Awareness and Stigmatization Situation of Dementia in Ghana: The Role of Chiefs and Traditional Leaders.

At the 31st International Conference of Alzheimer's Disease
Introducing Esther & Venance Dey with former Minister for Health (centre)
Background/Introduction

- Cases of Abuse and Stigmatization

Woman labelled as a flying witch  Awoman burnt alive for being a witch
Alzheimer`s Ghana is collaborating with more than Fifty (50) traditional leaders namely Kings, Chiefs, Sub-chiefs, Regents and Linguists throughout who pledge to make dementia their PET PROJECT through:

Involving traditional leaders
Involving traditional leaders

- Organizing community conferences, durbars, workshops for the chiefs and the traditional leaders.

- Serving as Ambassadors of dementia and its related disorders to the people in the local communities.
Case Study: Durbar for people of Bodada in the Volta Region

- **Aim:** The durbar was organized to educate and create awareness of dementia in the community and this attracted over 250 people.

- **Outcome:** It gave the opportunity to Chiefs and Queen Mothers to share their views and were also educated on reducing stigma and abuse of people with dementia.
Key Activities of ARDAG

- Awareness.
- Training and Education
- Advocacy
- Home care services
Key Activities of ARDAG

- Developing strategies to ensure effective education and advocacy campaigns.

- Aiming to provide land for developing facilities such as care and support centres for their communities.
Key Activities of ARDAG
Awareness

Our awareness raising team at Citi fm, Obonu, TV3, GTV and others
Awareness raising

Awareness team addressing participants from Nungua Traditional Area
Drama to sensitize audience
World Alzheimer’s Day 2013 - targeting female passengers at the toll booth.
(cost nothing!)
Achievements

www.alzheimersgh.org

Our greatest achievements

• 10% Increase in awareness rate between September 2014 and September 2015 (survey of nursing college/churches)
• 3 successful WAD conferences and awareness campaigns to educate people in the country about dementia.
• Advocacy role which resulted in our television programmes to react incidence of abuse and stigma against people with dementia.