World Alzheimer’s Month
Dementia Alliance International (DAI) World Alzheimer’s Month Webinar
Global Perspectives and Priorities
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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

www.worldalzmonth.org
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.

www.worldalzreport2015.org
The incidence of dementia

Around the world, there will be 9.9 million new cases of dementia in 2015, one every 3 seconds.

www.worldalzreport2015.org
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.

www.worldalzreport2015.org
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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