



**World
Alzheimer's
Month**

Remember Me

Early diagnosis means I can live well for longer



Join the campaign

Corporate Toolkit

World Alzheimer's Month 2017

www.worldalzmonth.org

Updated: August 2017

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Background



September 2017 will mark the sixth global World Alzheimer's Month, 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. World Alzheimer's Day in 2016 was observed in over 70 countries and World Alzheimer's Month continues to attract the support of large and multi-national companies, organisations and others such as Bupa, Siemens, the World Health Organization and governments around the world.

World Alzheimer's Month is a unique chance to talk about dementia and show that your organisation is part of a growing number of people all around the world who are working together to improve the lives of people with dementia and their families. As dementia is diagnosed earlier in the disease course, those living with dementia are also more likely to remain an active part of workplaces such as yours.

The majority of people with dementia live in low and middle income countries, and access to dementia healthcare is directly affected by the provision of healthcare services that can help reduce the risk of other diseases, promote a healthy lifestyle and provide care. Dementia also shares risk factors with diseases such as heart disease, stroke and diabetes, making it an especially important issue for a wide range of health and development NGOs and development agencies worldwide.

ADI coordinates the global World Alzheimer's Month campaign across the world through our members, supporters and corporate partners. At ADI we believe that we can extend our reach by encouraging international Organisations to support World Alzheimer's Month by:

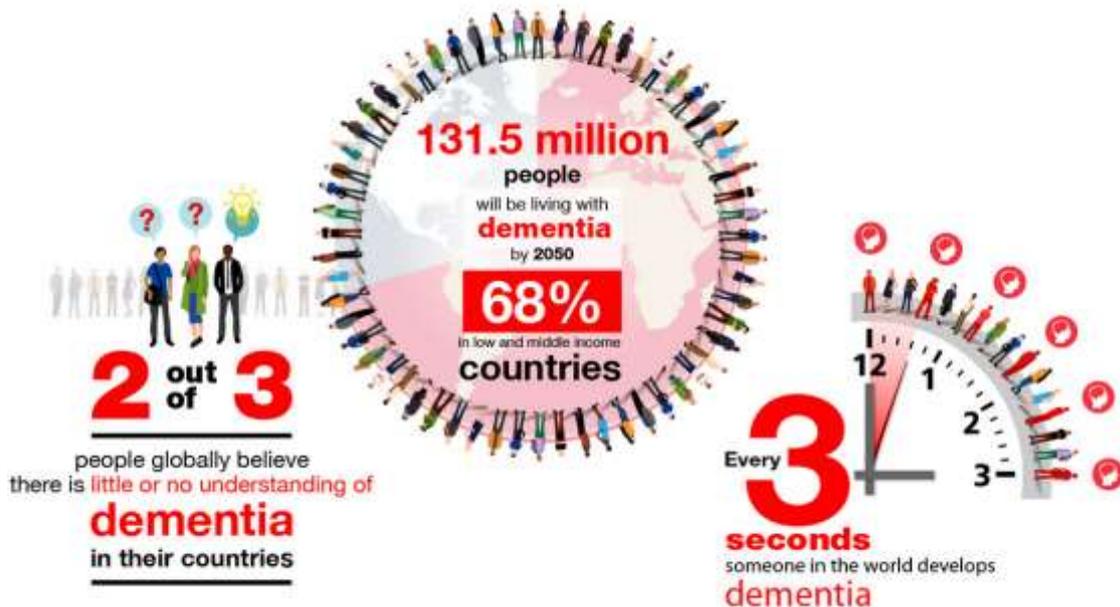
- Mobilizing their employees and involving them actively in the campaign
- Raising awareness of dementia among their networks
- Reaching out to their media contacts to promote World Alzheimer's Month

In 2017 there are almost 50 million people with dementia worldwide, and this figure will nearly treble by 2050. We believe that organisations should use World Alzheimer's Month as an opportunity to inform their employees about a health issue that will affect more and more people as the years pass, while encouraging crucial efforts to support those already affected by the disease around the world.

I hope our ideas will inspire you to mobilise your organisation this coming September.

Paola Barbarino
CEO
Alzheimer's Disease International

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 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 exceeded a trillion UD dollars; much greater than the market share of companies such as Google, Exxon and Apple.

Dementia is now widely recognised as one of the most significant health crises of the 21st century.

An absence of dementia public policy renders governments woefully unprepared for the dementia epidemic and there is an urgent need for collaborative, global action to tackle the impact of dementia. In May 2017, a global plan on dementia is expected to be adopted by the World Health Organisation that contains targets for progress in the seven areas of dementia awareness, risk reduction, diagnosis, care and treatment, support for care partners and research by 2025.

ADI are urging governments around the world to act now to meet the targets of the plan by introducing national plans on dementia in their own countries.

5 ways to help reduce your risk of dementia

Research suggests that leading a 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 include in your day to day life. Remember, it's never too late to make any of these changes.

Below are 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, that could contribute to developing 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 both to function 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 more studies are needed on the benefits of specific foods or supplements, we do know that eating lots of 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 Neurons 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?



5 Enjoy social activities

Social activities may be beneficial to brain health because they stimulate 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.

World Alzheimer's Month 2017

September 2017 will mark the sixth 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.

Remember Me: Early diagnosis means I can live well for longer

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 recognising dementia as a disease and challenging the stigma that surrounds the condition.

By focusing on early detection and diagnosis of dementia, we are encouraging everyone to recognise the early warning signs of dementia, to seek support where available and raise awareness of the need for additional care for those affected by, or living with dementia.



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.

About Alzheimer's Disease International

ADI is the international federation of over 90 Alzheimer associations around the world, in official relations with the World Health Organization. ADI's vision is prevention, care and inclusion today, and cure tomorrow. Our mission is to help establish and strengthen Alzheimer associations throughout the world, to raise global awareness, to make dementia a global health priority, to empower people with dementia and their care partners through their organisations, and to increase investment in dementia research, especially in lower and middle-income countries.

For more information, visit www.alz.co.uk



Twitter
@AlzDisInt



Facebook
facebook.com/alzheimersdiseaseinternational

Key messages

Statistics

- There are almost 50 million people living with dementia in 2017, and this is expected to increase to 131.5 million by 2050 if effective risk-reduction strategies are not implemented worldwide
- Most people with dementia live in low and middle income countries and the number in some regions is expected to increase by five times by 2050. The number of people living with dementia is expected to double in high income countries.
- Someone in the world develops dementia every three seconds. In 2017, there will be an expected 10 million new cases of dementia.
- The global cost of dementia will make it a trillion dollar disease in 2018, and already exceeds the market value the world's largest companies including Google, Exxon and Apple.

Prevention and diagnosis

- **Diagnosis of dementia is made too late.** Earlier diagnosis is important to ensure that people living with dementia and their care partners can live as well as possible for longer, and access the support they need.
- **As few as one in ten individuals receive a diagnosis for dementia in low and middle income countries,** and less than one in two individuals are diagnosed in high income countries. More people living with dementia need access to a doctor who can provide a diagnosis and help to plan necessary support.
- **Prevention and earlier diagnosis of dementia could save governments money,** by reducing the high cost of emergency and avoidable health interventions, improving care, and by increasing the effectiveness of social, community and other care services.
- **Governments have an opportunity, and a responsibility, to dramatically increase awareness, detection and diagnosis of dementia,** by meeting targets of the World Health Organization (WHO) global plan on dementia.
- **Earlier diagnosis has the power to change the perception of dementia,** by illustrating that living as well as possible can be achieved with support, respect and access to services
- **Individuals diagnosed with dementia earlier have a unique opportunity to take part in dementia research,** which may identify new treatments, help to find a cure or improve care.

How you can help us

ADI relies on the involvement of a large network of members, health-care professionals, people living with dementia, care partners, policy makers and other stakeholders worldwide to support World Alzheimer's Month.

Corporate partners are able to help us raise awareness about dementia through their employees, customers, stakeholders and local communities, and by using their international scope, networks and communication platforms. Big or small, it all makes a difference to improving awareness of dementia around the world.

We have created this special Corporate Toolkit to help you get started.

Communications

- **Use our World Alzheimer's Month logo** and poster identifying you as a supporter of the awareness campaign in your communications during September.
- **Involve your team** to create unique content with the hashtag **#WorldAlzMonth**
- **Reach out** to the Alzheimer association in your country and plan a joint activity
- **Develop** and publish a series of communications about World Alzheimer's Month and the 2017 campaign (such as an internal memo, article in the employees newsletter, CEO blog, press release, etc.) to share with your colleagues and external network
- **Acknowledge** World Alzheimer's Month on big screen displays, internal feeds etc.
- **Organize** a World Alzheimer's Month-related activities involving your employees
- **Support** the campaign on social media with our key messages and World Alzheimer's Month banners
- **Utilize** a World Alzheimer's Month boilerplate in your external communications.

Employees

- **Encourage your employees to donate** at: <https://alz.charitycheckout.com/>
- **Double your impact** by agreeing to match your employees' total donation. This is a fantastic way to encourage employees to give and will make an even bigger difference.
- **Highlight the 10 warning signs** of dementia in your office during September and remember to include our '5 ways to reduce your risk' (please refer to the section, 'Materials and Resources')
- **Distribute a short memo** encouraging staff to visit the World Alzheimer's Month website and ADI's social media channels, or to attend events during World Alzheimer's Month which will raise awareness and/or raise money for Alzheimer's Disease International or your national Alzheimer association.
- **Reproduce and distribute World Alzheimer's Month materials** to your employees, including posters, bulletins and social media resources.

Social media

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

Facebook

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 also make it into our official campaign photo album.

Twitter

Interact with us on Twitter and use the official World Alzheimer's Month hashtag #WorldAlzMonth. Be sure to mention @AlzDisInt so we can share your messages.



Twitter
@AlzDisInt



Facebook
facebook.com/alzheimersdiseaseinternational

Get involved! Use the hashtag #WorldAlzMonth

Sponsorship

Your organisation could become an official global sponsor of World Alzheimer's Month. As an official World Alzheimer's Month sponsor, you will be recognised as part of our global awareness campaign and have your logo included on the World Alzheimer's Month website.

We have sponsorship opportunities available designed to maximise the exposure and activities of all sponsors. For details please contact Anastasia Psoma at a.psoma@alz.co.uk

Why not support the Alzheimer associations in the countries where your organization has a presence? You can find your preferred country or region on our website at: <http://www.alz.co.uk/associations>

ADI would like to thank our World Alzheimer's Month Champions:



And our World Alzheimer's Month Partners:



abbvie

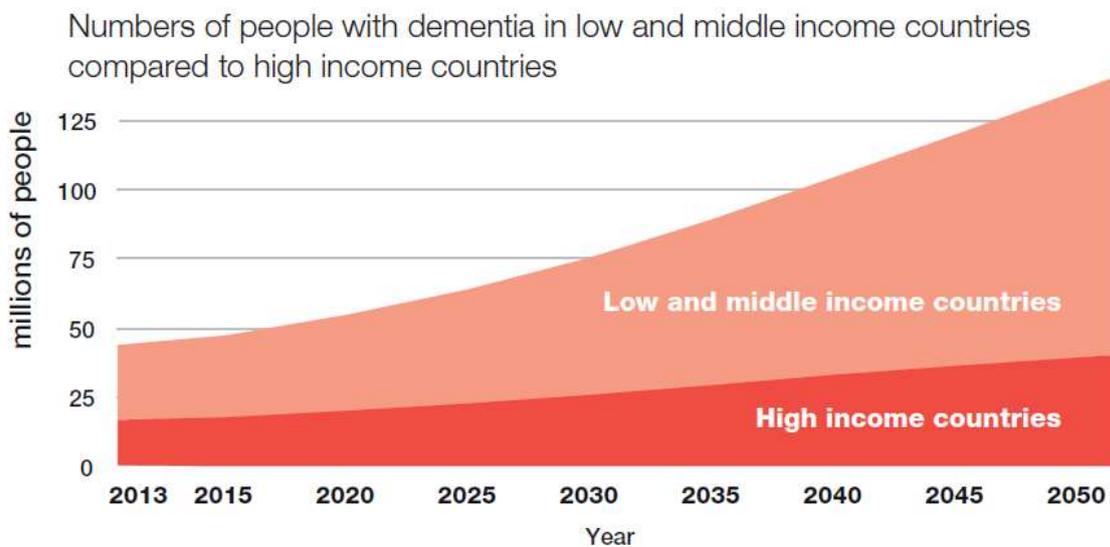


Help us increase support

Someone in the world develops dementia every 3 seconds. By 2050, dementia will affect 131.5 million people worldwide.

The majority of people with dementia live in low and middle income countries, where estimates for the growth in people living with the disease are as much as five times as great as in higher income countries. Alzheimer associations in these countries, and others who do not have an association, struggle to raise awareness of dementia and are unable to provide support for those affected.

In 2017, we're asking organisations and individuals to make a difference by supporting our crowdfunding project to raise US \$1,000,000 that will train an additional 1,000 dementia advocates in low and middle income countries.



Through our 'Alzheimer University' programme, we have already supported almost 1,000 people from around the world to establish an Alzheimer association, understand how to seek funding, influence policy and raise awareness since 2001. We don't have another 15 years to act on dementia.



USD \$1,000,000 will provide three day training and support for 1,000 Dementia Advocates in low and middle income countries.

Donate

Alzheimer's is a global disease that requires global solutions. With your support, we can continue to work with Alzheimer associations around the world, the World Health Organisation (WHO) and international partners to improve the quality of life, care and support for people with dementia and their care partners everywhere. Please give generously.

Share this link to encourage your supporters to donate to the World Alzheimer's Month campaign: www.alz.co.uk/donate

Involve your employees

Remember to encourage your employees to contribute to World Alzheimer's Month! You could hold a competition for the most donations or find other ways to make giving fun, such as by promising a reward for targets achieved.

Every contribution will help support World Alzheimer's Month raise critical awareness of dementia globally and will have a positive impact on the work of Alzheimer's Disease International in over 90 countries. It can make a difference to you too, as more individuals diagnosed earlier will be able to continue their work as supported and productive members of your team.

Match it!

Inspire your employees and show your support by agreeing to match every \$, € or £ they raise for World Alzheimer's Month.

This is an effective way to motivate your team and, by doubling their contribution, you can help us do more support the Alzheimer's association in your country.



Donate online at: www.alz.co.uk/donate

Materials and resources

ADI has developed a number of materials for World Alzheimer's Month. By displaying or sharing World Alzheimer's Month materials during September, you can help raise awareness of dementia.



- **Posters** can be printed and placed in your premises. They can also be used digitally on your website or emailed to your co-workers.
- **The World Alzheimer Month bulletin** style leaflet can be digitally distributed to your employees or distributed in print or online format
- **The 10 Warning Signs** graphic can be placed in your offices or shared online to encourage greater awareness of the symptoms of dementia. Individuals affected by any of these symptoms should seek advice from their doctor.
- **Social media banners** can be used by corporate or individual accounts during the month of September to highlight the perspectives of people living with dementia, their care partners, health professionals and others.
- **Our Letter Template** can be amended to write to your employer, partners or government expressing your support for early detection and diagnosis of dementia

Previews of materials are contained in the following pages. High resolution materials and campaign graphics can be requested before the public launch by contacting James Smith at: j.smith@alz.co.uk

Campaign materials will be launched on the World Alzheimer's website in English and Spanish on 1 June 2017: www.worldalzmonth.org

September



World Alzheimer's Month

Remember Me

Early diagnosis means I can live well for longer



Join the campaign

To find out more visit:

www.worldalzmonth.org

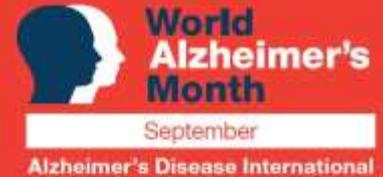
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**Alzheimer's Disease
International**

The global voice on dementia

Remember Me



Early diagnosis means I can live well for longer

As few as one in every ten individuals living with dementia in low and middle income countries receive a diagnosis. World Alzheimer's Month is about remembering those affected by dementia, including many who may be worried about developing dementia themselves.

A diagnosis of dementia that is made early in the course of the condition enables people with dementia and their families to be better equipped to cope with the progression of the condition, and to have the opportunity to live more meaningful and productive lives. Individuals who are diagnosed early also have a unique opportunity to take part in dementia research, which may identify new treatments, help to find a cure or improve care.



If you are living with dementia:

Remember that you don't have to be alone. It is possible to live better with dementia than the public perception of it by seeking support from your family and friends, health and social workers, from the Alzheimer association in your country and by joining Dementia Alliance International (DAI). You have a right to feel empowered, included and to be treated as an individual. To become a member of DAI, go to www.joindai.org



If you are worried about developing dementia:

Speak to your doctor about any concerns. Alzheimer associations in many countries provide support with seeking a diagnosis and living with dementia, as well as information on risk reduction and help to find support groups. When people with dementia and their families are well supported, feelings of shock can be balanced by a sense of reassurance.



If you are a care partner:

Remember that caring for someone with dementia can be challenging. Don't be afraid to ask for help or to join the Alzheimer association or subscribe to DAI in your country to advocate for change. It is important to take care of your own physical and mental health needs. This will make a big difference to the wellbeing of yourself and the person you are caring for.



As a society:

The stigma that surrounds dementia remains a global problem. Early diagnosis can be encouraged through greater awareness and by recognising the symptoms of dementia. Dementia Friendly Communities are being established all over the world to educate people about dementia and to provide community-based support networks for those affected.



As a government:

Developing a national dementia plan will help your country to deal with the growing impact of dementia. Earlier detection of dementia will also help lower the financial impact of dementia on the healthcare system. Implementing a plan helps 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.

What is dementia?

Dementia is a collective name for progressive brain syndromes that cause deterioration over time of a variety of different brain functions such as memory, thinking, recognition and language, planning and personality. Alzheimer's disease accounts for 50-60% of cases of dementia. Other types of dementia include vascular dementia, dementia with Lewy bodies and fronto-temporal dementia.

Most kinds of dementia have similar symptoms including:

- Loss of memory
- Problems with thinking, planning and language
- Failure to recognise people or objects
- Personality and mood changes

By 2050, the number of people living with dementia around the world will have almost trebled, making the disease one of the most significant health and social crises of the 21st century.

Alzheimer's Disease International

Alzheimer's Disease International (ADI) is the international federation of Alzheimer associations around the world, in official relations with the World Health Organisation. Each member is the national Alzheimer association in their country who support people with dementia and their families. Our vision is prevention, care and inclusion today, and cure tomorrow.

Dementia Alliance International

DAI is a registered non-profit organisation whose membership is exclusively for people with a medically confirmed diagnosis of any type of a dementia from all around the world. It seeks to represent, support, and educate others living with the disease, and the wider dementia community by globally representing persons with dementia. DAI is widely accepted as *the global voice of dementia*.

World Alzheimer's Month

September is World Alzheimer's Month™, an international campaign to raise awareness and challenge dementia stigma. Each year, more and more countries are participating in World Alzheimer's Month events and awareness of dementia is growing, but there is always more to do.

Finding help

Support and information is available worldwide from Alzheimer associations in more than 80 countries. These associations exist to provide advice for carers and people with dementia. To find your national Alzheimer association visit www.alz.co.uk/associations

Dementia Alliance International (DAI) hold regular online support groups and webinars for members. To find out more visit www.infodai.org



Join the campaign

To find out more visit:

www.worldalzmonth.org

 [@AlzDisInt](https://twitter.com/AlzDisInt) [#WorldAlzMonth](https://twitter.com/WorldAlzMonth)



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