Prime Minister’s Challenge on Dementia

The Role of the Alzheimer’s Society

Jeremy Hughes, CEO
Key areas of activity

• Working on the National Dementia Strategy
• Engaging with 10 Downing Street
• Contributing to Champion Groups
• Voice of People with Dementia & Carers
• The Future
Working on the National Dementia Strategy

• Policy development
• Services best practice
• Tracking Progress
• Dementia Action Alliance
Engaging with 10 Downing Street

- Political leaders
- All Party Parliamentary Group
- Key Advisors
- Electoral realities
- Media
Prime Minister’s Dementia Challenge

“Dementia is one of the biggest challenges we face today – and it is one we as a society simply cannot afford to ignore any longer. We have made some good progress over the last few years, but there’s still a long way to go.”
Contributing to Champion Groups

• Key contributor to all three
• Chair of Dementia Friendly Communities
  – Dementia Friends
  – Recognition Process
  – Task and Finish Groups
Recognition process for communities

www.alzheimers.org.uk/recognitionprocess
Prime Minister’s Challenge on Dementia

alzheimers.org.uk
Voices that must be heard

• People affected by dementia in all Champion Groups
• Demonstrate best practice in services and research
• Annual Survey
• Ambassadors
The Future

• Elections in 2015
• “Critical Friend”
• Public momentum
• The Media
• Supporters