



Alzheimer's Disease
International

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Global Perspective

A newsletter for Alzheimer's Disease International: The International Federation of Alzheimer's Disease and Related Disorders Societies, Inc.

Participants, presenters and ADI staff at the Alzheimer University in Tokyo, Japan



ADI hosts Alzheimer University programmes

Tokyo, Japan – June 2012

ADI hosted its annual Alzheimer University programme, *Campaigning for change*, in Japan's lively capital this year with 15 participants gathering from 10 countries. The programme ran from 18-21 June and began with an organised visit to Tokyo's Irahara Clinic. Topics covered in the programme included building relations with policy makers, using data to make your case, building strategy and public relations on a shoestring. A presentation was also given by Kentaro Horibe from the Ministry of

Health and Welfare on Japan's Care Insurance System. The programme was well-received and some very strong action plans have developed from the course.

London, UK – August 2012

Representatives from associations in the Cayman Islands, Morocco, Nepal, Saudi Arabia and Slovenia attended a lively Alzheimer University for emerging associations from 21-24 August. They were joined by participants from ADI's current member association in Zimbabwe for a series of workshops covering topics from governance and the role of the Board to raising profile and awareness. Frances McCann from Scotland and her son Sean attended the final day of

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ADI achieves UN status

In July, the United Nations (UN) granted ADI consultative status following a two-year application process. This is an exciting development as health, non-communicable disease policy and ageing are all high on the UN's agenda and this new status will place ADI in a better position to continue its advocacy efforts. This status, similar to the Official Relations status ADI holds with the World Health Organization, will allow ADI to attend UN meetings and deliver statements promoting the dementia cause.

ADI would like to thank Mike Splaine for his on-going efforts towards the UN and for continuing to raise the status of ADI in the advocacy field.



Participants from Slovenia, Cayman Islands, Morocco and Nepal during the session on providing information

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Alzheimer's Disease International

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Send us your comments

If you have any comments about or items for the newsletter please contact the Secretariat. Articles for the next issue of Global Perspective to arrive by 9 November 2012.

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Jan walks 100km for Friends of ADI

We would like to say a big thank you to Jan Graham who raised £1,600

for Friends of ADI by taking part in the 100km walk from London to Brighton in May. We are hugely grateful to Jan and to all of those who donated. We congratulate Jan on her great achievement.

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Editorial



Marc Wortmann, Executive Director

I am writing this just after a hectic week with World Alzheimer's Day and the launch of the World Alzheimer Report 2012. Again this was a great media opportunity and we managed to put stigma on the international agenda, thanks to the support of our member associations, both in forwarding the original survey developed for the report and reaching out to the media. An overview of all activities will be published in the December issue of Global Perspective.

I am pleased to see so much progress on the creation of national Alzheimer plans, whether it is government-led or created by civil society. The data from the previous World Alzheimer Reports and the WHO and ADI report released in April can help with this process. Credit should also go to the frontrunner countries Australia, South Korea and France, as well as the European Union following the strong advocacy efforts of Alzheimer Europe.

Initiatives are now beginning in Latin America and the Asia Pacific regions, and we expect developments in the Middle East to begin soon. Member associations should not hesitate to contact ADI when they need support in defining priorities, writing letters, looking for examples or even giving talks to government officials to raise the profile of dementia. We are of course happy to help and to give all the support we can.

Events

4 – 6 October 2012
22nd Alzheimer Europe Conference
Vienna, Austria
Email: www.alzheimer-europe.org/EN/Conferences/Vienna-2012

18 – 20 October 2012
VI Congreso Iberoamericano de Alzheimer
Santiago, Chile
Email: ecco@eccochile.cl
Web: www.aibchile2012.com

26 – 28 October 2012
15th Asia-Pacific regional meeting of ADI
Beijing, PR China
Email: adi2012aprc@gmail.com
Web: www.aprc-beijing.com

29 – 31 October 2012
5th Conference Clinical Trials on Alzheimer's Disease (CTAD)
Monaco
Web: www.ctad.fr

28 – 29 November 2012
1st Middle East Regional Conference of Alzheimer's Disease International
Cairo, Egypt
Email: adicairo2012@mci-group.com
Web: www.adicairo2012.org

6 – 10 March 2013
The 11th International Conference on Alzheimer's Disease & Parkinson's Disease (AD/PD 2013)
Florence, Italy
Web: www2.kenes.com/adpd

18 – 20 April 2013
28th International Conference of Alzheimer's Disease International
Taipei, Chinese Taipei
Web: www.adi2013.org

VISIT WWW.ALZ.CO.UK/EVENTS FOR MORE CONFERENCES AND ANNOUNCEMENTS

ALZHEIMER UNIVERSITY IN LONDON: CONTINUED FROM FRONT PAGE

the programme for a session on setting up support groups and involving people with dementia. During the session, led by Anne-Marie MacDonald from Alzheimer Scotland, Frances shared her experience of attending a support group for people with dementia, while Sean spoke of the benefits of groups for carers.

Interactive sessions saw participants practicing their fundraising pitches and effectively handling media interviews. The programme culminated in each association setting three key targets to meet during their two years on ADI's Membership Development Programme.

Members' forum

ADI members: do you have any news you would like to share with the global dementia community? Please contact us.

Member profile

Alzheimer's and Related Disorders Society of India



Meera Pattabiraman, Chairman

The Alzheimer's and Related Disorders Society of India (ARDSI) has grown from a small meeting in Cochin in 1992 to having 18 chapters across India today. While we can be proud of this achievement, we are still a small player when we consider that India has a population of over 1.2 billion and an estimated 3.7 million people with dementia. In terms of sheer numbers, catering to the needs of the people with dementia and their families is a much bigger challenge in our country than in most other parts of the world.

The publication of the Dementia India Report in 2010 was a milestone and gave a big boost to the profile of ARDSI. We are now advocating with the policy makers and the central government to come up with a strategy based on the recommendations made in the Report. The Government has taken note of the Report and has been quoting figures from it and efforts are underway to get more funding for dementia in the next five-year plan allocation.

ARDSI was founded and nurtured by our past Chairman, Dr K Jacob Roy. After a long and brilliant innings, he stepped down when he took over as Chairman of ADI. Having been associated with ARDSI for more than a decade, I feel privileged to have taken up the reins from Dr Roy. Along with an enthusiastic and committed Secretary General, Nilanjana Maulik and a dedicated National Director, Narendhar, I hope to take ARDSI to the next level.

My vision is to see ARDSI as a pan-India society in the true sense of the term. To achieve that it is essential to strengthen our national office in Delhi and empower our chapters. This can be done with an effective communications strategy where 2-way communication between the national office and the chapters is developed and governance made more vibrant and dynamic. ARDSI has achieved a lot of success in the state of Kerala with the maximum number of chapters, dementia care service facilities and spread of awareness too. This will have to be replicated in other parts of India and chapters have to be set up in every state and in all

major cities. There should also be uniformity in all our programmes, whether it is with regard to awareness or training programmes or service facilities; all of the chapters of ARDSI should speak with the same voice and this will be the biggest strength of ARDSI. As the chapters are the extended family members of the national office, together we can aspire to make every person with dementia lead a dignified life and every carer feel that there is someone out there to listen to him/her and offer a helping hand.

Having successfully launched the Dementia India Report, we have some ambitious projects on hand like setting up the Alzheimer's centre of excellence in Delhi and conducting the Asia Pacific conference of ADI in 2014. Our next target is, however, to observe September as World Alzheimer's Month all over India and to conduct the XVII National Conference of ARDSI at Chennai on the 3rd and 4th of November.

More details of the conference are available on the website www.chennaichapter.com and I would like to extend a warm welcome to all to attend our conference.



CHINA

Kids volunteer initiative

Jingning Zhu and Huali Wang, Alzheimer's Disease Chinese (ADC)

On 11 August 2012, a group of three kids volunteers joined the monthly meeting for the carer support group at the Dementia Care & Research Center, Peking University Institute of Mental Health, Beijing, China. During the meeting, song and dance brought much happiness to the participants. They clapped their hands, they laughed, and they felt that they were getting younger. After the kids show, the participants hoped the kids could join them more frequently in the future as the kids had brought them more happiness and excitement than expected.

The event marked the launch of a kids volunteer initiative for carer support groups in China. Dr Huali Wang and Ms Li Ma, leading professionals of the carer support group, commented after the event that it was significant in promoting high quality dementia care service in China. In Chinese culture, the happiness of family union is considered most important in improving quality of life for the elderly. Union of the kids and the participants in the carer support group, particular the elderly, could bring new sense, new energy and

The launch of the initiative was enjoyable for both the carers and the children

new understanding to their life. On the other hand, getting kids involved in the dementia carer support group facilitates the dissemination of information about early detection of memory impairment within the community and will increase their coping capability in living with elderly people with dementia.

In the future, more kids volunteers will be welcomed to the dementia carer support group, and a volunteer passport will be presented to them.

To find out more about the project contact Huali Wang huali_wang@bjmu.edu.cn

PERU

Proposed Alzheimer law presented

After attending the Alzheimer University on advocacy in June 2011, Asociación Peruana de Enfermedad de Alzheimer y otras Demencias (APEAD) were able to apply the new information gained to securing wider media coverage of the cause in Peru. As a result they received a visit from the Peruvian Congressman Michael Urteche who expressed an interest in collaborating with APEAD to develop an Alzheimer's draft law as a step towards the creation of a national Alzheimer plan.

On 7 September, the proposed law was presented at the Peruvian Congress under the title *Bill creating the National Plan for the Prevention and Treatment of Alzheimer's Disease and other Dementias*. The Bill proposes the development of a national plan to promote an integrated health care and social services system alongside an increase in research. The aims of the plan will be to enhance care for people with dementia, encourage research into prevention, improve assessment and diagnosis as well as treatment and rehabilitation, and offer guidance and assistance to carers.

Mariella Guerra from APEAD (centre) with Congressman Michael Urteche (right) and journalist Beto Ortiz (left)



TADA CHINESE TAIPEI Visit to Presidential Palace



Marc Wortmann, ADI's Executive Director (centre), visited TADA Chinese Taipei in late August ahead of ADI's annual conference in April 2013. TADA invited two people with dementia and their carers to attend a visit to the Presidential Palace where a meeting with the Vice President took place.

ADI would like to congratulate APEAD on their hard work over the past year. This is a great example of how associations can assist their colleagues, not only on a local or national level but also an international level.

To find out more contact mariella.guerra.1066@googlemail.com

BRAZIL APAZ at Rio+20

In June, APAZ – a member of Federação das Associações de Alzheimer do Brasil (FEBRAZ) – was invited to attend and present on the final day of the United Nations' Conference on Sustainable Development, also known as Rio+20.

Following the invitation from the government of the State of Rio de Janeiro, representatives from APAZ delivered a presentation under the heading *Alzheimer: The Social and Financial Nightmare of the 21st Century*. The presentation covered a

number of issues, including quality of life for people with dementia, priorities in public health, the impact of dementia on national social security and health, and the need for education about dementia for young people.

The presentation was well-received and it is hoped that this will lead to greater government recognition of dementia in Brazil. ADI would like to congratulate APAZ on making the most of this unique opportunity.

To find out more about APAZ visit www.apaz.org.br

CURACAO First step towards a national plan

On 14 August, Curacao's Ministry of Labor and Social signed a ministerial decree and has created a committee that will develop a national Alzheimer plan. This should ensure greater collaboration between the Ministry and Stichting Alzheimer Curaçao.

SRI LANKA New collaboration with university

Lanka Alzheimer's Foundation is in the process of finalising an agreement with the University of Kelaniya based on the exchange of human resources and training of personnel. Around 20 qualified Occupational Therapists are currently completing a transitional course from Diploma to Degree level at the University and are required to carry out community placements relevant to the course. The agreement will enable the students to complete a 10-week programme with Lanka Alzheimer's Foundation at their new Activity Centre. The agreement will provide the students with the experience they require and the Foundation with valuable feedback and input into their work with clients at the Centre.

To find out more email alzheimers@alzlanka.org

NEW ZEALAND WeCanHelp campaign launched

In early September, Alzheimers New Zealand launched a new campaign, *WeCanHelp*, with the support of Pub Charity and the Minister of Health. The campaign aims to raise awareness and understanding of dementia and improve access to care and support. It is hoped that the increased understanding resulting from the campaign will encourage more people to seek help sooner.

For more information about the campaign visit www.wecanhelp.org.nz

SINT MAARTEN

First conference a great success



Dr Jacob Roy, left, with Raymond Jessurun, right, and the Prime Minister and Minister of Public Health

In August, Sint Maarten Alzheimer Association hosted a conference to highlight the activities currently taking place in the Caribbean region. The event was attended by around 60 delegates with sessions run by the Association, the Rotary Club of Sint Maarten and the Ministry of Health. ADI Chairman, Dr Jacob Roy, attended the event and gave a presentation titled *Dementia and Alzheimer's Disease International: Yesterday-Today-Tomorrow* shortly after the Prime Minister had opened the conference.

Dr Roy commented, 'it was very evident in the presentation of the Prime Minister their eagerness to improve the health care system and be a leader in the region.' He added, 'I was truly amazed by the enthusiasm of the participants. The media coverage was unbelievable. The event was cover page news in most local newspapers, radio and local TV. Thus most people in Sint Maarten would have come to know about the event.'

Dr Roy would like to personally thank and congratulate Raymond Jessurun from the Association for the meticulous manner in which he organised the entire programme. He said of his visit, 'It's truly inspiring. I am motivated to do more.'

For more information about the work of the Sint Maarten Alzheimer Association email alzheimersxm@gmail.com

VENEZUELA

Book highlights faces behind dementia

A new publication, compiled by Mira Josic de Hernández, President of Fundacion Alzheimer de Venezuela, has been launched. Highlighting knowledge and experiences from across the Spanish-speaking world, the book, titled *Los rostros detrás del Alzheimer* (The Faces behind Alzheimer's), provides a strong overview of dementia today as it is experienced by professionals in the field and those who experience it first-hand.

The book, which contains articles from experts and researchers and testimonials from people with dementia and carers, gathers information and stories from Argentina, Chile, Colombia, Costa Rica, Dominican Republic, El Salvador, Honduras, Mexico, Nicaragua, Peru, Puerto Rico, Spain, Uruguay and Venezuela.

To find out more about the publication email alzven@gmail.com

CARIBBEAN

New regional collaboration

During his recent visit to Sint Maarten, ADI Chairman, Dr Jacob Roy, signed a historic regional agreement with the Lions Clubs International and Rotary International to develop an alliance for dementia awareness and advocacy in the Caribbean. The agreement, which sees a rare collaboration between the Lions Clubs and Rotary, will encourage the raising of dementia awareness within English-speaking Caribbean countries in which ADI currently has no member association.

During the Lions Clubs' annual conference in November a workshop will take place to assist local clubs with tools to raise awareness of dementia. A similar workshop will also take place during the Rotary convention in May 2013.

Dementia newsflash

■ Australia

Frank Schaper, CEO of Alzheimer's Australia WA, will be retiring from his post on 28 September after almost 16 years with the association. We wish Frank all the best for his future. He has played an important role in a number of ADI's projects.

■ Brazil

FEBRAZ has welcomed Brazilian Alzheimer Institute (IAB) into their membership. IAB is a new association from the city of Curitiba in the south region. FEBRAZ is now formed of ABRAZ for the state of São Paulo, APAZ for the state of Rio de Janeiro and IAB for the state of Paraná.

■ India and Nepal

Narendhar Ramasamy from the National Office of the Alzheimer's and Related Disorders Society of India attended the launch of the Alzheimer's and Related Dementia Society – ARDS Nepal on 13 July. The successful event was attended by Nepal's Vice-President, a member of the National Human Rights Commission and a number of other dignitaries.

■ Netherlands

We were very sad to learn of the passing of Henk ter Haar, founder of Alzheimer Nederland and Alzheimer Europe, in July. As conference chairman, he also ensured the success of ADI's 7th annual International Conference in 1991. He will be missed by many within the global dementia movement and our thoughts are with his family.

■ USA

Eight Alzheimer's Association chapters have been chosen to pilot an Early-Stage Peer-to-Peer Outreach Program from June to September. It involves training volunteers who are living with dementia to conduct confidential telephone calls. The aim of the service is to connect those who are recently diagnosed and provide links to local services they may find useful.

■ Living with dementia

Scottish Dementia Working Group

This year, the Scottish Dementia Working Group, a campaigning group run by people with dementia, is celebrating ten years of successful advocacy and awareness-raising efforts on behalf of those living with dementia in Scotland.

Among the Group's achievements are a range of insightful videos and publications, frequent public appearances and presentations given by members of the Group, as well as close collaboration with the Scottish government to improve care and services. One of their greatest successes has been their strong involvement in the development of the *Charter of Rights for People with Dementia and their Carers in Scotland*, which formed the basis for Scotland's Dementia Strategy, and then in the creation of the Strategy itself.

The following are quotes from just some of the people with dementia who are a part of this very successful group.

'IT WAS UP TO US. So I, and others, got the idea that if we wanted change, we had to do it ourselves.'

'When the group first met in 2002 it was new, and almost unheard of, for people with a diagnosis to be speaking out themselves about living with dementia. We were seen as pioneering experts and found we could influence the dementia agenda. But we expected to fight forever to see the changes we wanted. Standing here now – with the Scottish Dementia Strategy launched a week ago – is something our members have wanted for a very long time. And, it has happened in our life time.'

'I am told that the impact of people with dementia speaking out for themselves has been massive

in terms of changing the way politicians, professionals, academics and the public view dementia. We really are a force to be reckoned with. We are making an important contribution to shaping national policy in Scotland. Listening to us as service users can really improve services.'

'The Scottish Dementia Working Group has been my salvation. Just being with people who understand, it is like a family rather than an illness. My sons noticed the difference since I joined – they said I had 'come alive'! Now I volunteer for everything – I just want people to know about it. I think there needs to be more publicity – more awareness for everyone.'

'Through my wife I ended up being put in contact with the Scottish Dementia Working Group. It was here that I met some truly inspirational people. I was introduced to people who were in the same position as me. Through these people I faced up to my vascular dementia and [it] made me look forward to my future. I learned to laugh again but more importantly I was able to be me again. I accepted that although I have dementia it does not define me as a person, it is only a small part of who I am. They gave me hope, we shared stories and we help each other.'

'I have been an active campaigner for around six years. This in itself probably challenges my own earliest feelings on getting a diagnosis. It definitely challenges the views of some professionals and the general public – many of whom have low expectations of our worth as active citizens or ability to have much say in our lives.'

'We have come a long way over the years I have been raising awareness



Just some of the very active members of the Scottish Dementia Working Group



Members of the Group with Nicola Sturgeon, Deputy First Minister of Scotland, at the launch of the National Dementia Strategy



James McKillop of the Scottish Dementia Working Group leads a presentation with an audience including Member of Scottish Parliament, Shona Robison]

– but there is still fear and stigma out there about dementia. There are still many public places that do not make any effort to be dementia friendly in their design or in the attitudes of their staff. I believe this is out of ignorance rather than badness – people do not set out to be unhelpful deliberately. Everyone has a role to play to make sure people with dementia remain active citizens and have their rights respected.'

To find out about the work of the Scottish Dementia Working Group visit www.sdwg.org.uk

■ Carer's story

Caregiver support group

Lisa Hirsch, USA



Lisa with her mother earlier this year

The idea: A caregiver support group is a platform for us to connect and share what is going on with a parent or, of course, our feelings about what we are dealing with.

My name is Lisa Hirsch and I live in the United States. My mom has Alzheimer's and I am a long distance caregiver by telephone each and every day. I visit my mom every three months. I find it difficult that I cannot be with her more often, although hearing her sweet voice each day brings me some comfort.

What I believe is needed, and would make a big difference in adult caregivers lives, is a platform for them/us to connect and share what is going on with a parent or, of course, our feelings about what we are dealing with.

I recently joined a support group at my local chapter in New York that meets only twice a month. I absolutely love going there and love my interaction with the other adults whose parents have Alzheimer's. We each have 'our own' stories, feelings and different caregiving experiences. Even though I live in a big city these groups are very limited. Mine has ten people and it was hard to find a group that I could 'fit' in.

I am a long distance caregiver by phone. One lady lives with her mom, one visits two times a week, one every week, etc. I can relate to some of them at different times. We laugh and sometimes we share tears. From what I understand, some of these ladies have been going to this support group for many years ... one came in angry and has had a major shift. It's a lot like 'group' therapy except we ALL have something very big in common.

■ How associations help

I believe that my mother can live a happy life for a long time

Tamás Tatai, Hungary

Shortly after the Christmas celebration in 2008, my mother's friends sent me a message from Hungary that her way of talking was somehow strange and that she should probably see a doctor. The following year my mother was diagnosed with Alzheimer's disease.

It took some time before we could see a neurologist in Budapest because I live in London, hundreds of miles away from her. The news was shocking but there was no other way but to accept that my mother has this incurable illness which I did not know much about at the time. I took my mother to another specialist too, hoping for a better diagnosis but Alzheimer's was, unfortunately, confirmed. After the diagnosis, the doctors prescribed her medication, but they could not give us any advice about future treatments or any suggestion as to what we should do in order to preserve her skills and abilities for as long as possible.

I have been living in the UK for years and heard about the Alzheimer's Society and the support system they have developed here with the help of volunteers and celebrities. I thought there must be something similar in Hungary as well so I started searching for it. I found out about the Hungarian Alzheimer Society and contacted its President, Éva

View Lisa's blog at <http://mommyhero.blogspot.co.uk>



Tamás Tatai currently lives in the UK but cares for his mother in Hungary

Himmer, for help. Because of the long distance I could not meet Éva for months but we have had long conversations on Skype and she met my mother and also helped her to meet Professor Péter Rajna, one of the best Alzheimer's specialists in Hungary. Eva's help was invaluable for us, but talking to her has also made me aware of the lack of support system in the country.

Alzheimer's is stigmatised in Hungary and I feel that the country is at least 50 years behind the UK where people do not have to be ashamed of the illness. I can see that friends, and even some family members, have stopped contacting my mother although they know that this is the worst thing they can do to her. It makes me sad but it won't discourage me from organising a network of friends and family members who are willing to learn about the illness and visit my mother in the years to come. She is still very active and lives on her own, but the uncertainty of her future makes me very worried.

Eva's help was invaluable for us, but talking to her had also made me aware of the lack of support system in the country

My mother says that she knows what Alzheimer disease is about but I know she does not. I have been trying to persuade her to have a carer/companion for a few hours every day just to do some activities together which could stimulate her brain and so help to preserve her skills and knowledge, but she does not want to hear about it. She also refused to take any medicine for a long time because she was scared of the side effects. When she finally agreed and took the pills she had hallucinations and could not sleep. She stopped taking them and now I have to fight again to persuade her to try another type of drug which is not easy. I also have to make sure that she takes the pills every day, which is one of the most important things for an Alzheimer patient.

Having such a long distance between us does not allow me to see her very often which is quite difficult to bear. Luckily, however, my mother has a Skype telephone and we can speak almost every day which allows me to monitor her days and mental state. The long conversations also bring some joy in our lives.

Every time I put the phone down I am happy, but I cannot stop thinking of my mother's future without great fear. Alzheimer's does not qualify as a disability in Hungary although it is clear that when the illness reaches a certain stage the patients will be disabled. I believe that the rights and the dignity of people with Alzheimer's are not protected at

all, which is very disappointing. If only our Government would be more positive and take the lead in the fight against dementia-related illnesses and create a National Alzheimer Strategy then changes could be made. It does not look promising, but I believe that my mother can live a happy life for a long time in spite of her illness and I will do everything I can to ensure that it will happen.

There are leading examples around the world of how Alzheimer's patients should be treated and cared for which are very inspiring. Since I have a background in film-making I thought it would be useful if I could show some of these examples in a film through the eyes of Alzheimer's patients by visiting countries on all continents. After discussing this idea with ADI and the Hungarian Alzheimer Society they offered their support and the project is now in development. I am already in touch with a couple of national organisations but still looking for organisations who would like to participate. Making this feature-length documentary film with an international crew would hopefully encourage the Hungarian and other governments to take action which could benefit my mother and many more people who live with Alzheimer's, not only in Hungary but around the world.

Tamás can be contacted at tamas.i.tatai@gmail.com

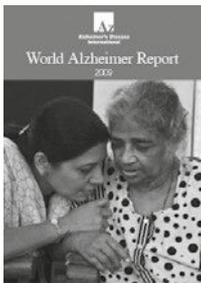
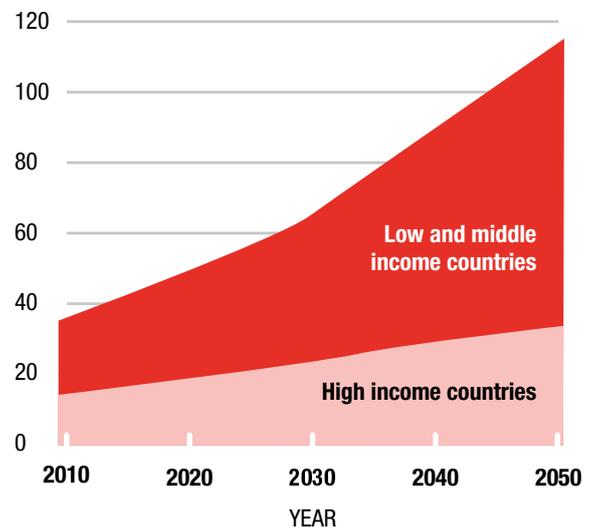
■ Research update

Dementia: a global health priority

Marc Wortmann, Executive Director,
Alzheimer's Disease International

ADI has commissioned a number of World Alzheimer Reports since 2009 and was involved in the report *Dementia: a public health priority* launched in April by the World Health Organization. These reports highlight the growing impact of Alzheimer's disease and other dementias on our societies and the need to take action. The development of national Alzheimer plans is a vital part of the action required.

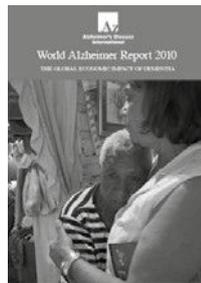
Growth in numbers of people with dementia (millions) in high income countries and low and middle income countries



World Alzheimer Report 2009

Alzheimer's disease and other dementias

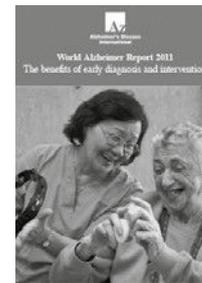
are a global health challenge and are exceptional in size, cost and impact. In the year 2010, there were an estimated 35.6 million people with dementia worldwide, according to the research carried out for the *World Alzheimer Report 2009*. This number will increase as the world's population ages, reaching 66 million by the year 2030 and 115 million by 2050. The main increase will take place in lower and middle-income countries with more than 70% of cases of dementia occurring in these countries by 2050.



World Alzheimer Report 2010

As there is one new case of dementia every four seconds, or 7.7 million per

year*, we estimate that more than 600 million people will live with dementia worldwide over the next 40 years. Our health systems are not prepared either from a social or economic perspective. The *World Alzheimer Report 2010* looked at the economic cost of dementia: in 2010, this was US\$604 billion, the equivalent of 1% of the global GDP (Gross Domestic Product). If dementia were a country, it would be the 18th largest in terms of GDP, between Turkey and Indonesia. Medical costs account for less than 20% of this amount. A high proportion of these costs are social (for care homes and other care facilities) and informal care, as many people who care for a person with dementia are unable to work and provide care or are forced to work less hours.



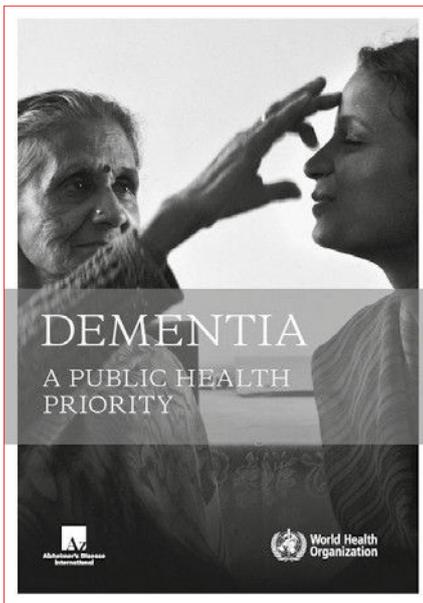
World Alzheimer Report 2011

Building upon the findings of the 2010 report, the

World Alzheimer Report 2011 considered the benefits of early diagnosis and intervention. The report noted that as many as 28 million of the world's 35.6 million people with dementia had not received a diagnosis and, as a result, had no access to support or treatment. Findings from the report also suggest that if governments invested in dementia sooner – including timely diagnosis and access to anti-dementia drugs and carer interventions they would save in the future, with benefits including later admission to hospitals or care homes and an improved quality of life for the person with dementia and their carer.

* World Health Organization. *Dementia: a public health priority*. World Health Organization, 2012

World Health Organization report Dementia: a public health priority



The World Health Organization's report confirms previous data and gives an overview of all aspects of the disease. The report recommends that every country develop a national Alzheimer and dementia plan and provides a framework for action. This includes:

- **Advocacy and awareness raising:** The first targets governments at all levels to encourage policies that will improve dementia care and services. The second focuses on the general public as well as families and health care professionals, to improve their understanding of dementia and change attitudes and practices.
- **Developing and implementing dementia policies and plans:** This needs to be done across governmental departments for all medical, social, legal and economic aspects of the disease. Plans should be put together and implemented in collaboration with academia, NGOs, professional

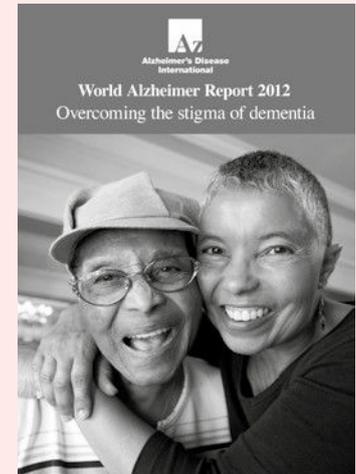
organisations and governmental departments and agencies.

- **Health and social system strengthening:** It is essential that health and social systems are equipped to provide the range of care and services that people with dementia and family carers need. This includes capacity-building and education among health care professionals and investments in health information systems.
- **Research and evaluation:** Each country should develop a research agenda and there is a need for international collaboration and public/private partnerships to make progress in basic science and finding new and more effective treatment. The agenda will be multidisciplinary. Countries also need to monitor the course of the dementia epidemic for changes in prevalence and incidence that might indicate success or failure of measures.

ADI will continue to work with its member associations and other international NGOs to ensure this framework is adopted and we are already seeing evidence of progress.

A number of countries now have Alzheimer or dementia plans, including Australia, Denmark, Finland, France, Norway, South Korea and the UK. The USA has recently published a draft plan and there are policy initiatives in Mexico and India. This is promising and we hope that other countries can learn from these first experiences. The data makes it clear that we have no time to lose!

World Alzheimer Report 2012



On 21 September, ADI launched the *World Alzheimer Report 2012*. This latest report shares results from an international survey of people with dementia and carers, provides a review of the current literature available on stigma and dementia, highlights programmes from around the world, and makes important recommendations which could help reduce stigma.

A full report on the launch of the *World Alzheimer Report 2012* will appear in the next issue of *Global Perspective*.

For more information on the World Alzheimer Reports visit www.alz.co.uk/worldreport

News



Kicking off World Alzheimer's Month 2012

The first global World Alzheimer's Month got off to a great start in early September with a variety of events and activities scheduled for the 30-day period.

The new World Alzheimer's Month website lists activities planned in 72 countries as well as providing some inspiration for taking action and basic information about dementia.

At the time of going to print, some impressive reports and pictures from activities around the world were beginning to reach the office. A full report on World Alzheimer's Month 2012 will appear in the December issue of *Global Perspective*.

Visit the World Alzheimer's Month website at www.alz.co.uk/WAM

In the next issue of Global Perspective

- A report on World Alzheimer's Month global activities
- Launch of the *World Alzheimer Report 2012*
- Highlights from this year's regional conferences

Progress at World Health Assembly

Continuing to improve upon the strong relationship with the World Health Organization (WHO), ADI co-hosted a side event during the World Health Assembly on 22 May focused on the recent findings of the WHO's *Dementia: a public health priority* report. Speakers at the event included Dr Shekhar Saxena, Director of the Department of Mental Health and Substance Abuse at the WHO, ADI's Executive Director, Marc Wortmann, and Chairman, Dr Jacob Roy. The event provided an overview of the recent progress made worldwide in the development of national Alzheimer and dementia plans and urged the government officials and other stakeholders in attendance to consider international collaboration and information sharing.



ADI Chairman Dr Jacob Roy at the World Health Assembly side event

Gathering in China to highlight cause

ADI Board member Robert Yeoh joined representatives from Alzheimer's Disease Chinese, TADA Chinese Taipei and Hong Kong Alzheimer's Disease Association at the China AID 2012 conference in Shanghai in May.

Organisers of the event, which incorporated the 1st China International Senior Services Expo and the 7th China International Exhibition of Rehabilitation, Nursing and Healthcare, also provided ADI with an exhibition stand.

A Conference on Caring for People with Dementia was part of the programme and Robert delivered a presentation on behalf of ADI. The side event provided a strong overview of the work currently taking place in China, with further presentations being given by Li-Yu Tang from TADA Chinese Taipei and Dr Zeng Wen from Macau Alzheimer's Disease Association.

Following the event, Li-Yu reported that the meeting showed that there is great potential for developing dementia care in China. ADI would like to thank all of those who attended the event and helped to represent the organisation and member associations.



(Left to right) Dr Robert Yeoh with Li-Yu Tang from TADA Chinese Taipei and Winnie Lai from Hong Kong Alzheimer's Disease Association at the ADI stand