MORE STRATEGIC ALLIANCES FOR AWARENESS AND ADVOCACY

drs Raymond Jessurun

AI Conference 2014 - Policy and Campaigning
1. awareness and advocacy to prioritize dementia
2. globalization policy achievements ADI
3. awareness alliance with Rotary Club of Sint Maarten
4. Strategic alliances to raise dementia awareness in the Caribbean region
5. Development of services for persons with dementia and caregivers in the Caribbean region
6. alliances for dementia advocacy in Latin America and the Caribbean
1. DEMENTIA: A PUBLIC HEALTH PRIORITY

Strategic Plans ADI:
- ‘global health priority’
- through WHO, UN/ECOSOC
- through national government
- strengthening Alzheimer organizations
- awareness and advocacy
“Dementia a public health priority “

- recommended National Dementia Action Plan
- only 8 of the 190 WHO-countries have a national action plan

- PAHO = WHO-region of the Americas
- 49 WHO-countries of our region
- Only national plans in development
2. ADI GLOBALIZATION POLICY

- To raise awareness and provide support services for people with dementia (Alzheimer’s) and their caregivers
- National Alzheimer organizations in all 190 WHO-countries
- April 30: 5 new ADI-members
- ADI-members now in 84 WHO-countries

- Awareness and support services in the other 106 WHO-countries?
- 106 more National Alzheimer organizations need to be established
- ADI-members in all 190 WHO-countries:
  - When?
  - How?

2014 in 1-3 years?
Last new ADI-member:
- Sint Maarten Alzheimer Foundation
- 77th member of ADI in March 2012
- 30th ADI member in PAHO-region
- PAHO region has 49 WHO-countries

- Awareness and support services in the other 19 WHO-countries?
- 19 additional National Alzheimer organizations need to be established
- ADI-members in all 49 PAHO/WHO-countries:
  - When?
  - How?

2012

In 1-3 years
15 ADI-member organizations

19 PAHO-WHO countries

1. Bolivia
2. Ecuador
3. El Salvador
4. Paraguay
NON LATIN-CARIBBEAN: 8 ADI-MEMBERS

CARICOM-member
1. Barbados
2. Jamaica
3. Trinidad & Tobago
4. Bermuda

NON-CARICOM
1. Aruba
2. Curacao
3. Sint Maarten
4. Caribbean Netherlands
17 CARICOM COUNTRIES WITHOUT AN ADI-MEMBER ORGANIZATION

1. Antigua & Barbuda
2. Bahamas
3. Belize
4. Dominica
5. Grenada
6. Guyana
7. Haiti
8. Montserrat

9. Saint Lucia
10. Saint Kitts & Nevis
11. Saint Vincent & the Grenadines
12. Surinam

CARICOM-associate members

1. Anguilla
2. Cayman Islands
3. Turks & Caicos Islands
4. Virgin Islands (British)
5. Virgin Islands (US)
WHO CAN RAISE AWARENESS IN THOSE 17 CARIBBEAN COUNTRIES?

Other Community organizations can raise awareness too!

- **Professional and business persons organizations**
  - Lions, Rotary, Toastmasters, Soroptimists, Jaycees

- **Seniors organizations**

- **Women organizations**

- **Church organizations**

- **Merchants organizations**

WITH SUPPORT FROM ADI
3. ROTARY IN ACTION

ALZHEIMER’S AWARENESS CAMPAIGN
In collaboration with SMAF
My dad was a wonderful man. Smart. Industrious. Kind. Loving. Useful. It started with little things. One by one you could brush them off. But together they became the seeds of worry. The symptoms increased. Repetition and frustration became more frequent. And then anger arrived. He became irrational, like the wiring in his brain was all mixed up. We had to lock him in the house at night, for his own good. He had tantrums and became violent, almost unmanageable. We never ever stopped loving him and caring for him, even at the worst of it. He never knew what he was doing. We knew what it was. It was Alzheimer’s.

Listen to Valerie Van Putten’s PJD3 show Now You Know 5-6 Thursdays 102.7 FM
Sint Maarten Alzheimer’s Foundation. Hotline 9220 e-mail alzheimerssxm@gmail.com
Rotary Alzheimers Awareness Campaign

June 15 - September 21 2011
Alzheimer's Awareness
Rotary Club of St. Maarten

We Remember their love when they no longer Remember

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We Remember Their Love When They No Longer Remember

Rotary International
PRESS RELEASES

- 10 signs of AD
- Alzheimer’s Checklist
- Coping with Alzheimer’s
- Every Day Alzheimer’s Care
- Food For Thought
- Rotary Recognizes Faces of Dementia
- Stages Of Alzheimer’s
- The Alzheimer’s Discussion Continues
- Understanding Aggression
- Wandering
- What Is Alzheimer’s
SMAF MEETING WITH ROTARY

Sharing experiences
T-SHIRTS OF SEVERAL DESIGNS

HELP US. BUY A SHIRT $10 EACH HOW MANY YOU WANT?
T-SHIRTS FOR SALE !!!!
FUNDRAISING SMAF & ROTARY
Awareness Campaign Concluded

- 500 Posters
- 1000 T-Shirts
- 2500 Bumper Magnets
- 4 Newspaper ads
- 1 Billboard
- 4 TV ads
- 12 Press Releases
- 3 TV Talk shows
- 3 Radio Talk shows,
- 17 different radio PSA’s (Public Service Announcements)
- on 7 radio stations
- which aired just under 3000 times.
DONATION $ 5000

Island92 Radio

Rotary Meeting - Greatbay
The Sponsors

Scotiabank
Shipwreck Stores
Guava Berry Co. NV
First Caribbean International Bank
Prime Distributors
Le Grand Marche
(Bush Road and Colebay)
Cbers Group
Kyonian
Tropical Shipping
Henderson Insurances
Linens & Things
Antek IT Solutions
Travel Planners
Nagaico Insurance
Caribbean Gems
Majesty Jewelers
Zhaveri Jewelers
Sports Gallery
GM Jewelers
Office World
Tony Airco
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Manek

Media
Island 92 Radio
Radio Soualiga
World Star Studio - Orle Gibbes
Laser 101
The Daily Herald
OASIS 96.3
Pearl Radio 98.1
Today Newspaper
“Now you Know” Valerie Van Putten
Billboard: Miland
PJU 2
Calypso 102.1
95.9 Billy D
AVS News
Cable TV
The Andrew Dick Show

Special Thanks
Dr. Steven Gendtel
Adadu Abel
Melisa Morlanus
Danny Ramcharandani
St. Maarten Alzheimer’s Foundation
Raymond Jessutun
Eddie Williams
Marcel Gumbs

Rotary Alzheimer’s Awareness Campaign

Maria Buncamper-Morlanus
Adadu Abel
Elie Bendlay
Stephen Thompson
Franklyn Maynard
Herman Budhram
Pierre Decelles
Kishore Tonani

Rotary Thanks You
Yes my darling daughter,

You were right. I just came back from the doctor. It is terrible. Forgive me for all the pain and sadness I will bring to your life. Forgive me when I talk nonsense, wander, become disoriented, behave badly or do not recognise you. Or Frank. It is not me. It is the disease. Do not be embarrassed. Keep me at home as long as you can. When you just can’t, I will understand. But visit me often. And hold me tight. I love you more than life itself. I am so very sorry.

Mama.

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Sint Maarten Alzheimer's Foundation. Hotline 9220 e-mail alzheimersxm@gmail.com
In countries with no Alzheimer organization

4. RAISING AWARENESS IN THE CARIBBEAN REGION
AUG 2012 - FIRST DEMENTIA SEMINAR NON-LATIN CARIBBEAN
MAIN SPEAKERS FIRST DEMENTIA SEMINAR NON-LATIN CARIBBEAN
CARIBBEAN DEMENTIA AWARENESS AND ADVOCACY ALLIANCE

DG Rotary 7020 and Lions 60B

Boardmembers IMA
ADI chairman invited by DG 7020
Attended by over 500 Rotarians
presentation delivered
ADI material and info on table to share
THE ROTARY-LIONS ALZHEIMER’S AWARENESS TOOL KIT LAUNCHED
Leading up to World Alzheimer’s Day
DG Lions and Rotary contacted
Clubs are contacted
Speakers for club meetings
Video presentation
In English speaking Caribbean
In support of ADI-member organization in countries with national Alzheimer’s organ.
In all countries with online support from editorial team Caribbean Dementia Newsletter
Facebook page:
- Alzheimer-Caribbean Dementia-Newsletter

Email: cardemnews@gmail.com
MORE NATIONAL ALZHEIMER’S ORGANIZATIONS

5. WHO CAN PROVIDE LOCAL SUPPORT SERVICES TO PERSONS WITH DEMENTIA AND THEIR FAMILY CARERS?
The Alzheimer’s Disease Programme started 1996 project of President Soroptimist International Club of Port of Spain Seminar entitled “Alzheimer’s Disease: The Affected Person And The Caregiver.” support groups formed these persons became core group of the Alzheimer’s Association of Trinidad and Tobago registered as Non Profit Organisation on 16 June 2000 full member of ADI since 2004
CARIBBEAN NEW ALZHEIMER’S ORGANIZATIONS DEVELOPMENT

- Initiative and Coordination of Caribbean Newsletter Editorial Team
- In close cooperation with Caribbean Alzheimer’s Associations
- for volunteers of service clubs in Caribbean Dementia Awareness Advocacy Alliance
- Online training to set up Alzheimer organizations
- AU workshop for effective Alzheimer organization for emerging Alzheimer organizations
Possible Strategic Advocacy Alliance

6. WHO CAN ASSIST IN DEMENTIA ADVOCACY
CORV: RIGHTS OF OLDER PERSONS

- Latin American and Caribbean Network of advocates on the rights of older persons
- Coordinated by CORV - Santiago de Chile
- Envejecer con Derechos - digital bulletin
- Tres Ríos Declaration of Civil Society Meeting on Aging on the Rights of Older persons 2012
- Contribution evaluation of San Jose Charter on the Rights of Older Persons 2013
SOCIAL FORUM ON THE RIGHTS OF OLDER PERSONS - APRIL 1-3, 2014
IN CONCLUSION

- Strategic alliances of ADI
- with more non-governmental and civil society organizations
- at national and international level
- might increase the demand on national governments
- to make dementia a national priority of public health and social development.
THANK YOU