

 **World
Alzheimer's
Month**

September 2019

Let's talk about dementia



#LetsTalkAboutDementia

#WorldAlzMonth  @AlzDisInt

www.worldalzmonth.org



About World Alzheimer's Month

World Alzheimer's Month is the international campaign by [Alzheimer's Disease International](#) (ADI) every September to raise awareness and challenge the stigma that surrounds dementia. World Alzheimer's Month was launched in 2012. World Alzheimer's Day is on 21 September each year.

2 out of every 3 people globally believe there is little or no understanding of dementia in their countries. The impact of World Alzheimer's Month is growing, but the stigmatisation and misinformation that surrounds dementia remains a global problem that requires global action.

Sponsorship

World Alzheimer's Month Champion:



World Alzheimer's Month Partners:



World Alzheimer's Month Campaign Sponsors:



A huge thanks to all the IQVIA fundraisers who supported World Alzheimer's Month 2019! Over 650 IQVIA employees from 10 countries across Northern Europe, Middle East, Africa and South Asia signed up for a 5K challenge as part of their **Race for Health** initiative, which was launched with a live webinar at the beginning of September. IQVIA staff raised over \$16,000 to support ADI and our members.

The theme of this year World Alzheimer’s Month was ‘Let’s Talk About Dementia,’ with the aim of raising global awareness around dementia and challenging the stigma that continues to persist globally. By highlighting the importance that dialogue plays when it comes to discussing dementia, ADI wanted to emphasise that conversations have the power to break down stigma, encourage the first step towards accessing support and services, as well as receiving a timely diagnosis.

World Alzheimer’s Day, 21 September, saw the release of our [2019 World Alzheimer’s Report: Attitudes to dementia](#), which analysed the findings of the largest survey on attitudes to dementia ever undertaken, as well as alongside expert essays and case studies from around the world. The report was featured extensively across global media, including the BBC World Service and Sky News, and has been downloaded 3.6k times from ADI’s website. [Click to download the report.](#)

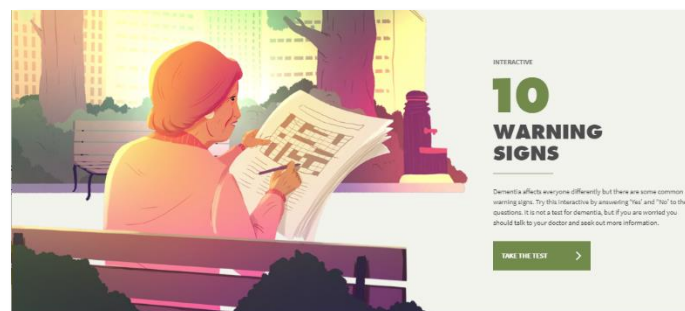
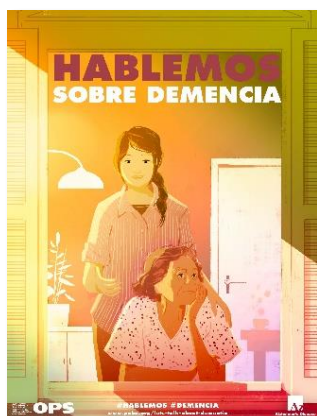
During the month of September, ADI also launched its joint global campaign with the Pan American Health Organisation (PAHO). The joint campaign, also under the theme of ‘Let’s Talk About Dementia’, was focused on stimulating that often difficult ‘first conversation’ and follow-on conversations with health care professionals. ADI plans to continue the joint campaign through October and November. More about the PAHO campaign will be available in our upcoming evaluation report. To download materials like the below visit: <http://www.paho.org/lets-talk-dementia>.



On 18 September, Pope Francis addressed World Alzheimer’s Day during his Wednesday General Audience.



Dr Rabih El Chammy from the Ministry of Public Health in Lebanon announced the commitment to developing a national dementia plan.



Thanks to Alzheimer associations around the world awareness of dementia is improving. These organisations provide support to millions of people and continue to advocate to improve the quality of life for those living with dementia and their carers. We would like to thank everyone involved in this year’s campaign and look forward to your support for World Alzheimer’s Month 2020.

Campaign Materials

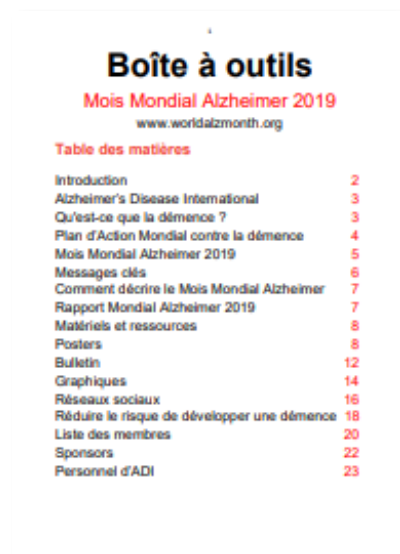
World Alzheimer's Month posters, bulletins, social media banners and other infographics were produced for the campaign in 2019 and adapted by members worldwide into their own languages and with their own logos. In addition, for 2019, a campaign guide was produced, including tips on media and social media, how to organise events such as lighting monuments and working with the Government.



Campaign materials were made available in English, Spanish and French on the **World Alzheimer's Month**, **PAHO** and **ADI** websites, including a second stream of materials inspired by the ADI-PAHO regional awareness campaign.

A Toolkit was developed for the campaign in 2019 which used by individuals and groups to plan activities, attract media and encourage the support of businesses.

Members were generally very positive about ADI's campaign materials. From a survey of 66 members and developing members, 94% rated the materials provided by ADI 5 (very good) or 4 (good) on a scale of 1-5.



Social Media and Website Engagement

- This year's World Alzheimer's Month hashtags were used **307k** times, receiving **1.8 million** impressions.
- During September, ADI gained **334** followers on Twitter (an increase of 2 percent and breaking the 14k threshold) and **547** on Facebook (an increase of 3 percent).
- On Twitter, a post announcing the release of the World Alzheimer Report 2019 received **6.4k** likes, **93k** impressions and **548** retweets – making it ADI's most popular Twitter post to date.
- ADI was mentioned **4k** times on Twitter in September, with World Alzheimer's Month posts reaching **215k** people.
- World Alzheimer's Month posts on Facebook reached close to **half a million (477.5k)** people, with our World Alzheimer's Month photo album receiving **135** likes and **100** shares. The World Alzheimer's Month website had **16.8k** unique visits and **25k** unique page views. The World Alzheimer's Month webpage on the ADI website was viewed **14.3k** times.



A tweet announcing the launch of the World Alzheimer Report 2019 was viewed 97,000 times



World Alzheimer's Month 2019 Hashtags:

- #WorldAlzMonth
- #WorldAlzheimersMonth
- #WorldAlzDay
- #WorldAlzheimersDay,
- #WorldAlzReport
- #LetsTalkAboutDementia,
- #Dementia #LetsTalk,
- #HablemosDeDemencia
- #ParlonsdelaDemencia
- #Parlone #Demencia,
- #Vamosconversar #Demencia

Paola's LinkedIn post marking World Alzheimer's Day was viewed 3,700 views

Media

- For media coverage, the 2019 campaign was one of the most successful yet, with **over 500** pieces of coverage across the globe.
- Broadcast media included: BBC World Service, CBS News, Channel News Asia Primetime TV Metro News Jakarta, Sky News Australia, BBC News.
- Radio included: ABC News, Radio News Hub (across 170+ stations globally), Radio New Zealand, Radio Mayak, Radio Veliko Tarnovo.
- Print and/or online media included: The Hindu, The Times, Arab News, Guardian News Australia, ITV News, Daily Mail, Medical News Today, Express, Prensa Latina, BioMed Central.
- On 6 August we organised Media insights and Social Media best practice Masterclasses in collaboration with Edelman and Mana Communications, including a pitching guide. From a survey of 66 members and those on our Membership Development Programme, 95% found the masterclasses to be useful.
- From a survey of 66 members and those on our Membership Development Programme, 91% received media coverage or engaged in media appearances. The 'Let's talk about dementia' theme lent itself well to radio and broadcast media.



DY Suharya being interviewed by Jakarta Metro TV News for World Alzheimer's Day.



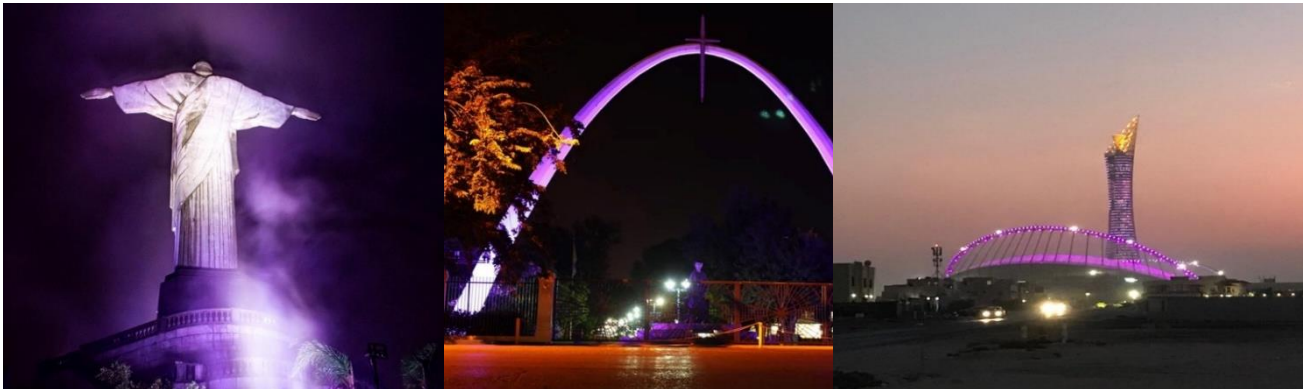
Paola Barbarino and Christine Maddocks at the BBC World Service.



Paola's interview with Cindy Pom from CBS News.

Case Studies

Events were held in over **94** countries during World Alzheimer's Month 2019, including conferences, public awareness campaigns, training and support for people living with dementia, their care partners and local services. Thank you to all the participants for their hard work.



Buildings and monuments across the world were lit up for World Alzheimer's Day 2019, including: National Monument, Jakarta, Indonesia; the InterContinental Hotel and Movenpick Hotel, Jordan; Mount Alvernia care home, Gibraltar; Christ the Redeemer, Sao Paulo, Brazil (above, left); Kyoto Tower, Kyoto, Japan; Minar-e-Pakistan monument, Lahore, Pakistan; the Arch of the Pontifical, San Juan, Puerto Rico (above, centre) and The Torch, Doha, Qatar (above, right).



A number of memory walks took place cross the world during World Alzheimer's Month, including: the 'Team Kenya for the Mind' Walk organised by [Alzheimers & Dementia Organisation Kenya](#) (above, 1st left), [Gibraltar Alzheimer's & Dementia Society's](#) first memory walk (above, centre), [ZARDA's](#) Memory Walk (above, right), [TASE Foundation's](#) 6th 'Alzheimer's Doesn't Stop Us' Walk (bottom, left), [NVO Futura's](#) First Memory Walk in Montenegro (bottom, centre), and [Asociacion Dominicana de Alzheimer's](#) Memory Walk (bottom, right).





Alzheimer Yemen held several important events in September, including a ceremony for the Foundation's opening and a presentation at Dhamar University, which targeted medical students and teaching teams on the topic of 'Let's Talk About Dementia.' At the event, 'KHADIGA's Initiative,' financial funds were raised for the elderly who cannot afford care services for Alzheimer's.



Taiwan saw a number of events take place for World Alzheimer's Month, including a 'Let's Talk About Dementia' Conference organised by Taiwan Alzheimer's Disease Association at the College of Public Health. The conference explored 'Human Rights of People with Dementia: Freedom from Financial Exploitation,' which saw 238 participants and made frontpage headlines.



In Cyprus, a musical fundraising event was hosted by Cyprus Alzheimer's Association, which was attended by First Lady Mrs Andri Anastasiades and the Commissioner of Voluntarism, Mr Yiannakis Yiannaki. The Cyprus Civil Service Union choir, as well as the musicians Kaiti Economides, Avra shiattis, Marios Ioannou and Marios Pavlou provided music for the event.



In Nigeria, Alzheimer's Disease Association of Nigeria (ADAN) held an Alzheimer's disease road walk, which consisted of elders from the community, school children and the staff of Nnamdi Azikiwe University Teaching Hospital. ADAN also hosted a health education lecture and football match contest, in addition to being featured on two radio talk shows.



[Alzheimer's Association Myanmar](#) hosted a public talk at the University of Nursing in Yangon, Ministry of Health and Spores, which saw close to 100 attendees.



In Mauritius, [Alzheimer Association Mauritius](#) in collaboration with [Alzheimer and Dementia Organisation Kenya](#), held a two-day session training session for health professionals. The sessions centred around talking about dementia, ending stigma, caring for caregivers and diagnosis and treatment. Attendees responded positively to the sessions, agreeing there was an urgent need to make dementia a priority.



To celebrate the beginning of World Alzheimer's Month and the 35th anniversary of their establishment, [Alzheimer Nederland](#) welcomed Queen Maxima of the Netherlands to their celebrations at an Alzheimer café. Alzheimer Nederland also celebrated its 8th '2bike4alzheimer', a 24-hour relay race that saw 36 teams cycle 400 kilometres to raise money for scientific research into dementia.'



In Costa Rica, [Asociación Costarricense de Alzheimer y otras Demencias Asociadas](#) held a symposium around the theme of 'Let's Talk About Dementia.' The symposium was dedicated to the idea of dementia friendly cities, as well as how to better treat those with dementia.