

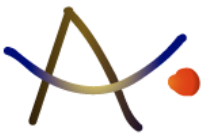
Out of the shadows – campaigning and educating in Germany

Global Action against Dementia
Legacy Event Japan –
New Care & Prevention Models

Tokyo, 5th/6th November 2014

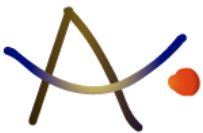
Sabine Jansen

Deutsche Alzheimer Gesellschaft e.V.
Selbsthilfe Demenz



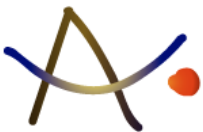
Different target groups

- People with dementia
- Caregivers
- Volunteers
- Health care professionals
- Children and young people „Alzheimer and you“
- Other groups like policemen, fireworkers, bank officers, salespersons,....
- General public



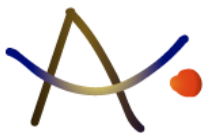
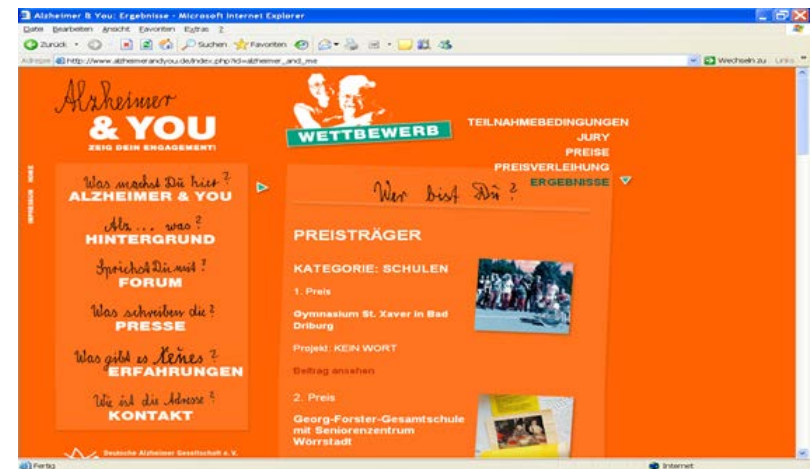
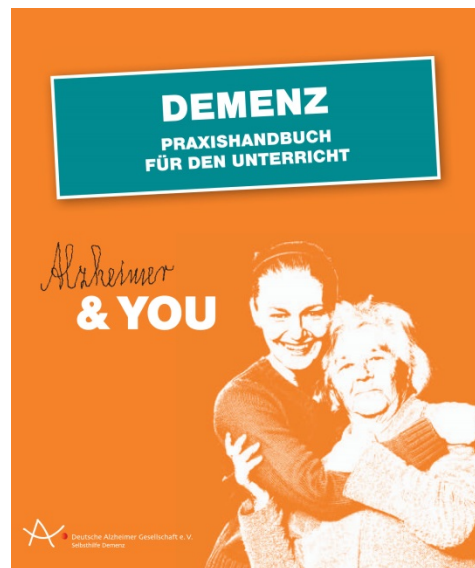
Different materials and methods

- Empowerment to people with dementia through meetings and support groups
- Education programs for caregivers (also E-Learning course)
- Attractive advanced training to find volunteers
- Brochures, leaflets, DVDs,....
- TV-spots, Posters in the public
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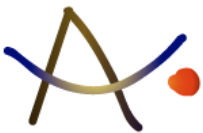


„Alzheimer and you“

- Competition für young people
- Education materials for teachers
- Interactive Website

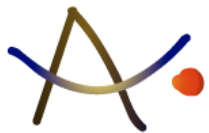


People with dementia – part of the community



„Greetings from the sea“

- Campaigning through desorientation:
„It can happen to be confused about the place where you are but to lose orientation completely is bad. There are 1,5 Mio. people with dementia in Germany. Do not forget them!



„Demenz – jede/r kann etwas tun“ www.deutsche-alzheimer.de

Welt-Alzheimerstag 2014
21. September

