World Alzheimer’s Month 2017
Campaign Report
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About World Alzheimer's Month

World Alzheimer's Month is the international campaign every September to raise awareness and challenge the stigma that surrounds dementia. World Alzheimer's Month was launched in 2012 and includes World Alzheimer's Day, held on 21 September each year.

The impact of World Alzheimer's Month is growing, but the stigmatisation and misinformation that surrounds dementia remains a global problem.

2 out of 3 people globally believe there is little or no understanding of dementia in their countries, and people living with dementia and their care partners are often excluded from everyday activities.

Donate

ADI relies on donations in order to strengthen Alzheimer associations worldwide and raise awareness about the global impact of dementia. Donate today to make a real difference to people around the world living with Alzheimer's disease and dementia. Please give generously.

Sponsorship

ADI would like to thank Biogen and Eli Lilly & Company for supporting World Alzheimer’s Month 2017 as Gold sponsors, and MSD, Abbvie, Home Instead and Roche for supporting the campaign as main sponsors.
The theme for World Alzheimer’s Month in 2017 was ‘Remember Me’, encouraging individuals from all around the world to learn to recognise the warning signs of dementia and to advocate for earlier diagnosis for those affected. Alzheimer associations around the world focused campaigns on advocacy and public awareness with a busy month of activities.

September’s campaign was launched with a video featuring Paola Barbarino, CEO of ADI, and representatives from developing Alzheimer associations from around the world, explaining the importance of the month as a vehicle for greater awareness.

The 2017 campaign followed on from the historic adoption of the World Health Organization (WHO) Global action plan on dementia. During the month, ADI launched new publications and engaged media with key facts on the impact of dementia, including supporting the development and launch of new resources on the plan by the WHO on World Alzheimer’s Day, 21 September.

A brand new report, Dementia in sub-Saharan Africa: Challenges and opportunities was launched to mark the campaign at the 4th Sub-Saharan African Regional Conference in Nairobi, Kenya. The report highlights an urgent lack of awareness in the region. It was followed by the announcement that the Kenyan government will develop a plan on dementia in 2018.

September is a time for action, but it is also a time to remember those living with a disease. On Twitter, the hashtags #WorldAlzMonth and #WAM2017 gained over 800,000 impressions as many people took to social media in support of the campaign.

Thanks to Alzheimer associations around the world, awareness of dementia is improving. These organisations provide support to millions of people and continue to advocate for improving the quality of life for those living with dementia and their care partners.

We would like to thank everybody who was involved in the campaign and look forward to your support for World Alzheimer’s Month in 2018.
A World Alzheimer’s Month Poster, Bulletin and 10 Warning Signs infographic were produced for the campaign in 2017 and adapted by members worldwide into their own language and with their logos.

Social Media Banners were also created, including captions highlighting key messages from the perspectives of those affected. Campaign materials were produced in English and Spanish.

A letter template advocating for earlier diagnosis of dementia in response to the global plan on dementia was also available.

Materials were available in English and Spanish on the World Alzheimer’s Month and ADI websites.
Member, Corporate and NGO Toolkits

Member, Corporate and NGO Toolkits were developed for the campaign in 2017 and were used by individuals and groups to plan activities, attract media and encourage the support of businesses in their country. NGOs in related areas – for instance Non-Communicable Diseases (NCDs) and mental health – were encouraged to support the shared aims of the campaign.

10 Warning Signs Infographic

The infographic illustrates key signs of dementia in an accessible format which can be easily shared online for people to learn about dementia.

Through this material we have encouraged people to always ask a doctor, or seek support of an Alzheimer association in their country if they are worried about dementia.

Many Alzheimer associations, organisations in related areas, and individuals requested the material. The infographic was the basis for blog posts and articles on World Alzheimer’s Day and throughout the month, including by The Guardian, International Federation of Pharmaceutical Manufacturing Associations (IFPMA), BioMed Central, Lilly and Journal of Dementia Care.
Social Media and Website Engagement

- Events were held in over 50 countries during World Alzheimer’s Month. Activities included Memory Walks, conferences and public awareness campaigns, training and support for people living with dementia, their care partners and local services.


- The hashtags #WorldAlzMonth and #WAM2017 made more than 800,000 impressions online, with a reach of 570,000 people during September. There were 47,000 impressions on World Alzheimer’s Day.

- World Alzheimer’s Day posts on Facebook were shared 347 times and reached almost 43,000 people. Social media posts in September were viewed an average of 5,000 times.

- ADI gained 966 new followers on social media during World Alzheimer’s Month and page views were up 300% during September on Facebook. An ADI video introducing World Alzheimer’s Month was viewed over 400 times.

- The World Alzheimer’s Month website had 6,300 visitors and 5,400 users during September. The World Alzheimer’s Month page on the ADI website was viewed almost 13,000 times.

- There were 37,000 visits to the ADI website, which contains information on World Alzheimer’s Month, resources and World Alzheimer Reports. The ADI donation page had 155 unique views in September compared to an average of 77 per month in 2017.

- The World Health Organisation (WHO) tweeted to 3.9 million people on World Alzheimer’s Day. Their messages were shared over 300 times.
Campaign news

Dementia in sub-Saharan Africa

ADI’s new report, *Dementia in sub-Saharan Africa: Challenges and opportunities*, was launched at the 4th Sub-Saharan Regional African Regional Conference on 28 September 2017. The report marks ADI’s first publication on dementia in Africa and is of global importance.

The report calls for a transformation in the response to dementia in the region, citing new data on the impact of dementia, the experiences of those living with the disease, and the urgent need for governments to act to improve understanding, access to health services and social protection.

- Download the report

WHO Global Plan Info Sheets

ADI worked with the World Health Organisation (WHO) in helping them to produce reader-friendly information sheets on their *Global Action Plan on the Public Health Response to Dementia*.

This included factsheets on the importance of the 2017 global plan for various key stakeholders: civil society, policy makers, health and social care professionals, and people living with dementia. They also produced a new infographic on the global impact of dementia.

- Download the materials

Dementia Friendly Communities

A report on dementia friendly communities, produced in 2015 and 2016, has been updated, with a focus on new additions from low and middle-income countries.

The framework of dementia friendly has the power to change the way we think about living with dementia. A dementia friendly community can be defined as: a place or culture in which people with dementia and their carers are empowered, supported and included in society, understand their rights and recognise their full potential.

See more at [www.alz.co.uk/DFC](http://www.alz.co.uk/DFC)
Case studies

Brunei

On 24th September, the exciting announcement was made by Datin Jacqueline Wong, Honorary Secretary of Alzheimer’s Disease Foundation Malaysia (ADFM), that Brunei is expecting to set up an Alzheimer Association later this year, with the eventual goal of becoming a member of ADI. The Brunei association will be formed by the 14 Dementia Care Skills trainers from the first ADI Train-The-Trainer Programme held in Brunei at the end of August in collaboration with the Ministry of Health and facilitated by ADFM.

An action booth was set up by Taman Haji Sir Muda Omar Ali Saifuddien in Bandar Seri Begawan in commemoration of World Alzheimer’s Month. The event was organised by Health Science (Medicine) undergraduates at Universiti Brunei Darussalam, supported by Brunei’s Dementia Care Skills trainers, which comprises of officers from the Ministry of Health, Ministry of Culture Youth and Sports and ADFM.

The attendees and members of the public took part in a ‘Remember Me’ Memory Walk and awareness-raising activities on the importance of earlier detection and diagnosis of dementia.

Dr Hazri bin Haji Kifle, Deputy Permanent Secretary (Policy) at the MoH with Datin Jacqueline Wong and other participants joins the ‘Remember Me’ walk. – PHOTOS: JAMES KON/Borneo Bulletin
Ghana

World Alzheimer’s Month activities in Ghana included a traditional Durbar – a meeting with village Chiefs including music and dance, organised in Kibi.

The Alzheimer's and Related Disorders Association of Ghana also organised educational training at Nabita Nursing Training College and a World Alzheimer’s Day Conference in the capital, Accra.

Finland

In September Alzheimer Society of Finland and its 44 member associations celebrated World Alzheimer’s Day and “Memory Week” with hundreds of events.

Alzheimer Society of Finland organised a Many faces of memory diseases campaign. One of the faces of the campaign (pictured left) is Petri Lampinen, who says “I won’t stay home worrying” – meaning he wants to lead an active life despite the disease.

They held a panel discussion about the right of people with dementia to self-determination. The panel comprised: a caregiver, politicians, representatives from Alzheimer Society of Finland, a Director of a care home and a Juridical specialist.

The Memory Association of Oulu celebrated World Alzheimer’s Month by wearing red, the “memory colour” in Finland, and organising an event where they dressed statues around the city of Oulu in red.
Iran

World Alzheimer’s Month activities in Iran started with Iran Alzheimer Association’s (IAA), ‘A walk in the park’ at Eram Amusement Park on 13th September, including live music (pictured left).

IAA’s ambassadors were acknowledged during the month, for their work and contributions. To mark the end of the month, IAA held a Press Conference for World Alzheimer’s Month on 30th September 2017 with the message that IAA is awaiting the government’s response to the National Dementia Action Plan that the submitted to the Health Ministry last year, as well as the importance of early diagnosis.

Zimbabwe

Zimbabwe Alzheimer’s and Related Disorders Association (ZARDA) organised three main events to mark World Alzheimer’s Month. A Breakfast in the Park fundraising event (pictured left) was held at Ballantyne Park Conservancy on 10th September, including light entertainment to raise awareness about dementia.

Those living with dementia, their families, and other campaigners also enjoyed a Memory Walk at Borrowdale Race Course in Harare, which was held in conjunction with Island Hospice, Bupa and Steward Bank. To mark World Alzheimer’s Day, people gathered to enjoy a morning of light entertainment and tea at Dandaro Community Centre in Harare, including a talk from a speech and hearing therapist. ZARDA also appeared on a chat show on Capital radio on World Alzheimer’s Day.
Singapore

To mark World Alzheimer’s Day, Alzheimer’s Disease Association Singapore organised a string of events at Ng Teng Fong General Hospital on 21st to 22nd September. The events included informative talks on dementia, interactive public forums and workshops, exciting performances, and mass risk-reduction activities including exercise.

A total of 650 people attended the talks and 175 people participated in the workshops and activities.

A festival was also organised by Project We Forgot, with the theme “We Remember! Redefining Dementia”. The half-day event brought the topic of dementia to a younger audience through an open booth exhibition and various main room activities including film, yoga and mindfulness classes.
Malaysia

World Alzheimer’s Month 2017 brought a series of firsts to Malaysia, thanks to the dedication of Alzheimer’s Disease Foundation Malaysia (ADFM). Various activities took place at Atria Shopping Gallery in Damansara Jaya, which is the first mall in Malaysia aspiring to be dementia-friendly.

The activities included the first indoor Memory Walk, the first dementia Treasure Hunt organised by professional treasure hunters, and the first dementia-friendly community corner (pictured right).

With a recorded 120,000 people living with dementia in Malaysia, and many more unrecorded cases, the work of ADFM is vital in raising awareness for people affected by dementia and their families.

Jacqueline Wong, Board Member of ADFM said: “I hope with this beginning of the first-of-its-kind collaboration with Atria mall and it will be the start of more organisations, large and small, to think about how they can become more dementia-friendly.”

Italy

Federazione Alzheimer Italia marked World Alzheimer’s Month with over 50 events organised across different regions of the country. On the 19th September, this included a conference in Milan with the theme ‘From assistance to inclusion: how to overcome the stigma of dementia’ (pictured below). The Conference addressed how through the ‘Remember me’ campaign, Federazione Alzheimer Italia gives a voice to research, families and friendly communities.

Other events included Memory walks, film screenings, sports events, guided visits of research laboratories and a charitable auction.
Countries that took part

Over 50 countries took part in World Alzheimer’s Month. These are some of those that have produced materials or communicated their campaigns online.

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Remember Me: Earlier diagnosis and prevention