

# The case for increased awareness and concern

---

Global Dementia Legacy Event

Minato-ku, Tokyo, Japan

November 5, 2014

# Disclosures

---

## Consulting Agreements as of 10/1/2014

- Alzheimer's Disease International
- Consumer Voice (aka NCCNHR)
- Eli Lilly
- Bayer A.G. (non-U.S.)
- Alzheimer's Association (US) Healthy Brain Initiative
- Elder Justice ACTION, Elder Justice ACTION SC
- Alzheimer's Association GA/GA Dept Aging
- National Center on Elder Abuse (US)
- Also: Splaine is CEO and principal member, Cognitive Solutions LLC

# Conflict of Interest

---

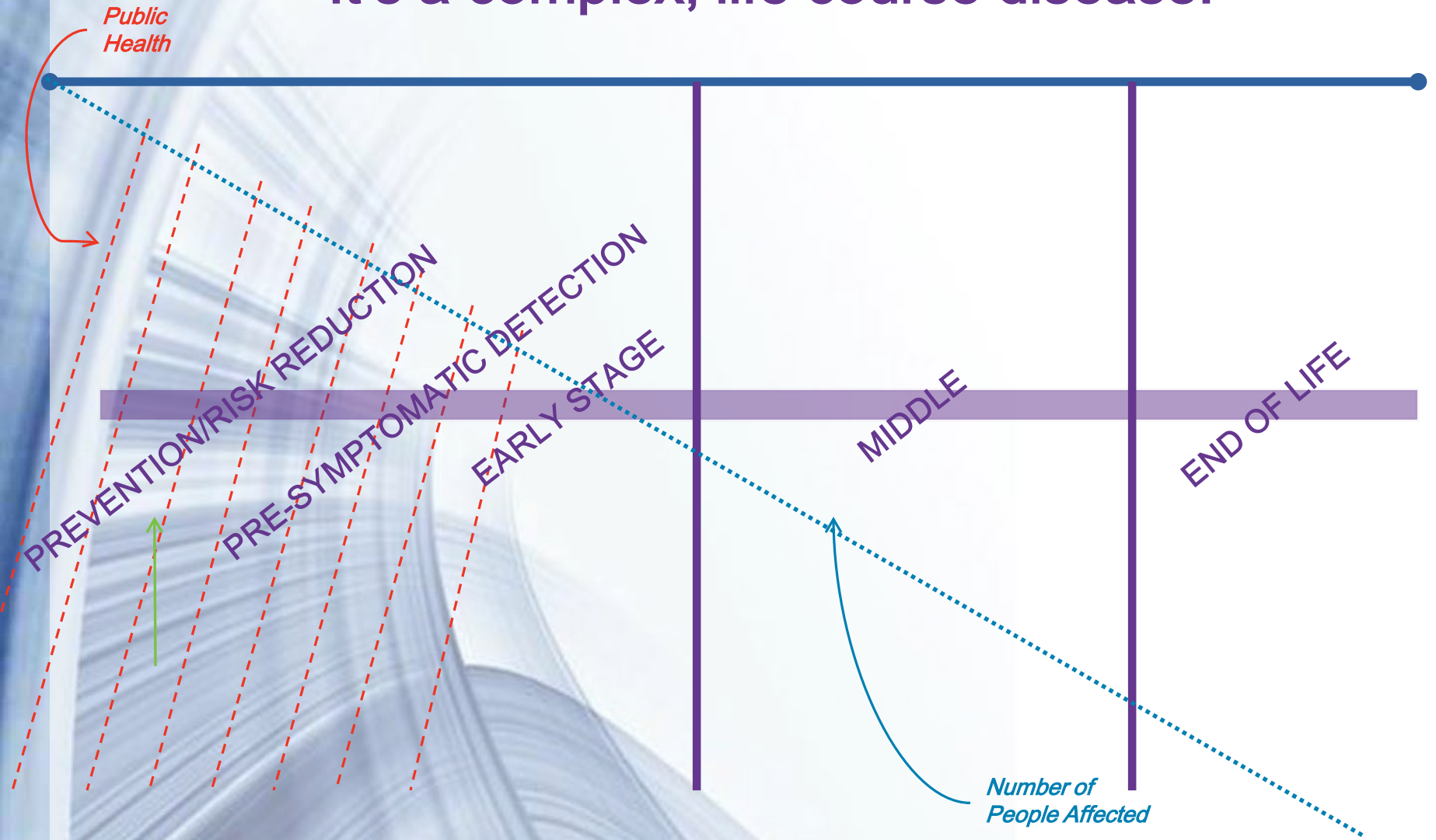
- None of the views represented here are those of my clients nor have they had any control or input into this presentation.

# Overview

---

- The state of Alzheimer's and dementia
- What makes dementia different?
- Domains of dementia friendly communities

# A Comprehensive Approach to Alzheimer's: It's a complex, life course disease.



# What makes ADRD Different?

---

- **Families are the caregivers.**
- **Gap between prevalence and diagnosis**
- Diagnosis late in disease process
- **Co-morbid chronic diseases**
- Lack of attention to population health/risk  
*Siloed budgets and systems*
- Stigma, nihilism, ageism plus capacity
- Duration of disease process, care
- Special pops: complicated lives

# Goals for national plans

---

- NOT Ageing, but health and public health
- Increase awareness, reduce stigma
- Implement to the limit of the evidence available
- Inclusion of persons with the disease
- Not necessarily new spending, better spending

# Domains of Dementia Friendliness

---

- Public awareness and access to information
- Inclusive planning processes
- Access and consideration for dementia in local businesses or public services
- Creation of activities such as memory café led by persons with dementia
- Community based innovation in services
- Access to transportation



# Contact information

---

- [www.splaineconsulting.com](http://www.splaineconsulting.com)
- [www.cognitivesol.com](http://www.cognitivesol.com)
- [mikesplaine@verizon.net](mailto:mikesplaine@verizon.net)