National Campaign of Dementia Supporter Caravan

Noriyo Washizu
Alzheimer’s Association Japan
Contents

• Overview of the campaign
• Background
• Data
• Actual Activities
• Evaluation
• Future steps
National Campaign of Dementia Supporter Caravan started in 2005

Objective
★ Raising Social awareness
★ Cultivate supportive people with the right understanding in the community

DFC
Two Tiered Approach
Public sector trains Caravan mates
Caravan mates train Dementia supporters

Caravan mates are
★ People who conduct dementia supporter session require community care experience and completion of the training session.

Dementia Supporters are
★ People who support PWD and their families in their community with the completion of Dementia Supporter Training session as volunteers.
A Two-tiered Approach

Local government or welfare council conducts 6-hour Training Session to train Caravan Mates

Caravan Mate conducts 90-minute session to train Dementia Supporter assisted by comprehensive community care center, etc

Supporter Supporter Supporter Supporter

Dementia Friendly Community
Training course for Caravan mates
Funding: Local government
Resource development: National Council of Dementia Supporter Caravan
Implementation: Local government or Commissioned organization

Dementia Supporter Session by Caravan Mate
Communities
Schools
Industries

Dementia Supporters
Entire community
Contents of the Sessions

- Basic knowledge of dementia
- Understanding of PWD & Carers
- How to support PWD and Family carers
- Things you can do

Supporter

Caravan Mate

- Understanding social resources
- Session Management

Things you can do

Supporter

Caravan Mate
Supporter training session
By Caravan mates

Based on the text book

With the arrangement according to needs of the participants

Assisted by comprehensive community care center or social welfare council
How to talk to PWD

① Calm down yourself
② Observe the situation
③ Listen first
④ Communicate with one person at a time
⑤ Speak directly
⑥ Keep gentle eye contact
⑦ Talk in clear, plain words

From the text book
## Comparison of Dementia supporter and Dementia Friends

<table>
<thead>
<tr>
<th></th>
<th>Dementia Supporter</th>
<th>Dementia Friend</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Aim</strong></td>
<td>Correct understanding&lt;br&gt;Learn how to support PWD in daily life</td>
<td>learns about what it's like to live with dementia and then turns that understanding into action</td>
</tr>
<tr>
<td><strong>Eligibility</strong></td>
<td>Anyone any age</td>
<td>Anyone Any age In the UK</td>
</tr>
<tr>
<td><strong>How to become</strong></td>
<td>90-minutes session&lt;br&gt;Face-to-face session by Caravan mates</td>
<td>60 -minutes information session&lt;br&gt;*face-to-face session by Champions&lt;br&gt;*Online course</td>
</tr>
<tr>
<td><strong>Promotion strategy</strong></td>
<td>Annual award ceremony&lt;br&gt;Strategies by each prefecture and city</td>
<td>Centerized internet system&lt;br&gt;Sharing activities on the website&lt;br&gt;Monthly Newsletter</td>
</tr>
<tr>
<td><strong>Instructor</strong></td>
<td>Caravan mate&lt;br&gt;Completed 6-hour training&lt;br&gt;Supervised by local government or commissioned</td>
<td>Dementia Champion&lt;br&gt;Completed in One day&lt;br&gt;Supervised by Regional Support Officer</td>
</tr>
</tbody>
</table>
Data
2005~2015
Number of Dementia Supporters by year

Total: Supporters 7.5 million (Caravan mates: 120,000) Dec. 2015

<table>
<thead>
<tr>
<th>Year</th>
<th>Supporters</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td></td>
</tr>
<tr>
<td>2006</td>
<td></td>
</tr>
<tr>
<td>2007</td>
<td></td>
</tr>
<tr>
<td>2008</td>
<td></td>
</tr>
<tr>
<td>2009</td>
<td></td>
</tr>
<tr>
<td>2010</td>
<td></td>
</tr>
<tr>
<td>2011</td>
<td></td>
</tr>
<tr>
<td>2012</td>
<td></td>
</tr>
<tr>
<td>2013</td>
<td>1,106,566</td>
</tr>
<tr>
<td>2014</td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td></td>
</tr>
</tbody>
</table>
Number of Dementia Supporter Training Sessions

94 times/Day In 2014
Number of Dementia Supporters by Age and Sex

Male 37%   Female 63%
Background of National Campaign of Dementia Supporter Caravan
Longest Life Expectancy/Highest Elderly population ratio in the World

Background

2015: 26% (male 80, female 87)
2035: 31.6% (male 80, female 87)

1960: 5.7% (male 65, female 70)
1980: 9.1% (male 76, female 82)
1990: 12.1% (male 76, female 82)
The estimated number of people with dementia

By MHLH

- 4.62 million in 2012
- 7 million in 2025
- 8 million in 2050

Graph showing the projection of people with dementia from 2012 to 2050.
Supporter Training Session
Training session at Senior club
Now I am confident to support someone who needs help. As long as I wear an orange ring, I should be kind to people around me.

Feedback From Kids

My mum shouts at my grandma who has dementia. I will teach my mum about dementia.

My grandma has dementia. I have said harsh words to her but from my behavior today I will change.
Dementia Supporter Training session at Japanese Associations in New York, Dusseldorf, Toronto
Activities of Dementia supporters in the communities
Dementia Supporter is here!
Kids supporters visit an aged care facility

Volunteering

Awareness Event

Kids supporters visit an aged care facility
Contributing factors of the high growth

7 million Dementia Supporters

Social awareness escalation of an Aging Society

Uniformity & Adjustment

Simple & Easy Setting session

Collaboration Caravan mate & Professionals

by community workers
Residential/Home Care
Isolation/ institutional care → Person centered • Community Care

Policy
MHLW /Medical &Welfare → National /Comprehensive

People living with dementia
To be cared for → Nothing about Us without Us

Media
Negative side → Positive / Increase of Information

General Public
Taboo → Everyday conversation

2005 → 2016

Medical Care
Symptomatic Therapy → Detection & Prevention

30,000

7,500,000

Dementia Supporters

2005

2016

Taboo

Everyday conversation

Negative side

Positive / Increase of Information

Nothing about Us without Us

Nothing about Us without Us

Medical Care
Symptomatic Therapy → Detection & Prevention

Residential/Home Care
Isolation/ institutional care → Person centered • Community Care

Policy
MHLW /Medical &Welfare → National /Comprehensive

People living with dementia
To be cared for → Nothing about Us without Us

Media
Negative side → Positive / Increase of Information

General Public
Taboo → Everyday conversation

2005

2016

30,000

7,500,000

Dementia Supporters
Future steps

- DFC
- Recruiting Younger Generation ★Indonesia★
- Sharing supporter’s experience ★UK★
- Making the Opportunities Meeting, Listening Talking with PWD ★DAI★
- Raising supporter numbers
Thank you