Abstract OC135

“Collaboration in order to give more information about alzheimer’s disease”

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I. Objectives

1. To give information to a greater scale of people
2. To create a collaborative network

Workshop ViADem October 1st 2012
3. An occasion for extern collaborators to show their interest in community service activities, environmental stewardship, promoting diversity, giving back to the communities.
Collaboration can take several forms.

Example: For the Alzheimer Café Day 2013, the Belgian League made different partnerships

👉 Bank – Photographer – Lawyers – Publicists
II. Methods

1. Michael Hagedorn offered pictures for the event, and the Belgian National Alzheimer League made big posters of it to illustrate the event.

© Michael Hagedorn
Konfetti im Kopf
II. Methods

2. Out of an art therapy activity presented by the Belgian National Alzheimer League, a law firm (McDermott Will & Emery) made postcards which have been sold later. The benefits serve the Alzheimer’s disease cause.

Original design by: Jean-Pierre Frognet, Virton

Original design by: Colette Sauval, Brussels
II. Methods

3. Publicis, 2\textsuperscript{nd} world largest publicity agency, and the Belgian National Alzheimer League teamed up before the event to showcase a full-page publicity in two famous newspapers to make the Alzheimer Café Day 2013 an unavoidable event.
III. Results

A winner-winner strategy for the Belgian National Alzheimer League, the collaborators. But also for the patients, the families and the professionals, and all of those concerned by the Alzheimer’s disease.

Example: the art therapy collaboration between people living with dementia, the art therapist, the national alzheimer league and the law firm.
IV. Conclusion

The collaboration leads to several exits.
- For the patient, there is valorization in his action.
- For the companies, there is a gain in their visibility, and they can show their interest in human matters.

→ The collaboration has benefits for associations, patients, caregivers, collaborators and Society.
The whole Belgian Alzheimer League reunited in front of a picture offered by Michael Hagedorn, under the national motto: Unity makes Strength!