



Federal Ministry for  
Family Affairs, Senior Citizens,  
Women and Youth

# Joining Forces for People with Dementia

Global Action against Dementia

Legacy Event Japan - New Care & Prevention Models

Tokyo , 5<sup>th</sup> and 6<sup>th</sup> of November 2014

Annette Pauly

Federal Ministry for Family Affairs,  
Senior Citizens, Women and Youth





# Local Alliances for persons with Dementia in Germany

## I Background:

People suffering from dementia in Germany  
2014 up to 1,5 million => 2050 up to 3 million

## I Framework:

Alliance for People with Dementia on national level  
as part of the Demographic Strategy in Germany

## I Programme:

Local Alliances for Persons with Dementia



## Conceptual Approach:

- I contest for pilot projects in multi-generational centres (23)
- I call for proposals to a wide range of organisations
- I 10.000 Euro over a period of two years
- I selecting participants in close cooperation with the federal Laender:  
=> 292 alliances as of today => up to 500 alliances by 2016
- I associated scientific evaluation



## Objectives in general:

- I spreading & expanding knowledge of the disease
- I improving care of affected persons
- I making society & individuals aware of the needs of persons with dementia
- I furnishing support for affected persons and also their families
- I inclusion



## Specific objectives:

- I fostering self-determination and participation
- I cultivating and stabilizing contacts & personal networks
- I tapping resources without asking too much
- I helping to stay in the familiar living environment
- I getting society to better appreciate the value of care giving relatives



## Experiences so far:

- | very strong demand to participate
- | multitude of different thematic approaches
- | regional differences

## Next steps:

- | concentrating on selected focus areas  
in order to align activities, e.g. municipal networking,  
intergenerational approaches, migrants and dementia
- | convening local alliances with similar focus areas  
once a year in conferences on federal level
- | launching a website & developing e-learning modules  
in order to achieve sustainable networking
- | joint campaigning and shared PR



## Good practice: 2 out of 292

### (1) County of Herford, North Rhine-Westfalia, Germany

- | joining forces and building networks around the Alzheimer information centre Enger :
- | involving all municipalities within the county (so far 4/9)
- | cooperating with social services, municipalities, Alzheimer society Minden, Protestant and Catholic Church parishes and many others
- | activities, e.g. concerts, sports,  
3<sup>rd</sup> International Conference on Intercommunal networking:  
How to build a humane community



## Good Practice: 2 out of 292

### (2) City of Emden (Lower Saxony, Germany)

- I Cooperation of Alzheimer Society Emden and Kunsthalle Emden (Museum of Modern Arts Emden)
- I “Studio für People with Dementia”
- I Participation via creative work – guided by an art therapist

<http://www.lokale-allianzen.de/>