



Department
of Health



Global action
against dementia

Enhance Awareness & Education in the Society

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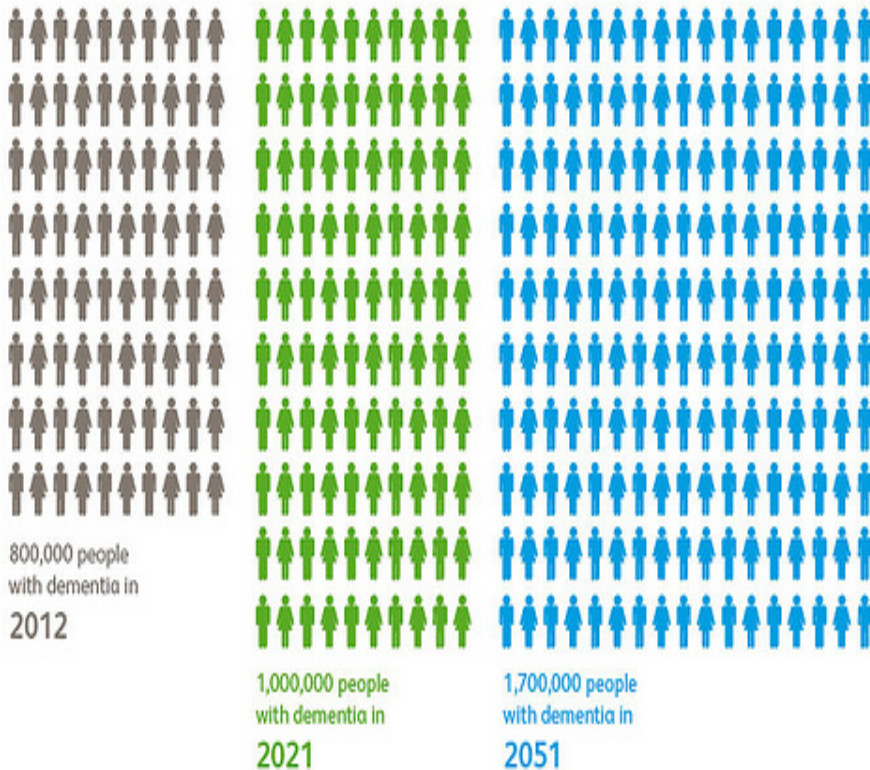
- Key Facts & Figures
- Prime Minister's Challenge
- Importance of Education
- Public awareness to reduce stigma
- Practical Action
- New Models

Key Facts & Figures

Future projections

The number of people in the UK with dementia will double in the next 40 years.

 = 10,000 people



- Dementia is one of the biggest **global** challenges we face today & is one that we as a society simply cant afford to ignore.
- Globally there are **44 M** people living with dementia, set to double by 2030 and triple by 2050 & estimated costs of **\$604 billion**, rise to **\$1 trillion by 2030**.
- In the UK there are **800,000** people who have dementia, this number will double in the next 30 years.
- Among the over 55s, dementia is feared more than any other illness.
- **550,00** carers of people with dementia.
- Costs an estimated **£19 billion** a year – higher than the costs of cancer, heart disease or stroke.
- Huge variation in services.

The Dementia Journey – The PM's Challenge



Prime Minister's challenge on dementia

Delivering major improvements in dementia care and research by 2015



- National Dementia Strategy Feb 2009
- Prime Minister's Challenge March 2012
 - Increase diagnosis rates
 - Raise awareness & understanding
 - Double funding for research by 2015
- G8 Summit December 2013
 - Cure or disease modifying therapy by 2025
 - Support improvements in care and services
 - Through civil society, reduce stigma, exclusion and fear
- Global Action Against Dementia 2014 onwards
- We need to champion, pioneer & innovate in order to defeat dementia, not just in our own countries but all over the world in order to galvanise a truly long term, global response.



Global action against dementia



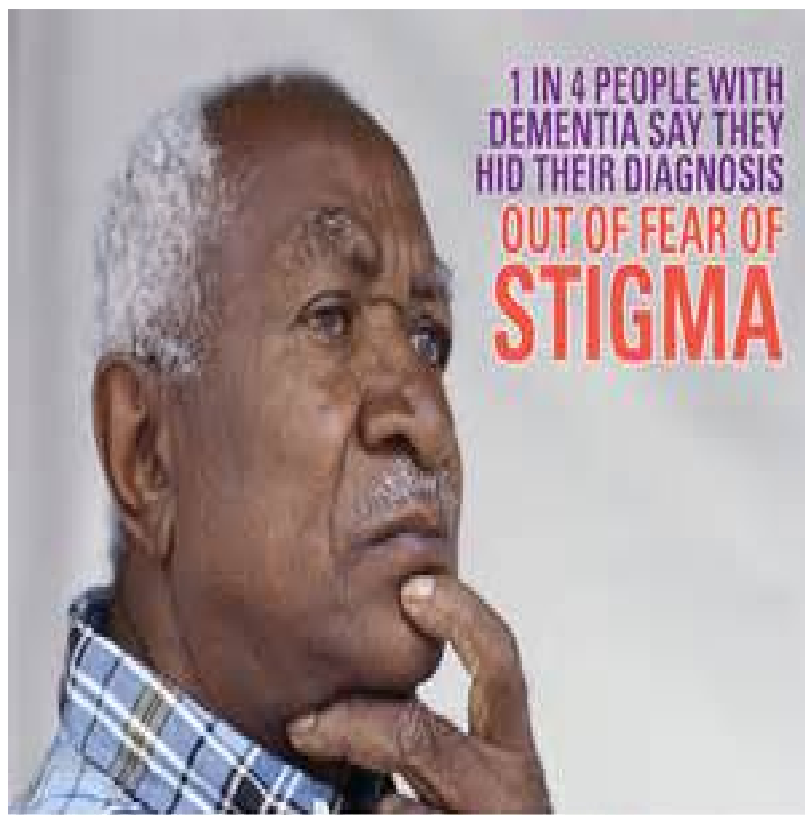
Importance of Education



Learning and education resources

- The best possible care is not a replacement for a treatment, but through innovative care we can really change the experience of people with dementia & their carers over the next 10 years.
- Therefore, as we await a cure, education & training is key to improving the way we:
 1. think about dementia
 2. reduce stigma
 3. increase our awareness & understanding &
 4. Most importantly improve care & outcomes
- The nature of dementia means that managing the condition can pose unique and sometimes difficult issues for staff in hospitals and in the community and also for carers.
- Care for people with dementia needs to start in education to create dementia-aware workforce & communities.

Public Awareness to Reduce Stigma



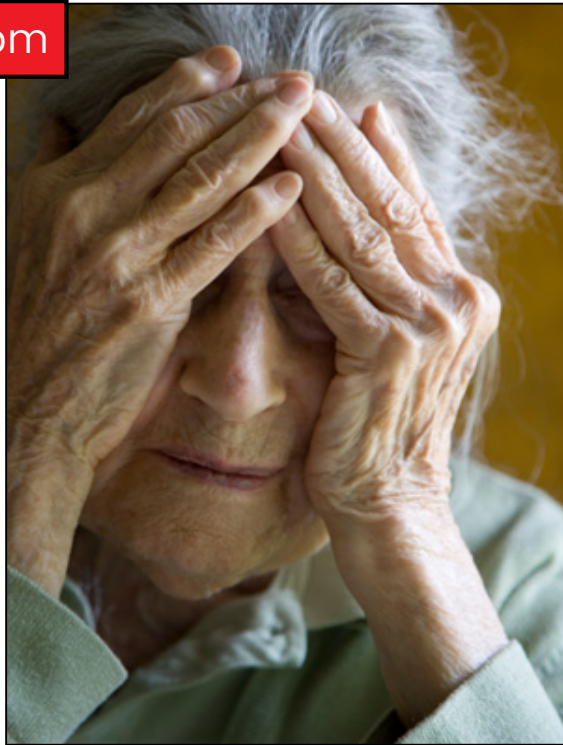
They expressed concerns that their thoughts and opinions would be "discounted and dismissed," and that they would be "treated more positively" if they did not reveal their diagnosis.

*According to the ADI 2012 World Alzheimer's Report

- While public awareness of the existence of dementia has increased, that has **NOT**, as yet, led to a greater acceptance of individuals who are coping with dementia.
- Nearly 1 in 4 people with dementia (**24%**) hide or conceal their diagnosis citing stigma as the main reason.
- **40%** of people with dementia report not being included in everyday life & **three quarters** don't feel society is geared up to dealing with people with dementia.
- People living with dementia commonly experience loneliness, isolation, anxiety & depression.
- **"I am afraid to tell others that I have dementia. Therefore, other people are always impatient toward me, and sometimes make fun of me"**
- If there was no stigma, we might recognise people with dementia as being different, but still make every effort to include them as members of society.

Change Attitudes and Raise Awareness

From

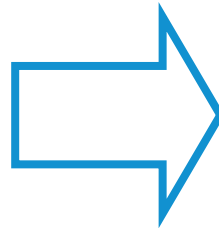


Lonely, isolated,
people in care homes

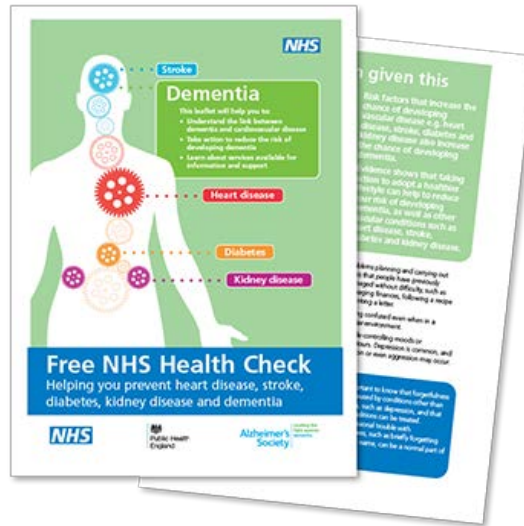
To



Engaged & alive
individuals actively
involved in life



Practical Action



• **Dementia Friends Campaign** Social movement aimed at raising awareness, improving understanding & attitudes – **over 500,000**.

• **Dementia Friendly Communities - 70 DFC's** working to break down stigma across towns & cities.

• **Health Check** – helping to raise awareness, understanding and improve timely diagnosis – **400,000 leaflets, 48% received a dementia health check**



• **House of Memories** –promotes the need & value for compassion, respect and dignity in care & support – **5,000 people trained**
www.liverpoolmuseums.org.uk/memoryap

• **National Dementia Training** – promoting education & awareness , improving timely diagnosis, & providing support throughout the dementia journey – **358,000 by March 2015**

New Models



- Global Action Against Dementia is becoming a reality, with countries working together to change lives.
- We need to make sure that the very best care & treatment is available to all no matter what their circumstances or background.
- We need to make sure that the very best ideas, models & techniques are shared globally so that best practice is available around the world
- Based on the practical actions I have highlighted, some of the models we could use in order to improve education, reduce stigma and raise awareness include:
 - Harnessing people power
 - The power of the crowd
 - Partnerships
 - Universal Advocacy

Harnessing People Power



Partnerships



Universal Advocacy

Empowering people with dementia to have high aspirations, confidence and know they can contribute

Shaping communities around the views of people with dementia and their carers

Empowering people with dementia and recognising their contribution

Ensuring early diagnosis, personalised and integrated care is the norm

Businesses and services that respond to customers with dementia

Maintaining independence by delivering community-based solutions

Ensuring that activities include people with dementia

Appropriate transport

Easy to navigate physical environments

Challenging stigma and building awareness

Befrienders helping people with dementia engage in community life

Becoming dementia friendly means: