

Sprichst Du mit?  
**FORUM**

Was schreiben die?  
**PRESSE**

Was gibt es Neues?  
**ERFAHRUNGEN**

Wie ist die Adresse?  
**KONTAKT**

Was machen die da?  
**BITTE HIER KLICKEN**

MUSIK EIN/AUS

SCHIRMHERRIN:  
**URSULA VON DER LEYEN**  
BUNDESMINISTERIN FÜR FAMILIE,  
SENIOREN, FRAUEN UND JUGEND

 Deutsche Alzheimer Gesellschaft e.V.  
[www.deutsche-alzheimer.de](http://www.deutsche-alzheimer.de)

Internet

# Accompanying Newsletter

- News, f. i. reform of long term care insurance
- Interview with prominent member of the jury
- TV and film recommendations
- story about people
- news from the competition
- Information about disease/getting help



## Second phase of project

- Lasting Aim: to strengthen the theme „dementia“ in schools
- Workshop to identify existing projects and materials for schools
- Developing of new materials
- Developing concepts and strategies to motivate teachers and to strengthen cooperations between alzheimer associations and schools



# More information

- [www.alzheimerandyou.de](http://www.alzheimerandyou.de)
- [www.deutsche-alzheimer.de](http://www.deutsche-alzheimer.de)

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