NGO Toolkit

World Alzheimer’s Month 2016

www.worldalzmonth.org
Background

September 2016 will mark the fifth global World Alzheimer’s Month campaign, an international campaign to raise dementia awareness and challenge stigma. During this time, Alzheimer associations and other stakeholders around the world organise advocacy and information provision events, as well as Memory Walks, media appearances and fundraising days. The impact of this campaign is growing, but the stigmatisation and misinformation that surrounds dementia remains a global problem.

World Alzheimer’s Day (21st of September) was launched in 1994 to mark the 10th anniversary of Alzheimer Disease International (ADI) and has grown significantly since then. The decision to introduce the full month, to contain the existing World Alzheimer’s Day, was made to enable national and local Alzheimer associations worldwide to extend the reach of their awareness programmes and events.

World Alzheimer’s Month is a unique chance to talk about dementia and show that You are part of the international community tackling many of the shared problems faced by our organisations and affecting the 47 million people globally with dementia. By sharing messages in this toolkit with your networks we can work together to improve the lives of people with dementia and their families.

ADI coordinates the global World Alzheimer’s Month campaign across the world through a large network of 85 members, supporters and corporate partners. At ADI we believe that we can extend our reach by encouraging you to support World Alzheimer’s Month by:

- Mobilizing your supporters and other stakeholders around the campaign
- Talking about the shared factors between your organisation’s focus and dementia - such as healthy ageing or supporting people with disabilities.
- Raising awareness of dementia on social media and sharing our messages
- Contacting us about jointly encouraging media around World Alzheimer’s Month – such as blogs, articles or joint statements for the press

Every 3 seconds someone in the world develops dementia. In 2016 there are almost 47 million people with dementia worldwide, and this figure is expected to double in the next 20 years. We believe that as not for profit organisations working at an international level, you have a unique perspective and ability to help us and our partners maximise the impact of this hugely important campaign.

This special Toolkit is intended as an invitation for your organisation to take part in the global action on dementia. I hope our ideas will inspire you to mobilise your organization and your partners this coming September.

Marc Wortmann
Executive Director
Alzheimer’s Disease International
Alzheimer’s Disease International

ADI is the international federation of 85 Alzheimer associations around the world, in official relations with the World Health Organization. ADI’s vision is an improved quality of life for people with dementia and their families throughout the world. ADI believes that the key to winning the fight against dementia lies in a unique combination of global solutions and local knowledge. As such, it works locally, by empowering Alzheimer associations to promote and offer care and support for people with dementia and their carers, while working globally to focus attention on dementia and campaign for policy change from governments. For more information, visit www.alz.co.uk

ADI has offices in London and Singapore with regional ambassadors in Asia, Africa and the Caribbean. We work with our official partners Dementia Alliance International, as well as with NCD Alliance, Kings College Global Observatory on Ageing and Dementia Care, Alzheimer Europe and Alzheimer Iberoamerica. ADI is a co-founder and Steering Group member of the Global Alzheimer's & Dementia Action Alliance (GADAA).

ADI also supports and work alongside the projects of the World Dementia Council, World Young Leaders in Dementia (WYLD), policy makers and governments worldwide.

A list of ADI members can be found in the Members section.

Strategic plan

Our strategic plan for the three years from July 2016 to June 2019 sets out our high level objectives, including:

Objective 1 – Making dementia a global health priority

ADI will lead global advocacy efforts and support the national advocacy of member associations to make dementia a public health priority.

Objective 2 – Reducing stigma

ADI will seek to achieve this by raising awareness about Alzheimer’s disease and other dementias.

Objective 3 – Strengthening membership

ADI will meet the needs of emerging and established associations and provide programmes that will enable members to best support people affected by dementia and their care partners.

Objective 4 – Facilitating research
ADI will facilitate and encourage research into care and prevention, epidemiology, and finding effective treatments.

**About dementia**

Dementia is a collective name for progressive degenerative brain syndromes which affect memory, thinking, behaviour and emotion. Alzheimer’s disease and vascular dementia are the most common type of dementia, responsible for up to 90% of cases of dementia. Symptoms may include:

- loss of memory
- difficulty in finding the right words or understanding what people are saying
- difficulty in performing previously routine tasks
- personality and mood changes

Dementia knows no social, economic or geographical boundaries. Although each person will experience dementia in their own way, eventually those affected are unable to care for themselves and need help with all aspects of daily life. There is currently no cure for most types of dementia, but treatments, advice, and support are available.

Every 3 seconds, someone in the world develops dementia. The number of people living with dementia around the world is expected to almost double every 20 years, reaching 131.5 million people by 2050. By 2018, the global cost of dementia will have increased to $818 billion, greater than the market share of companies such as Google, Exxon and Apple, making the disease one of the most significant health crises of the 21st century.

This September, ADI will launch a new World Alzheimer Report which will provide a comprehensive study on the different care pathways and cost effectiveness of caring for people with dementia, compared across high, middle and low income countries. The report that will be launched at the end of August and will also contain important policy recommendations to key decision-makers.

An absence of dementia public policy renders governments woefully unprepared for the dementia epidemic and there is an urgent need for a collaborative, global action plan for governments, industry and non-profit organisations like Alzheimer associations.
List of members of ADI 2016

Argentina – Asociación de Lucha contra el Mal de Alzheimer (ALMA)
Armenia – Alzheimer's Disease Armenian Association
Aruba – Fundacion Alzheimer Aruba (FAA)
Australia – Alzheimer’s Australia
Austria – Alzheimer Austria
Bangladesh – Alzheimer Society of Bangladesh
Barbados – Barbados Alzheimer’s Association
Belgium – Ligue Alzheimer asbl
Bermuda – Alzheimer’s Family Support Group
Brazil – FEBRAZ
Bulgaria – Compassion Alzheimer Bulgaria
Canada – Alzheimer Society of Canada
Cayman Islands - Alzheimer’s and Dementia Association of the Cayman Islands
Chile – Corporacion Alzheimer Chile
PR China – Alzheimer’s Disease Chinese
Colombia – Asociacion Colombiana de Alzheimer
Costa Rica – Asociación Costarricense de Alzheimer y otras Demencias Asociadas (ASCADA)
Croatia – Alzheimer Croatia
Cuba – Sección Cubana de la Enfermedad de Alzheimer
Curaçao – Stichting Alzheimer Curaçao
Cyprus – Pancrepián Association of Alzheimer’s Disease
Czech Republic – Ceska Alzheimerovska Spolecnost
Denmark - Alzheimerforeningen
Dominican Republic - Asociacion Dominicana de Alzheimer
Egypt – Egyptian Alzheimer Society
El Salvador – Asociacion de Familiares Alzheimer de El Salvador
Finland – Muistiliitto ry
Germany – Deutsche Alzheimer Gesellschaft
Ghana - Alzheimer's and Related Disorders Association Ghana
Greece – Greek Association of Alzheimer’s Disease and Related Disorders
Guatemala – ERMITA
Honduras – Asociación Hondureña de Alzheimer
Hong Kong SAR China – Hong Kong Alzheimer’s Disease Association
Hungary – Hungarian Alzheimer Society
India – Alzheimer’s and Related Disorders of India
Indonesia – Asosiasi Alzheimer Indonesia
Iran – Iran Alzheimer’s Association
Ireland – The Alzheimer Society of Ireland
Israel – Alzheimer’s Association of Israel
Italy – Federazione Alzheimer Italia
Jamaica – Alzheimer’s Jamaica
Japan – Alzheimer’s Association Japan
Lebanon – Alzheimer’s Association Lebanon
Macau SAR China – Macau Alzheimer’s Disease Association
Macedonia – Association of Alzheimer Disease - Skopje Macedonia
Malaysia – Alzheimer’s Disease Foundation Malaysia
Malta – Malta Dementia Society
Mauritius – Alzheimer Association Mauritius
Mexico – Federacion Mexicana de Alzheimer (FEDMA)
Monaco - Association Monégasque pour la recherche sur la maladie d'Alzheimer (AMPA)
Morocco - Association Marocaine d'Alzheimer et Maladies Apparentées (AMAMA)
Nepal - Alzheimer and Related Dementia Society Nepal
Netherlands – Alzheimer Nederland
New Zealand – Alzheimers New Zealand
Nigeria – Alzheimer’s Disease Association of Nigeria
Norway - Nasjonalforeningen for folkehelsen
Pakistan – Alzheimer’s Pakistan
Peru – Asociacion Peruana de Enfermedad de Alzheimer y Otras Demencias (APEED)
Philippines – Alzheimer’s Disease Association of the Philippines
Poland – Polish Alzheimer’s Association
Puerto Rico – Asociacion de Alzheimer de Puerto Rico
Romania – Romanian Alzheimer Society
Russia – Help for patients with Alzheimer's disease and their families
Saudi Arabia – Saudi Alzheimer’s Disease Association
Scotland – Alzheimer Scotland
Singapore – Alzheimer's Disease Association Singapore
Sint Maarten – Sint Maarten Alzheimer Association
Slovak Republic – Slovak Alzheimer’s Association
Slovenia - Spominčica
South Africa – Alzheimer’s South Africa
South Korea – Alzheimer’s Association Korea
Spain – CEAFA
Sri Lanka – Lanka Alzheimer’s Foundation
Sweden – Alzheimersonen i Sverige
Switzerland – Association Alzheimer Suisse
Syria – Syrian Alzheimer and Memory Diseases Society
Chinese Taipei (Taiwan) – TADA Chinese Taipei
Thailand – Alzheimer’s and Related Disorders Association of Thailand
Trinidad and Tobago – Alzheimer’s Association of Trinidad and Tobago
Tunisia – Association Alzheimer Tunisie
Turkey – Turkish Alzheimer Society and Foundation
UK – Alzheimer’s Society
USA – Alzheimer’s Association
Uruguay – Asociacion Uruguaya de Alzheimer y Similares (AUDAS)
Venezuela – Fundacion Alzheimer de Venezuela
Zimbabwe – Zimbabwe Alzheimer’s and Related Disorders Association
It is important that we present a positive image of united Alzheimer associations across the world. We therefore ask members to use the following text when describing World Alzheimer's Day.

September is World Alzheimer’s Month, an international campaign to raise dementia awareness and challenge stigma. Each year, Alzheimer associations from around the world unite to organise advocacy and information provision events, as well as Memory Walks and fundraising days.

The impact of this campaign is growing, but the stigmatisation and misinformation that surrounds dementia remains a global issue. Every 3 seconds, someone in the world develops dementia. September is a time for action, a global movement united by its call for change, but it is also a time to reflect on the impact of dementia, a disease that will affect more and more people as the years pass.

World Alzheimer’s Month is coordinated by Alzheimer's Disease International (ADI), the umbrella organisation of Alzheimer associations around the world.

Join the campaign! Visit www.worldalzmonth.org to find out more about how you can get involved.
World Alzheimer’s Month 2016 campaign

September 2016 will mark the fifth global World Alzheimer’s Month campaign, an international campaign to raise dementia awareness and challenge stigma.

September is a time for action, a global movement united by its call for change, but it is also a time to reflect on the impact of dementia, a disease that will affect more and more people as the years pass. The primary objective of World Alzheimer’s Month is to reach out to as many countries as possible, showing the global impact of dementia and promoting dementia awareness and what we can do to help support those living with the disease.

World Alzheimer’s Month 2016: Remember Me

The theme for this year’s World Alzheimer’s Month campaign is Remember Me. We’re encouraging people all around the world to understand the importance of memory as a hallmark of dementia, not to forget about loved ones who are living with dementia, or who may have passed away.

Make your message stick

This year we are planning to run a social media campaign using Facebook and Twitter to encourage members, individuals and companies to send us a photo of their World Alzheimer’s Month memories, treasured memories of their loved ones, or other favourite memory they wish to share as part of the global focus on dementia.

Ask every member of your team to create a sticky note or message to support World Alzheimer’s Month.

Alzheimer associations around the world will use this concept to focus their campaigns on advocacy and public awareness with a packed month of activities including information provision, Memory Walks, fundraising events and media appearances.

www.worldalzmonth.org

#RememberMe #WAM2016
How you can help us

ADI has a large network of 85 members, health-care professionals, people living with dementia, care partners, policy makers and other stakeholders worldwide that are supporting the global awareness month. We believe that you can help us raise awareness about dementia through employees, customers, stakeholders and local communities, given their international scope, networks and communication platforms. Big or small, it all makes a difference to improving awareness of dementia around the world.

Communications

- Use our World Alzheimer’s Month logo identifying you as a supporter of the awareness campaign in your communications during September.
- Get in touch with us at info@alz.co.uk to plan joint communications such as a joint press release, blog or article
- Involve your team to create sticky notes of your favourite memories, or those of a loved one, to share online with the hashtags #WAM2016 #RememberMe in September
- Reach out to the Alzheimer Association in countries where you work and plan a joint activity with your local offices
- Share communications about World Alzheimer’s Month and the 2016 campaign internally through a memo, article in the employees newsletter or other updates.
- Acknowledge World Alzheimer’s Month on big screen displays or use the World Alzheimer’s Month slide in your presentations
- a variety of World Alzheimer’s Month-related activities involving your Employees
- Support the campaign on social media with our official hashtag #WAM2016, suggested Tweets and social media banners
- Utilize a World Alzheimer’s Month boilerplate in your external communications.
- Reproduce and distribute World Alzheimer’s Month materials to your employees, including posters, bulletins and social media resources.

Get involved! www.worldalzmonth.org

#RememberMe #WAM2016
Social media

One of the most powerful ways to help us spread the message for World Alzheimer’s Month is through your social media.

**Twitter**
@AlzDisInt

**Facebook**
facebook.com/alzheimersdiseaseinternational

Be sure to like our Facebook page and share our posts about World Alzheimer’s Month. Connect with us and share your activities, updates and photos on our wall and you could make it into our official campaign photo album. A collage of all the personalised sticky notes from your team or office will have an even bigger impact.

Interact with us on Twitter and use the official World Alzheimer’s Month hashtag #WAM2016. Be sure to follow us so we can see your updates and retweet your messages.

Use our hashtags #WAM2016 #RememberMe

Key accounts:
@AlzDisInt
@marcwort
@DementiaAllianc
@WorldDementia
@GADAAlliance
@wyldementia
@AlzheimerEurope
@ncdalliance
@Alzassociation
@Alzsoc
@Alzsociety

Sample Messages
The next pages contain some of the messages we’ll be sharing for World Alzheimer’s Month. Don’t forget to share your sticky notes with us too so we can promote your message to our supporters globally.

#RememberMe #WAM2016
September is World Alzheimer’s Month #WAM2016. Join @AlzDisInt and help raise dementia awareness around the world worldalzmonth.org

It’s World Alzheimer’s Month! Help us and @AlzDisInt raise awareness this September at www.worldalzmonth.org #WAM2016

www.alz.co.uk
Make dementia awareness stick for World Alzheimer’s Month. Tweet your memories to @AlzDisInt #WAM2016

We're raising awareness for World Alzheimer's Month this September by sharing our memories #WAM2016
www.worldalzmonth.org

Did you share your memory yet?

Make your message stick all this month with @AlzDisInt #WAM2016

We're sharing our memories with @AlzDisInt for World Alzheimer's Month. Share yours to #WAM2016
www.worldalzmonth.org

#RememberMe #WAM2016
Materials and resources

ADI has developed a number of materials for World Alzheimer’s Month. Materials will be downloadable from the World Alzheimer’s website: [www.worldalzmonth.org](http://www.worldalzmonth.org)

All our materials are produced in English and Spanish. Our materials and resources are shown below. Social media banners can be used during the month of September.
The global impact of dementia

46.8 million people worldwide are living with dementia in 2015. This number will almost double every 20 years.

$131.5 billion

The cost of dementia in 2015:

- $818 billion in direct costs
- $2 trillion by 2030

The top ten countries with the largest number of people with dementia are:

1. China
2. India
3. USA
4. Japan
5. Brazil
6. Indonesia
7. Mexico
8. Philippines
9. Germany
10. Russia

18th largest economy

Apple: $742 billion
Google: $539 billion
Dementia: $816 billion

This map shows the estimated number of people living with dementia in each world region in 2015.

Much of the increase in the number of people living with dementia in low- and middle-income countries (LMICs) will come from an increase in the number of people reaching age 60 by 2050, often with the rate of growth in LMICs and in the world as a whole.

Around the world, there will be 9.9 million new cases of dementia in 2015.

Remember Me #WAM2016
10 warning signs of dementia

1 Memory loss that disrupts daily life
One of the most common signs of Alzheimer’s is memory loss, especially forgetting recently learned information. Others include forgetting important dates or events; asking for the same information over and over; increasingly needing to rely on memory aids (e.g., reminder notes or electronic devices) or family members for things they used to handle on their own.

2 Challenges in planning or solving problems
Some people may experience changes in their ability to develop and follow a plan or work with numbers. They may have trouble following a familiar recipe or keeping track of monthly bills. They may have difficulty concentrating and take much longer to do things than they did before.

3 Difficulty completing familiar tasks at home, at work or at leisure
People with Alzheimer’s often find it hard to complete daily tasks. Sometimes, people may have trouble driving to a familiar location, managing a budget at work or remembering the rules of a favourite game.

4 Confusion with time or place
People with Alzheimer’s can lose track of dates, seasons and the passage of time. They may have trouble understanding something if it is not happening immediately. Sometimes they may forget where they are or how they got there.

5 Trouble understanding visual images and spatial relationships
For some people, having vision problems is a sign of Alzheimer’s. They may have difficulty reading, judging distance and determining color or contrast, which may cause problems with driving.

6 New problems with words in speaking or writing
People with Alzheimer’s may have trouble following or joining a conversation. They may stop in the middle of a conversation and have no idea how to continue or they may repeat themselves. They may struggle with vocabulary, have problems finding the right word or call things by the wrong name (e.g., calling a “watch” a “hand-clock”).

7 Misplacing things and losing the ability to retrace steps
A person with Alzheimer’s disease may put things in unusual places. They may lose things and be unable to go back over their steps to find them again. Sometimes, they may accuse others of stealing. This may occur more frequently over time.

8 Decreased or poor judgment
People with Alzheimer’s may experience changes in judgment or decisionmaking. For example, they may use poor judgment when dealing with money, giving large amounts to telemarketers. They may pay less attention to grooming or keeping themselves clean.

9 Withdrawal from work or social activities
A person with Alzheimer’s may start to remove themselves from hobbies, social activities, work projects or sports. They may have trouble keeping up with a favorite sports team or remembering how to complete a favorite hobby. They may also avoid being social because of the changes they have experienced.

10 Changes in mood and personality
The mood and personalities of people with Alzheimer’s can change. They can become confused, suspicious, depressed, fearful or anxious. They may be easily upset at home, at work, with friends or in places where they are out of their comfort zone.

#RememberMe #WAM2016
5 ways to help reduce your risk of dementia

Research suggests that leading a brain healthy lifestyle may help to reduce a person’s risk of developing dementia later in life. The general rule is what’s good for the heart is good for the brain, so both should be well looked after with a balanced diet and regular physical and mental exercise. Much of what’s needed are simple activities you can do in your day to day life. Remember, it’s never too late to make any of these changes.

Let’s take a look at five ways you can help to reduce your risk of developing dementia:

1. **Look after your heart**
   Smoking, high blood pressure, high cholesterol, diabetes and obesity all damage the blood vessels and, increase the risk for having a stroke or a heart attack, and, it now seems likely, going on to develop dementia in later life. These problems can be prevented through healthy lifestyle choices, and treated effectively if they do occur.

2. **Be physically active**
   Physical activity and exercise are powerful preventive medicines, helping you control your blood pressure and weight, as well as reducing the risk of type II diabetes and some forms of cancer. There is also some evidence to suggest that some kinds of physical activity can reduce the risk of developing dementia. The good news is that getting active is proven to make us feel good and is a great activity to do with friends and family.

3. **Follow a healthy diet**
   Food is fuel for both brain and body. We can help to keep it functioning properly by eating a healthy, balanced diet. Some evidence suggests that a Mediterranean-type diet, rich in cereals, fruits, fish, legumes and vegetables can help to reduce the risk of dementia. While we need to do more studies into the benefits of specific foods or supplements, we do know that eating lots of fatty and processed foods which are high in saturated fat, sugar and/or salt is associated with a higher risk of heart disease, and is best avoided.

4. **Challenge your brain**
   By challenging the brain with new activities you can help build new brain cells and strengthen the connections between them. This may counter the harmful effects of Alzheimer’s disease and other dementia pathologies. By challenging your brain you can learn some great new things, so how about learning a new language or taking up a new hobby or sport?

5. **Enjoy social activities**
   Social engagement may also be beneficial to brain health because it stimulates our brain reserves, helping to reduce our risk of dementia and depression. Try and make time for friends and family, you can even combine your activities with physical and mental exercise through sport or other hobbies.
The theme for this year’s World Alzheimer’s Month campaign is Remember Me. We’re encouraging people all around the world to learn to spot the signs of dementia, but also not to forget about loved ones who are living with dementia, or who may have passed away. The impact of September’s campaign is growing, but the stigmatisation and misinformation that surrounds dementia remains a global problem.

If you are living with dementia:
Remember that you are not alone. It is possible to live well with dementia by seeking help and support from your family, friends, doctor, health and social workers and from the Alzheimer association in your country. You have a right to feel empowered and listened to, and to be treated as an individual.

If you are a caregiver:
Remember that caring for someone with dementia is a challenging task. However, it is easier to cope if you make sure you look after yourself too, taking care of your own physical and mental health needs. This will make a big difference to the wellbeing for both you and the person you are caring for.

As a society:
Remember that people living with dementia and their caregivers can often feel isolated, so we need to do more to tackle this stigma. Dementia Friendly Communities are being established all over the world to educate people about dementia and to provide stronger, community-based support networks for people living with dementia, caregivers and families.

As an individual:
Remember that leading a healthy lifestyle may help to reduce your risk of developing dementia later in life. The general rule is what’s good for the heart is good for the brain, so both should be well looked after with a balanced diet and regular physical and mental exercise. Much of what’s needed are simple activities you can do in your day to day life.

As a government:
Remember that developing a national dementia plan will help your country to deal with the growing impact of dementia’s rising prevalence and cost. These plans help to increase national awareness and education about dementia and can improve access to diagnosis, treatment and care, promoting a better quality of life for people living with dementia.