Let's talk about dementia

#LetsTalkAboutDementia
#WorldAlzMonth  @AlzDisInt
www.worldalzmonth.org
# Toolkit

## World Alzheimer’s Month 2020

www.worldalzmonth.org

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September is World Alzheimer’s Month!
#WorldAlzMonth
September 2020 will mark the ninth World Alzheimer’s Month, an international campaign to raise dementia awareness and challenge stigma. During this time, Alzheimer associations and other stakeholders around the world organise advocacy, fundraising and information events. This year, we are living under the unprecedented circumstances of the global COVID-19 outbreak. We hope the resources provided by ADI and the universal appeal of the campaign will allow us not to be greatly impacted in our awareness raising, which the campaign growing year on year. This toolkit will be accompanied by a supplement on organising events in the COVID-19 context and the key messages and images presented here are applicable to the new normal.

World Alzheimer’s Day (21st September) was launched in 1994 to mark the 10th anniversary of Alzheimer’s Disease International (ADI) and has grown significantly since then. In 2019 we know of 94 countries that undertook activity during the month and especially around World Alzheimer’s Day. Our member associations, partner organisations, health care professional, scientists, researchers all get involved in helping raise awareness and we are attracting more global, regional and national media coverage to help amplify the message, including BBC World Service, Sky News, Al Jazeera and Huffington Post.

This year we need your dedication and help more than ever to continue to raise awareness through our "Let's talk about dementia" campaign. Through talking we help break down the fear and the stigma and we encourage people to seek out information, support and advice – something which has become acutely necessary during the global COVID-19 pandemic.

Alzheimer’s Disease International will once again be mobilising our networks to get everyone actively involved in the campaign. We ask that you do the same. Remember to tell us what you are doing so we can help promote your activities and events and always tell your press and media about it. Speak to journalists, ask radio stations to cover the story or do a phone-in about dementia, promote it through social media.

This toolkit provides you with so many options to help your World Alzheimer Month activity, from posters and suggested social media posts, to key messages and graphics. In addition, we will also provide a Campaign Guide which will be made available on the World Alzheimer’s Month website, full of inspiration and ideas.

September is such an important month for us all, and 2020 is such a crucial year for raising awareness about a group who are most susceptible to facing severe symptoms of COVID-19 as well as social isolation. Please do everything you can to get people talking about dementia.

Let's talk about dementia!

Paola Barbarino
CEO
Alzheimer’s Disease International
Alzheimer’s Disease International

ADI is the international federation of 102 Alzheimer associations around the world, in official relations with the World Health Organization. ADI’s vision is prevention, care and inclusion today, and cure tomorrow.

ADI believes that the key to winning the fight against dementia lies in a unique combination of global solutions and local knowledge. As such, it works locally, by empowering Alzheimer associations to promote and offer care and support for people with dementia and their care partners, while working globally to focus attention on dementia and campaign for policy change from governments. For more information, visit www.alz.co.uk

ADI has offices in the UK, France and Indonesia. We work with a network of partners including Dementia Alliance International, as well as with NCD Alliance, King’s College London’s Global Observatory on Ageing and Dementia Care, Swedish Care International, the Global Brain Health Institute (GBHI), Alzheimer Europe and Alzheimer Iberoamerica. ADI is also a partner of the STRiDE project (Strengthening responses to dementia in developing countries), led by the Care Policy and Evaluation Centre (CPEC) at the London School of Economics and Political Science (LSE).

A list of ADI members can be found on page 24-26.

Dementia factsheet

Dementia is a collective name for progressive degenerative brain syndromes which affect memory, thinking, behaviour and emotion. Alzheimer’s disease and vascular dementia are the most common types of dementia, responsible for up to 90% of cases of dementia. Symptoms may include:

- loss of memory
- difficulty in finding the right words or understanding what people are saying
- difficulty in performing previously routine tasks
- personality and mood changes

September is World Alzheimer’s Month!
#WorldAlzMonth
Dementia knows no social, economic or geographical boundaries. Although each person will experience dementia in their own way, eventually those affected are unable to care for themselves and need help with all aspects of daily life. There is currently no cure for most types of dementia, but treatments, advice, and support are available.

Every 3 seconds, someone in the world develops dementia. The number of people living with dementia around the world is over 50 million, which is expected to almost double every 20 years, reaching 152 million by 2050. The annual global cost of dementia is over $US one trillion annually, which will double by 2030.

**Dementia is now widely recognised as one of the most significant health crises of the 21st century.**

An absence of dementia public policy renders governments woefully unprepared for the dementia epidemic. See below for details of a global plan on dementia adopted by the World Health Organization (WHO) in 2017. It is essential that governments around the world act now to reduce the impact of dementia, by raising awareness and promoting risk reduction, and by supporting increased diagnosis, care and research.

For more information, visit: [www.alz.co.uk/about-dementia](http://www.alz.co.uk/about-dementia)

### Global action plan on dementia

**In May 2017, WHO adopted the Global plan of action on the public health response to dementia 2017-2025.** One year on, ADI released the report *From plan to impact: Progress towards targets of the Global plan on dementia*, that details the global developments made since the adoption of this plan, finding that progress has been far too slow. The updates to this report were then launched in May 2019: *From plan to impact II: The urgent need for action* and recently on 25 June 2020: *From plan to impact III: Maintaining dementia as a priority in unprecedented times*.

The Global plan committed all 194 member states of the WHO to seven action areas: dementia as a public health priority; dementia awareness; risk reduction; diagnosis, treatment and care; support for carers; data and research. It contains targets for each area that individual governments should meet by 2025.

Area one of the plan outlines dementia as a public health priority with a target for 75% of WHO member states to develop or implement a national plan or dedicated policies on dementia. The adoption of a plan is especially important in countries with limited existing support for, or awareness of, dementia.

However, as the ADI report identifies, the scale of challenge is huge and the response has been too slow. Only 31 plans have been developed since the 2017 Global plan was adopted, but over 26 new plans are needed each year to hit the 2025 target.

If acted upon, the global plan could:

- Continue to spread the word that dementia is not a normal part of ageing and that those affected with dementia should be empowered to live as well as possible;
- Increase coverage of diagnosis and support, risk reduction and improved awareness of dementia;
- Dramatically improve research and understanding of dementia that could lead to new treatments and ultimately a cure for the condition.
Global awareness campaigns such as World Alzheimer’s Month directly contribute towards the second action area of the Global plan, with the eventual target of having all 194 Member States having at least one functioning national public awareness campaign on dementia to foster a dementia-inclusive society by 2025.

September 2020 will mark the ninth World Alzheimer’s Month campaign, an international campaign to raise dementia awareness and challenge stigma.

The primary objective of World Alzheimer’s Month is to reach out to as many countries as possible, showing the global impact of dementia and promoting dementia awareness and what we can do to help support those living with the disease.

*Let’s talk about dementia*

The theme for this year’s World Alzheimer’s Month campaign builds on the theme from 2019: *Let’s talk about dementia*. We’re encouraging people all around the world to understand the importance of recognising dementia as a disease and challenging the stigma that surrounds the condition.

This ‘back to basics’ approach concentrates on awareness-raising, with a simple, easy to understand and impactful message, which is broad and adaptable to every country.

Alzheimer associations, groups and individuals around the world are encouraged to use this theme to focus their messages and campaigns on advocacy and public awareness with a packed month of activities including information provision, Memory Walks, fundraising events and media appearances.
Key messages

COVID-19 and dementia

1. The COVID-19 outbreak has highlighted the lack of preparedness of health systems globally to provide routine services and support to people living with chronic conditions such as dementia.
2. During lockdown and restrictions, it’s essential that older people, especially those living with dementia, are not socially excluded.
3. During the COVID-19 pandemic, it is imperative that people keep talking about dementia, seeking out information, advice and support.
4. Do not wait until after lockdown or restrictions end to speak to your doctor about experiencing symptoms of dementia. (There are many online services available)
5. During COVID-19 talk to your national Alzheimer’s or dementia association, use their helplines, websites, social media and online events to stay up to date with advice and information about supports.

Stigma

1. This World Alzheimer’s Month we want you to talk about dementia. We need to address the stigma that exists worldwide.
2. Talking during World Alzheimer’s Month is an opportunity to tackle fear & stigma surrounding dementia everywhere.
3. Lack of knowledge about dementia leads to inaccurate assumptions about its effects on the person and their family and negative stereotypes about how a person with dementia will behave.
4. Talking about dementia leads to better planning and to the access of supports and services to improve the life of people living with dementia and their carers and families.
5. Stigma and negative attitudes around dementia persist in every country. This World Alzheimer’s Month, we want to talk about it.

Statistics

6. There are over 50 million people around the world living with dementia.
7. Someone in the world develops dementia every 3 seconds.
8. The number of people living with dementia is predicted to triple, rising to 152 million by 2050.
9. The economic burden of dementia is US$1trillion dollars every year, a figure that will double by 2050.
10. Almost 80% of the general public are concerned about developing dementia at some point and 1 in 4 people think that there is nothing we can do to prevent dementia.
11. 35% of carers across the world said that they have hidden the diagnosis of dementia of a family member.
12. Over 50% of carers globally say their health has suffered as a result of their caring responsibilities even whilst expressing positive sentiments about their role.
13. Almost 62% of healthcare providers worldwide think that dementia is part of normal ageing.
Advocacy

14. Governments have an opportunity and a responsibility to dramatically increase awareness, detection and diagnosis of dementia, by meeting targets of the World Health Organization (WHO) global plan on dementia.

15. The World Health Organization (WHO) has recognised the burden of the epidemic by introducing the Global action plan on the public health response to dementia 2017-2025. Awareness raising is one seven key action areas of the plan with a target of 100% of Members States delivering national campaigns by 2025.

16. September is World Alzheimer’s Month, an international campaign to raise dementia awareness and challenge stigma. Each year, Alzheimer associations from around the world unite to organise advocacy and information provision events, as well as Memory Walks and fundraising days.

How to describe World Alzheimer’s Month

It is important that we present a positive image and consistent message about World Alzheimer’s Month across all associations, groups and organisations around the world. We therefore ask members to use the following text when describing World Alzheimer’s Month.

September is World Alzheimer's Month, an international campaign to raise dementia awareness and challenge stigma. Each year, Alzheimer associations from around the world unite to organise advocacy and information provision events, as well as Memory Walks and fundraising days.

The impact of this campaign is growing, but the stigmatisation and misinformation that surrounds dementia remains a global issue. This September is our time for action, when the global dementia family unites to call for and demand change.

World Alzheimer's Month is coordinated by Alzheimer’s Disease International (ADI), the umbrella organisation of Alzheimer associations around the world.

Join the campaign! Visit www.worldalzmonth.org to see how you can get involved. Here you can find further tips and examples of previous events in our World Alzheimer’s Month campaign guide.
World Alzheimer Report 2020

The World Alzheimer Report 2020 will focus on dementia related design, looking at progress over the years, reflecting on current design principals and considering appropriateness and relevance across all regions, high-, middle- and low- income countries. The report will also highlight the importance of designing for disability and the Convention of the Rights of Persons with Disabilities (CRPD) and making recommendations about how to use this convention to advocate for change.

The report will look at good practice and case studies across the world, with an extensive database of design in day care centres, residential care homes, in domestic settings and in public buildings and spaces.

The report will launch on World Alzheimer’s Day 21 September 2020 and will be available via the ADI website.

Materials and resources

Why we need you

ADI relies on the involvement of a large network of members, health-care professionals, people living with dementia, care partners, policy makers and other stakeholders worldwide to support World Alzheimer’s Month.

Individuals, groups and organisations can help us raise awareness about dementia through their networks and communication platforms with stakeholders and local communities, and by using their local, regional, national and international outreach.

Communications

- Use our World Alzheimer’s Month posters, graphics and social media assets to show you are participating in and supporting the campaign.
- Reach out and engage with groups and organisations, including Alzheimer and dementia associations – help amplify the campaign message and raise awareness.
- Develop and publish your own series of communications about World Alzheimer’s Month, such as articles or blogs, or share our graphics on how to spot the signs of dementia, risk reduction, the cost of dementia, the forecast numbers of people with dementia and, importantly, the Let’s talk about dementia message.
- Support the campaign on social media by using our World Alzheimer’s Month Social Media Banners and hashtags #LetsTalkAboutDementia and #WorldAlzMonth.

Posters

This year we have updated last year’s set of photo-based posters, but also added another new set for you to use. This is the first time ever the poster selection has been so large and varied. We have also retained the visually appealing graphic posters from the joint regional ADI-PAHO awareness raising campaign, adding to the graphic’s geographical representation. Please use one or all of them. Visit the website for more details: www.worldalzmonth.org.
You will also find additional graphics and a summary Bulletin below (and on the World Alzheimer’s Month website) which can be used to enhance your communications, including the prevalence figures, cost figures, the warning signs and risk-reduction graphics.

Refreshed 2019 posters
September is World Alzheimer's Month!
#WorldAlzMonth
September is World Alzheimer's Month!
#WorldAlzMonth
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#WorldAlzMonth
September is World Alzheimer's Month!
#WorldAlzMonth
September is World Alzheimer's Month!
#WorldAlzMonth
September is World Alzheimer’s Month!
#WorldAlzMonth
Bulletin

Bulletins are a useful tool as they summarise the campaign and key messages. They can be used for interviews and distributed at events.

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Let’s Talk About Dementia

September 2020 will mark the ninth World Alzheimer’s Month™, an international campaign to raise awareness of dementia and challenge stigma. This year’s campaign promotes the important messages that:

- During the COVID-19 pandemic, it is more vital than ever that people continue to talk about dementia.
- Talking about dementia helps tackle the stigma, normalises language and encourages people to find out more information, advice and seek help.
- People living with dementia and their carers have an equal right to respect and inclusion, and to diagnosis, quality care and treatment.
- Governments can reduce the human and economic impact of dementia by developing responses to the World Health Organization (WHO) Global action plan on the public health response to dementia by 2025.

If you are living with dementia:

Remember that you don’t have to be alone. It is possible to live more positively with dementia than is often the public perception, by seeking support from your family and friends, health and social workers, from the Alzheimer association in your country and by joining Dementia Alliance International (DAI).

If you are worried about developing dementia:

Speak to your doctor about any concerns. Alzheimer associations in many countries provide support with seeking a diagnosis and living with dementia, as well as information on risk reduction and help to find support groups.

If you are a carer:

Caring for someone with dementia can be challenging. It is also important to take care of your own physical and mental health needs as this will make a big difference to the wellbeing of yourself and the person you are caring for. Don’t be afraid to ask for help or to join the Alzheimer association in your country to advocate for change or subscribe to DAI to receive their resources, blogs, newsletters and attend their monthly educational Webinars.

As a society:

The stigma that surrounds dementia remains a global problem. Alzheimer associations and self-advocacy organisations encourage awareness of the social and personal impact of dementia. Dementia is not a normal part of ageing. Understanding the experiences of those affected remains important to support inclusion, empowerment and respect. Greater awareness, including recognising the symptoms of dementia, is crucial to encourage more people to seek diagnosis and receive support.

As a government:

Developing a national dementia plan will help your country to deal with the growing impact of dementia. In 2017, the World Health Organization adopted a global plan that urges countries to develop their own national responses. Implementing a plan helps to increase national awareness and education about dementia and can improve access to diagnosis, treatment, care and earlier detection of dementia can also help lower the financial impact of dementia on the healthcare system.

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What is dementia?
Dementia is a collective name for progressive brain syndromes that cause deterioration over time of a variety of different brain functions such as memory, thinking, recognition and language, planning and personality. Alzheimer's disease accounts for 50-60% of cases of dementia. Other types of dementia include vascular dementia, dementia with Lewy bodies and fronto-temporal dementia.

Most kinds of dementia have similar symptoms including:
- Loss of memory
- Problems with thinking, planning and language
- Failure to recognise people or objects
- Personality and mood changes

By 2050, the number of people living with dementia around the world will have almost trebled to 152 million, making the disease one of the most significant health and social crises of the 21st century.

Alzheimer's Disease International
Alzheimer's Disease International (ADI) is the international federation of Alzheimer associations around the world, in official relations with the World Health Organisation. ADI is the global voice on dementia and each member is the national Alzheimer association in their country which supports people with dementia and their families. Our vision is prevention, care and inclusion today, and cure tomorrow. www.alz.co.uk

Dementia Alliance International
DAI is an international non-profit organisation whose membership is exclusively for people with a medically confirmed diagnosis of any type of a dementia. It represents, supports, and educates others living with the disease, and the wider dementia community by globally representing persons with dementia. DAI’s vision is a world where people with dementia are valued and included, and is widely accepted as the global voice of dementia. To become a member of DAI go to www.join dai.org

World Alzheimer’s Month
September is World Alzheimer’s Month™, an international campaign to raise awareness and challenge dementia stigma. Each year, more and more countries are participating in World Alzheimer’s Month events and awareness of dementia is growing, but there is always more to do. www.worldalzmonth.org

Finding help
Support and information is available worldwide from Alzheimer associations in 100 countries. These associations exist to provide advice for carers and people with dementia. To find your Alzheimer association visit www.alz.co.uk/associations
Dementia Alliance International (DAI) hold regular online support groups and webinars for members. To find out more visit www.infodai.org

Join the campaign
To find out more visit:
www.worldalzmonth.org
@AlzDisInt #WorldAlzMonth #LetsTalkAboutDementia
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Graphics

Around the world, there will be one new case of dementia every 3 seconds

Estimated growth in number of people with dementia 2020–2050

Every 3 seconds infographic

Dementia prevalence infographic

10 warning signs of dementia

1. Memory Loss
2. Difficulty performing familiar tasks
3. Problems with language
4. Disorientation to time and place
5. Problems keeping track of things
6. Changes in mood and behaviour
7. Trouble with images and spatial relationships
8. Poor or decreased judgement
9. Withdrawal from work or social activities
10. Misperceptions

The total estimated annual worldwide cost of dementia in 2020 is over US$1 trillion. This figure will rise to US$ 2 trillion by 2030

Warning signs infographic

Cost of dementia infographic
Global map of National Plans

Social media

One of the most powerful ways to help us spread the message for World Alzheimer's Month is through social media. Below you will find some social media banners and example posts which you can use or adapt.

Twitter
@AlzDisInt

Interact with us on Twitter and use the official World Alzheimer’s Month hashtags #WorldAlzMonth and #LetsTalkAboutDementia. Be sure to mention @AlzDisInt so we can share your messages.

Facebook
facebook.com/alzheimersdiseaseinternational

Be sure to like our Facebook page and share our posts about World Alzheimer’s Month. Connect with us and share your activities, updates and photos, and you could make it into our official campaign photo album.

Linkedin
linkedin.com/company/alzdisint

Instagram
instagram.com/alzdisint

Youtube
youtube.com/user/alzdisint

September is World Alzheimer's Month!
#WorldAlzMonth
September is World Alzheimer’s Month! #WorldAlzMonth. Join @AlzDisInt in helping to raise dementia awareness around the world: worldalzmonth.org

It’s World Alzheimer’s Month! Help raise awareness throughout September: worldalzmonth.org #WorldAlzMonth @AlzDisInt

Remember to use the hashtags #WorldAlzMonth and #LetsTalkAboutDementia

Social media banners
September is World Alzheimer’s Month!
#WorldAlzMonth
September is World Alzheimer's Month!
#WorldAlzMonth
5 ways to help reduce your risk of dementia

Research suggests that leading a healthy lifestyle may help to reduce a person’s risk of developing dementia later in life. The general rule is what’s good for the heart is good for the brain, so both should be well looked after with a balanced diet and regular physical and mental exercise.

Much of what’s needed are simple activities you can include in your day to day life. Remember, it’s never too late to make any of these changes.

Below are five ways you can help to reduce your risk of developing dementia:

1. **Look after your heart**

   Smoking, high blood pressure, high cholesterol, diabetes and obesity all damage the blood vessels and increase the risk for having a stroke or a heart attack, that could contribute to developing dementia in later life. These problems can be prevented through healthy lifestyle choices and should be treated effectively if they do occur.

2. **Be physically active**

   Physical activity and exercise are powerful preventive medicines, helping you control your blood pressure and weight, as well as reducing the risk of type II diabetes and some forms of cancer. There is also some evidence to suggest that some kinds of physical activity can reduce the risk of developing dementia. The good news is that getting active is proven to make us feel good and is a great activity to do with friends and family.

3. **Follow a healthy diet**

   Food is fuel for both brain and body. We can help both to function properly by eating a healthy, balanced diet. Some evidence suggests that a Mediterranean-type diet, rich in cereals, fruits, fish, legumes and vegetables can help to reduce the risk of dementia. While more studies are needed on the benefits of specific foods or supplements, we do know that eating lots of foods which are high in saturated fat, sugar and/or salt is associated with a higher risk of heart disease and is best avoided.

4. **Challenge your brain**

   By challenging the brain with new activities, you can help build new brain neurons and strengthen the connections between them. This may counter the harmful effects of Alzheimer’s disease and other dementia pathologies. By challenging your brain, you can learn some great new things. So how about learning a new language or taking up a new hobby?

5. **Enjoy social activities**

   Social activities may be beneficial to brain health because they stimulate our brain reserves, helping to reduce our risk of dementia and depression. Try and make time for friends and family. You can even combine your activities with physical and mental exercise through sport or other hobbies.
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ADI Members (as of July 2020)

Contact details can be found on the ADI website: www.alz.co.uk/associations

Argentina – Asociación de Lucha contra el Mal de Alzheimer (ALMA)
Armenia – Alzheimer's Disease Armenian Association
Aruba – Fundacion Alzheimer Aruba (FAA)
Australia – Dementia Australia
Austria – Alzheimer Austria
Barbados – Barbados Alzheimer's Association
Belgium – Ligue Nationale Alzheimer Liga
Bermuda – Alzheimer's Family Support Group
Bolivia – Asociación Alzheimer Bolivia (AAB)
Bonaire – Fundashon Alzheimer Bonaire
Bosnia Herzegovina – Udruženje AiR/Association AiR/ - Sarajevo
Brazil – FEBRAZ – Federação Brasileira de Associações de Alzheimer
Brunei – Demensia Brunei
Bulgaria – Compassion Alzheimer Bulgaria
Canada – Alzheimer Society of Canada
Cayman Islands – Alzheimer’s and Dementia Association of the Cayman Islands
Chile – Corporacion Alzheimer Chile
PR China – Alzheimer’s Disease Chinese
Costa Rica – Asociación Costarricense de Alzheimer y otras Demencias Asociadas (AS-CADA)
Croatia – Alzheimer Croatia
Cuba – Sección Cubana de la Enfermedad de Alzheimer
Curacao – Stichting Alzheimer Curacao
Cyprus – The Cyprus Alzheimer Association
Czech Republic – Česká alzheimerovská společnost
Denmark – Alzheimerforeningen
Dominican Republic – Asociación Dominicana de Alzheimer
Ecuador – Fundación TASE (Trascender con Amor Servicio y Excelencia)
Egypt – Egyptian Alzheimer Society
El Salvador – Asociacion de Familiares Alzheimer de El Salvador
England, Wales, NI – Alzheimer’s Society
Finland – Alzheimer Society of Finland/Muistiliitto ry
France – France Alzheimer & Maladies Apparentées
Germany – Deutsche Alzheimer Gesellschaft
Ghana – Alzheimer's and Related Disorders Association Ghana
Gibraltar – Gibraltar Alzheimer’s & Dementia Society
Greece – Panhellenic Federation of Alzheimer’s Disease and Related Disorders
Guatemala – Asociación ERMITA, Alzheimer de Guatemala
Honduras – Asociación Hondureña de Alzheimer
Hong Kong SAR China – Hong Kong Alzheimer’s Disease Association
India – Alzheimer’s and Related Disorders Society of India (ARDSI)
Indonesia – Alzheimer Indonesia
Iran – Iran Dementia and Alzheimer's Association
Ireland – The Alzheimer Society of Ireland
Israel – Alzheimer’s Association of Israel

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Italy – Federazione Alzheimer Italia
Jamaica – Alzheimer’s Jamaica
Kenya – Alzheimer’s & Dementia Organisation Kenya
Japan – Alzheimer's Association Japan
Lebanon – Alzheimer’s Association Lebanon
Lesotho – Dementia Lesotho
Macau SAR China – Macau Alzheimer’s Disease Association
Macedonia – Association of Alzheimer Disease - Skopje Macedonia
Madagascar – ONG Madagascar Alzheimer
Malaysia – Alzheimer's Disease Foundation Malaysia
Malta – Malta Dementia Society
Mauritius – Alzheimer Association Mauritius
Mexico – Federación Mexicana de Alzheimer (FEDMA)
Monaco – Association Monégasque pour la recherche sur la maladie d’Alzheimer
Myanmar – Alzheimer's Association Myanmar
Namibia – Alzheimer Dementia Namibia (ADN)
Nepal – Alzheimer and Related Dementia Society Nepal
Netherlands – Alzheimer Nederland
New Zealand – Alzheimers New Zealand
Nicaragua - Fundación Alzheimer de Nicaragua (FADEN)
Nigeria – Alzheimer’s Disease Association of Nigeria
Netherlands – Alzheimer Nederland
New Zealand – Alzheimers New Zealand
Netherlands – Alzheimer Nederland
Philippines – Alzheimer’s Disease Association of the Philippines
Poland – Polish Alzheimer’s Association
Puerto Rico – Asociacion de Alzheimer de Puerto Rico
Qatar – Qatar Alzheimer’s Society
Republic of Korea – KAD (Korean Association for Dementia)
Romania – Romanian Alzheimer Society
Russia – Help for patients with Alzheimer's disease and their families
Saudi Arabia – Saudi Alzheimer’s Disease Association
Scotland – Alzheimer Scotland
Singapore – Alzheimer’s Disease Association Singapore
Sint Maarten – Sint Maarten Alzheimer Association
Slovenia – Spominčica
South Africa – Alzheimer’s South Africa
Spain – CEAFA
Sri Lanka – Lanka Alzheimer’s Foundation
St Kitts and Nevis – Alzheimer's Association of St. Kitts and Nevis
Suriname – Stichting Alzheimer en Overige Dementieen Suriname
Sweden – Alzheimerforeningen i Sverige
Switzerland – Alzheimer Switzerland
Syria – Syrian Alzheimer and Memory Diseases Society
TADA Chinese Taipei
Thailand – Alzheimer’s and Related Disorders Association of Thailand
Tonga – Huelo Alzheimers Tonga
Trinidad and Tobago – Alzheimer’s Association of Trinidad and Tobago

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Tunisia – Association Alzheimer Tunisie
Turkey – Turkish Alzheimer Society and Foundation
UAE – 4get-me-not Alzheimer’s Organization
Uruguay – Asociación Uruguaya de Alzheimer y Similares (AUDAS)
USA – Alzheimer’s Association
Venezuela – Fundación Alzheimer de Venezuela
Virgin Islands – Virgin Islands Alzheimer’s Association
Zimbabwe – Zimbabwe Alzheimer’s and Related Disorders Association

Sponsors

We couldn't achieve all that we do during World Alzheimer’s Month without the kind and ongoing support of our sponsors:

*World Alzheimer’s Month Champion: F. Hoffmann-La Roche*

![Roche](image)

*World Alzheimer’s Month Partners: Janssen Neuroscience, Otsuka America Pharmaceutical*

![Otsuka](image)

Otsuka America Pharmaceutical, Inc.

![Janssen Neuroscience](image)

*World Alzheimer’s Month Sponsors: Lundbeck, Biogen, Acadia Pharmaceuticals*

![Lundbeck](image)

![Biogen](image)

![Acadia Pharmaceuticals](image)
ADi Staff

Chief Executive Officer – Paola Barbarino

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Paola is in charge of all aspects of ADI’s work. Collaborating with the Board, Paola implements finance and campaign strategies. Paola represents ADI at international conferences and in the NCD Alliance and takes part in WHO and UN meetings.

Policy, Communications and Publications Director and Deputy CEO – Chris Lynch

c.lynch@alz.co.uk

Chris is responsible for ADI's policy, communications and publications strategies alongside his position as Deputy CEO. Chris represents ADI at meetings and conferences, including at the WHO and UN.

General Manager – Michael Lefevre

m.lefevre@alz.co.uk

Michael is in charge of all aspects of ADI's Finance and IT systems, projects, HR and governance including financial reporting, accounts and planning.

Head of Events – Jane Cziborra

j.cziborra@alz.co.uk

Jane is responsible for the organisation of all conferences and events throughout the year, including the ADI International Conference, regional conferences and the Alzheimer University programmes around the world.

Research and Policy Project Lead – Wendy Weidner

w.weidner@alz.co.uk

Wendy is responsible for ADI's participation in the STRiDE (Strengthening responses to dementia in developing countries) project and other research that ADI is involved in, including liaising with ADI’s Medical and Scientific Advisory Panel.

September is World Alzheimer’s Month!
#WorldAlzMonth
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Head of Development – Nikki Bayliss
n.bayliss@alz.co.uk
Nikki is responsible for leading ADI’s fundraising, including managing relationships with key donors and partners. Nikki works closely with the rest of the team to support organisational development and achieve the objectives of ADI.

Corporate Partnerships Manager – Rosie Houghton
r.houghton@alz.co.uk
Rosie manages and builds relationships with corporate partners, as well as working across all aspects of ADI's fundraising.

Regional Director, Asia Pacific Regional Office – DY Suharya
dy.suharya@alz.co.uk
DY works from Indonesia, as the Regional Director of the Asia Pacific regional office, to foster collaboration among members, strengthening their capabilities and reaching out to non-member countries.

Membership Manager and Membership Development Programme Lead – Laura Dabas
l.dabas@alz.co.uk
Laura is responsible for the support and development of ADI’s existing and new members, including leading ADI’s Alzheimer University programme and encouraging the development of Alzheimer’s and dementia organisations in new countries.

Communications and Policy Manager – Annie Bliss
a.smith@alz.co.uk
Annie manages ADI’s communications portfolio, as well as ADI’s policy engagement, including with the World Health Organisation.
Communications and Administration Assistant – Taylor Paatalo

t.paatalo@alz.co.uk

Taylor assists with ADI's communications, social media and newsletter.

Event and Office Coordinator – Katie Bingham

k.bingham@alz.co.uk

Katie works on events including the ADI conference, regional conferences and other meetings. Katie is also responsible for the day-to-day administration of the ADI office.

Finance Assistant – Martin Ayres

m.ayres@alz.co.uk

Martin works part time on finance and fundraising administration.

Finance Officer, Asia Pacific Regional Office – Irma Rachmatiah

irma@alz.co.uk

Irma works part time from Indonesia, assisting with the financial administration of the Asia Pacific regional office.

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