



World Alzheimer's Month



**Dementia Alliance International (DAI)
World Alzheimer's Month Webinar**

Global Perspectives and Priorities

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World Alzheimer's Month



- September is World Alzheimer's Month
- International campaign to raise awareness globally
- 2015 theme: *Remember Me*
- Over 60 countries around the world participate
- Activities include Memory Walks, information provision, media and fundraising events
- World Alzheimer Report 2015 with new numbers and costs

THEMES

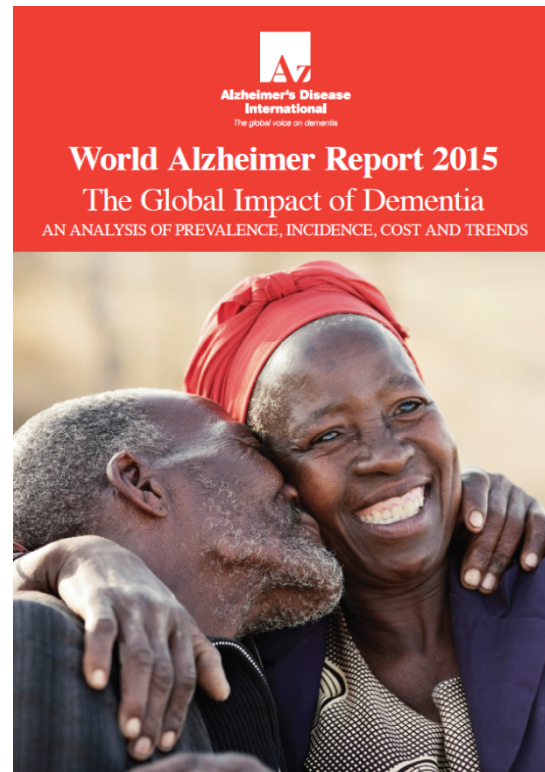


- **THE 2016 WORLD ALZHEIMER'S REPORT *THE GLOBAL IMPACT OF DEMENTIA***
- **THE OPPORTUNITIES FOR ADVOCACY OVER THE NEXT 12 MONTHS**
- **THE PRIORITIES THAT ADI WILL BE SEEKING TO INCLUDE IN A GLOBAL CALL FOR ACTION AT THE WHO NEXT YEAR**
- **THE DRIVERS FOR CHANGE**



World Alzheimer Report 2015

The Global Impact of Dementia



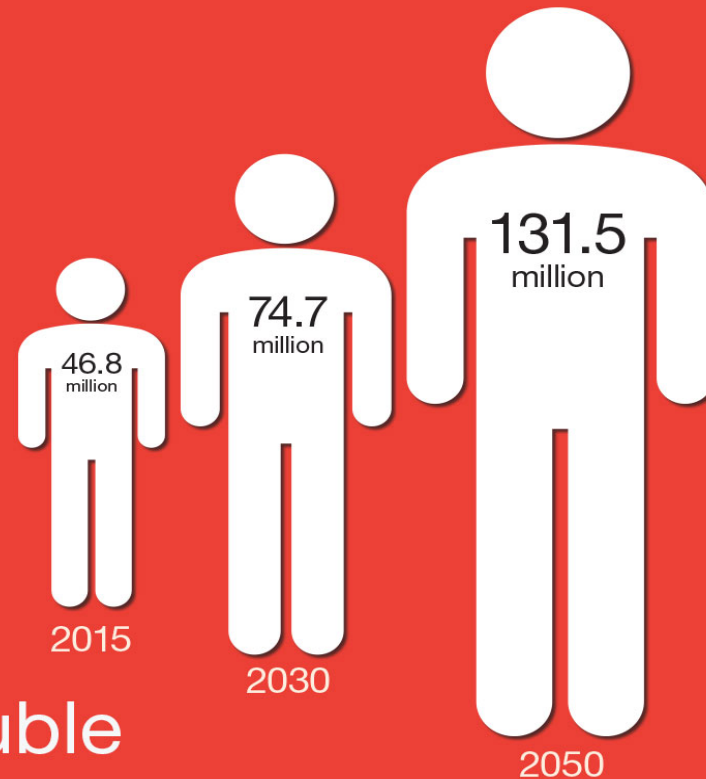
www.worldalzreport2015.org

The global prevalence of dementia



46.8 million people worldwide are living with dementia in 2015.

This number will almost double every 20 years.



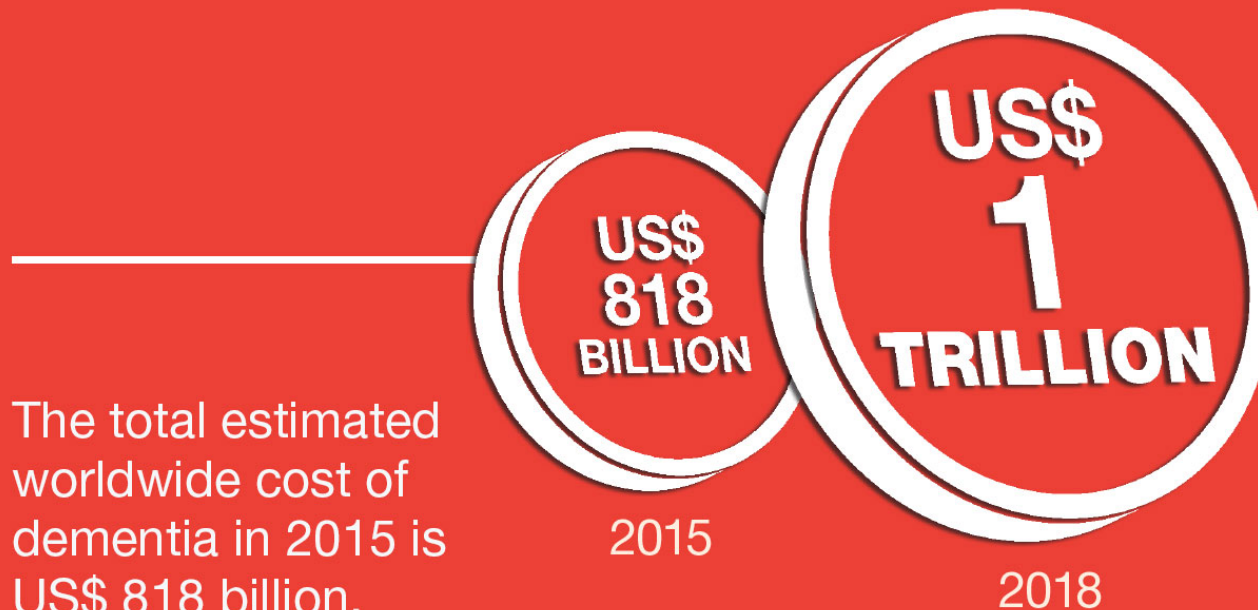
The incidence of dementia



Around the world, there will be
9.9 million new cases of
dementia in 2015,

**one every
3 seconds**

The cost of global dementia care

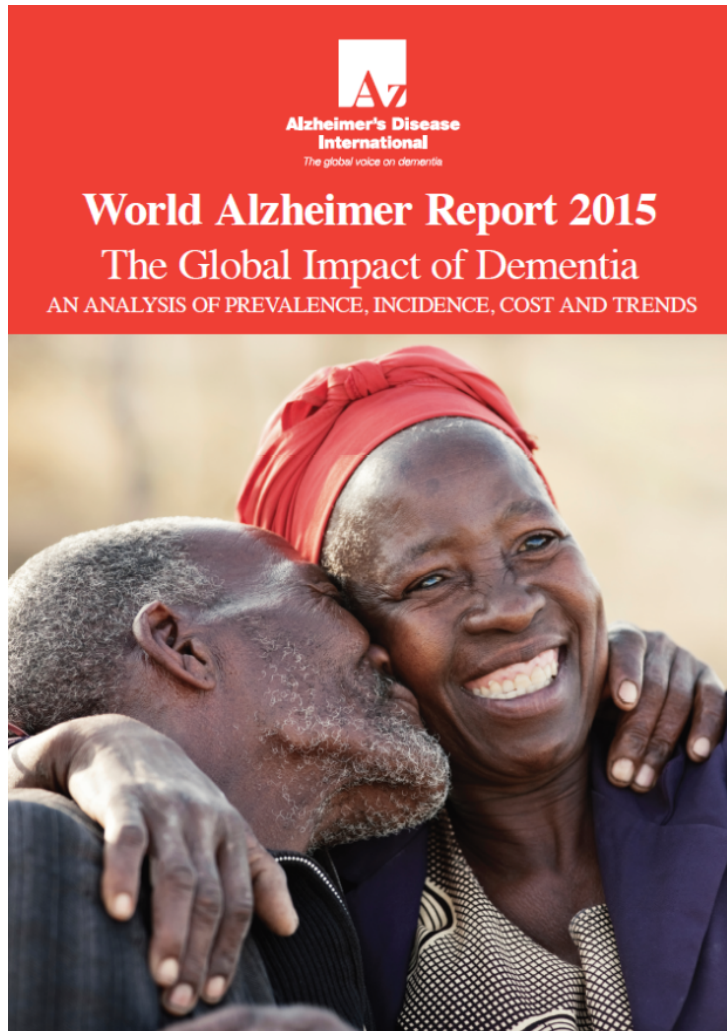


The total estimated worldwide cost of dementia in 2015 is US\$ 818 billion.

By 2018, dementia will become a trillion dollar disease, rising to

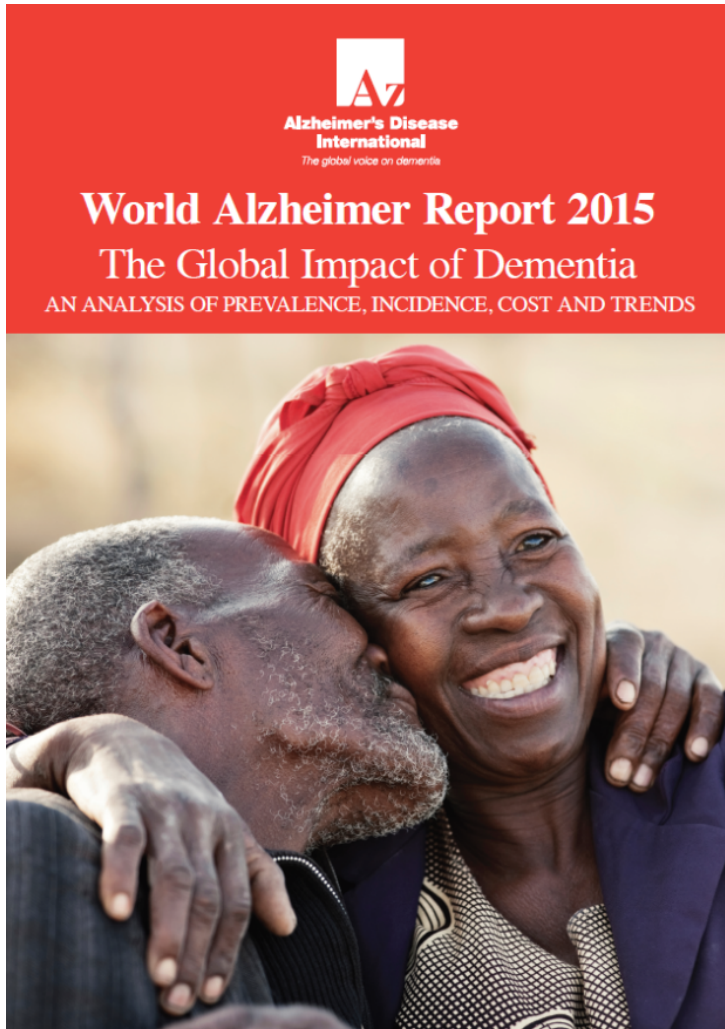
US\$ 2 trillion by 2030

World Alzheimer Report 2015



- **Prevalence of dementia could be affected by a changing number of new cases and length of life**
- **Revised Global Burden of Disease estimates fail to capture the full impact of chronic diseases**

The global level



Positives

- Establishment of an evidence base through the work of the 10/66 Dementia Research Group and World Alzheimer Reports
- Change in language that embraces dementia as a public health issue
- Social as well as medical

The global level



Positives – channels for action

- **Multiplicity of channels**
- **World Health Organisation (WHO)**
- **World Dementia Council**
- **Glasgow declaration, Pan Pacific American action**
- **Organisation for Economic Cooperation and Development (OECD)**
- **NCD Alliance**
- **Global Alzheimer's and Dementia Action Alliance**
- **Including dementia within the Convention on the Rights of People with Disabilities**

The global level



Positives – dementia as a public health issue

- **The potential of prevention**
- **Dementia is not a normal part of ageing and it may be preventable**
- **Increase in research funding, but does not yet match other diseases such as cancer**
- **G8 commitment to find a cure by 2050 is a useful political hook**

Call to action



- **Awareness raising of dementia**
- **Creation of dementia friendly communities that reduce stigma associated with the disease**
- **Promotion of risk reduction measures**
- **Measures to improve diagnosis and reduce the average length of diagnosis**
- **Support for family carers including through information, social support , respite and counselling**
- **Access to long term community and residential dementia care services and to enhanced care for people dementia in hospitals**

Call to action



- **A commitment to person centred care and to care that minimises the use of medical and physical restraint**
- **Workforce strategies including training**
- **The use of technology to assist the person with dementia in the home and to extend service reach in rural areas**
- **Recognition that people with dementia deserve good quality end-of-life care with respect to their dignity and personal wishes**

Approaching advocacy



- **Emphasise the need for National Dementia Plans. ADI expects 25 countries to have such plans by the end of the year**
- **Insist on systemic change that touches all part of health and social care support**
- **Insist that the mistakes of high income countries are not replicated in low and middle income countries.**

Drivers of change



- **Political leadership**
- **Civil society**
- **G20**
- **World Health Organization (WHO)**
- **National Alzheimer associations**
- **Global Alzheimer's and Dementia Action Alliance (GADAA)**



Alzheimer's Disease International

The global voice on dementia



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