DEMENTIA FRIENDLY COMMUNITIES
Kerala State wide campaign through staging plays

Meera Pattabiraman
Chairperson, ARDSI

Alzheimer’s Disease International Conference
Kyoto 2017
‘ORMAKKOOTTAM’
Kerala State wide
Dementia Awareness
Campaign

27 January to 02 February 2017
With a play titled ‘ACHCHAN’
- Kasargod to Trivandrum
- Distance covered 560 kms
- Passed through 2 districts a day
- Funded by the Kerala Ministry of Social Justice department
ORMAKKOOTTAM

- Public awareness meetings
- Talks by doctors and ARDSI staff
- Play titled “ACHCHAN” (story of a 70 year old man with dementia looked after by a live-in paid carer)
- Drama scripted and enacted by renowned actor Sri. Sivaji Guruvayur
THE INAUGURAL FUNCTION OF ORMAKKOOTTAM ON
27TH JANUARY 2017, KASARGOD

- Hon. Member of legislative assembly, Kasargod
- Zilla Panchayath President,
- District Collector,
- District Social Justice Officer,
- Municipality Chairperson,
- Vayomithram staff
- Principal, Kasargod Govt. Higher Secondary School

- Brochures and leaflets distributed
- Sri. Sivaji Guruvayur and his team presented the play titled “ACHCHAN”
ERANAKULAM DISTRICT - 30th JAN 2017

- **Venue:** Vascodegama Square, Kochi.
- Smt. Preethi Wilson, District Social Justice Officer, Ernakulam District inaugurated the function.
- Dr. Mathew Abraham, Joint Secretary General ARDSI, delivered the talk on dementia.
- Smt. Latha Joseph, Administrator, ARDSI Kochi projects coordinated the function.
- Leaflets and brochures distributed.
- Sri. Sivaji Guruvayur and his team presented the Drama titled “ACHCHAN”
Valedictory function of ORMAKOOTTAM

Venue: State Public Library Hall

- **Chief Guest** Smt. Shylaja, Teacher, Hon. Minister for Health, Family Welfare and Social Justice
- **Guest of Honor** Adv. VK Prashant, Hon. Mayor, Thiruvanathapuram Corporation
- Mrs. Anupama TV, IAS, Director, Department of Social Justice delivered welcome address.
- Chief guest formally inaugurated the function in the presence of Smt. Sundari, Asst. Director, Social Justice, Dr. Mohammed Asheel, Executive Director, Kerala Social Security Mission, Mrs. Meera Pattabiraman, Chairperson, ARDSI and Mrs. Vidya Shenoy, Secretary General, ARDSI.

Ms. Bindu Gopinath, District Social Justice officer, Prof. Robert Mathew, President ARDSI Trivandrum Chapter and Mr. George Mathew, Coordinator, valedictory function jointly organized the program.
The valedictory function concluded with the Chairperson and the Secretary General of ARDSI jointly releasing the ARDSI Silver Jubilee Logo.
The following ARDSI National office staff were actively involved in planning and execution of the campaign:

1. Major Gopalakrishnan KP (Rtd.), National Coordinator, ARDSI
2. Mr. Issac PP, National Accountant, ARDSI
3. Mr. Prasad CF, Compliance Officer, ARDSI
4. Mr. Prasad M. Gopal, Sr. Project officer, RDC, Kochi
5. Mr. Sureshkumar OP, Administrator, KSID Smruthipadham, Kunnamkulam
6. Mr. Stephen, Project officer, Malabar Harmony Home
7. Mr. Benny Mathew, Project Office, Dementia Respite Care Center, Kottapady
8. Mr. Aju Alishious, Administrator, KSID Smruthipadham Ernakulam
9. Mr. Nithin Joseph, National Dementia Helpline Coordinator, ARDSI
Snapshot from the play “Achchan”
THANK YOU