



**Alzheimer's Disease  
International**

*The global voice on dementia*

# #WhatsYourPlan Campaign Report 2021/2022



## Table of Contents

<b>Executive Summary</b> .....	<b>4</b>
<b>Introduction</b> .....	<b>5</b>
<b>Methodology</b> .....	<b>6</b>
<b>Members Map of countries</b> .....	<b>7</b>
<b>#WhatsYourPlan Summary Graphic</b> .....	<b>8</b>
<b>Country updates</b> .....	<b>9</b>
<b>Member quotes</b> .....	<b>17</b>
<b>Conclusions</b> .....	<b>19</b>
<b>Next steps</b> .....	<b>20</b>
<b>Appendix I: WHO Regions</b> .....	<b>22</b>
<b>Appendix II: FPTI Staging</b> .....	<b>23</b>

### Abbreviations

<b>ADI:</b> Alzheimer's Disease International
<b>AFRO:</b> African Regional Office
<b>EURO:</b> European Regional Office
<b>EMRO:</b> Eastern Mediterranean Regional Office
<b>PAHO:</b> Pan-American Health Association
<b>GAP:</b> Global Action Plan
<b>NDP:</b> National Dementia Plan
<b>MDP:</b> Membership Development Programme
<b>MoH:</b> Ministry of Health
<b>SEARO:</b> South-East Asia Regional Office
<b>WHO:</b> World Health Organization
<b>WPRO:</b> Western Pacific Regional Office

### Authors

Lewis Arthurton, Laura Aubert, Paola Barbarino, Chris Lynch, Taylor Paatalo.  
Alzheimer's Disease International (ADI)

### Acknowledgements

ADI would like to thank all national Alzheimer and dementia associations included in this report.

### Suggested Citation

Alzheimer's Disease International.  
#WhatsYourPlan Campaign Report:  
2021/2022. Arthurton L, Aubert L,  
Barbarino P, Lynch C, Paatalo T.  
London: Alzheimer's Disease International  
(2023)

Published by Alzheimer's Disease International (ADI),  
London. January 2023. Copyright © Alzheimer's  
Disease International.

## Graphical Summary



52 campaign countries



154 official letters



29 meetings with  
Ministries of Health



51 official emails



**20 commitments to develop  
National Dementia Plans**



## Executive Summary

In 2017, all World Health Organization (WHO) Member States unanimously adopted the *Global Action Plan on the public health response to dementia*, the primary objective of which being the adoption of National Dementia Plans (NDPs). With less than three years remaining until the completion of the Global Action Plan, Member States are still far from achieving the targets. As such, ADI launched the #WhatsYourPlan direct action campaign aiming to galvanise and encourage more governments to develop NDPs, following their 2017 commitment.

To date, 52\* members of ADI and thus 52 countries have joined the campaign. In total from the onset of the campaign, **205 official communications** have been shared with Member States across the 52 countries, resulting in a total of **29 meetings**. In total **20 Member States have committed to developing an NDP**, just over a third of all participating ADI Members. As ADI moves forwards into the second year of the campaign, the mission and scope remain, however with added urgency, as the deadline gets nearer. The campaign will expand accordingly, to incorporate new ADI Members, whilst solidifying the successes of the previous year and continue to advocate to Member States which are yet to commit to developing an NDP.

ADI has continued to maintain a strong working relationship with the WHO Head Office team in Geneva, keeping them updated on campaign progress and seeking technical support and advice. Some WHO regional office links have been improved as a consequence of the campaign, with new relationships being formed with the African Regional Office (AFRO) and the European Regional Office (EURO) regional advisors. ADI's links with regional advisors in the Eastern Mediterranean Region (EMRO) and Pan-American Health Association (PAHO) remain strong, with PAHO being exemplar in terms of providing advice and support for Member states in the region.

Whilst ADI have been informed of their involvement in other work in this area, the South-East Asia Regional Office (SEARO) and Western Pacific Regional Office (WPRO) regional offices have been less engaged with the campaign, something ADI aims to rectify in 2023. A map detailing the regions and areas covered can be found in **Appendix I**.

A side benefit of the campaign is the dedicated time ADI has spent with members, shaping strategy and building their advocacy skills and confidence, something that was previously restricted to intermittent Alzheimer Universities.

In early 2023, ADI and member associations are also set to launch a regional #WhatsYourPlan campaign in the Caribbean, increasing public awareness of NDPs through media and calling on governments in the region to share best NDP development practices.

Member States that have committed to develop and implement an NDP			
	Armenia		New Zealand
	Bonaire		Panama
	Brazil		Poland
	Costa Rica		Puerto Rico
	Dominica		St Lucia
	Iran		Suriname
	Kenya		Trinidad and Tobago
	Lithuania		United Arab Emirates
	Malaysia		Ukraine
	Maldives		Uruguay

\*37 member associations; 12 associations on Membership Development Programme (MDP); 2 associations who will soon be joining the MDP; and 1 contact looking to develop an association in the near future.

## Introduction

In 2017, all Member States of the World Health Organization (WHO) unanimously adopted the **Global Action Plan on the Public Health Response to dementia 2017-2025**, following decades of advocacy by civil society organisations such as Alzheimer's Disease International (ADI), key stakeholders, those living with dementia, and carers alike. The Global Action Plan provides a meaningful framework for the WHO's 194 Member States to improve the lives of those living with dementia, their families, and communities by 2025, through the incorporation of seven action areas into an NDP.

Since the adoption of the Global Action Plan, ADI has advocated for the universal adoption of NDPs across all WHO Member States. ADI strongly adheres to the notion that dedicated, funded NDPs, created by expert, multidisciplinary teams, including those living with dementia and their carers, are the best and most robust way to manage the multifaceted challenges of dementia to healthcare systems, governments, society and, of course, to those people directly impacted by the condition.

Since 2017, ADI has tracked the progress of Member States towards achieving the targets outlined in the plan through the series of From Plan to Impact reports. In 2021, ADI released the fifth report in the series, titled **Global action plan: The time to act is now**, at the 75th World Health Assembly in Geneva, Switzerland.

The results of the report, corroborated by the WHO's own analysis through their **Global Status Report on the Public Health Response to dementia**, found that Member States are still far-off achieving the targets of the Global Action Plan. As highlighted in the fifth From Plan to Impact report, ADI estimates that only 39 Member States have implemented an NDP, with a further 21 Member States working towards developing a plan. The target for Action Area 1 of the Global action plan stipulates that 75% of

Members States (146) should have developed or updated national policies, strategies, plans or frameworks for dementia – either stand-alone or integrated into other policies/plans – by 2025. 35 new plans, almost as many as are already in existence, would need to be implemented each year until 2025 to reach this target.

From Plan to Impact V launched at a time where new prevalence data suggests that there are currently 55 million people living with dementia across the world, a figure set to increase to 139 million by 2050. Economic data suggests that dementia currently costs the global economy \$1.3 trillion USD a year, a number set to rise to \$2.8 trillion USD by 2030. Perhaps most alarming is the release of data that suggests dementia is now the 7th leading cause of death worldwide – data that did not include COVID-19 mortality, which affected those living with dementia so much.

Concerningly, at a time when urgent action is needed to address this public health crisis and with less than three years left of the Global Action Plan, many Member States do not appear to be giving priority to tackling one of the biggest health and social care crises of the century.

To help galvanise action, ADI officially launched the #WhatsYourPlan campaign in November 2021 to advocate and to encourage governments to develop, fund and implement NDPs in their countries.

The following report outlines ADI's and its Members' work in addressing the substantial gap in NDPs across the globe, as well as the required steps to be taken during the remaining two years of the Global Action Plan. It is ADI's hope that through the campaign, additional momentum can be leveraged towards NDP implementation and ultimately, improve the lives of those most impacted all across the world.

## Methodology

All Information accurate as of 30 November 2022. To date, 52 ADI Members have joined the #WhatsYourPlan campaign, an increase from 30 in November 2021.

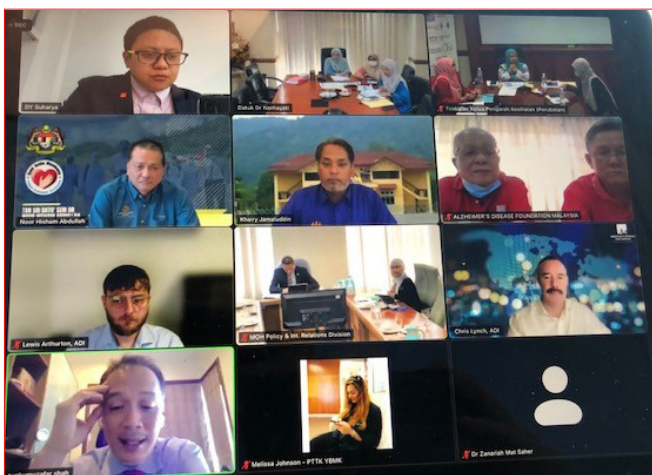
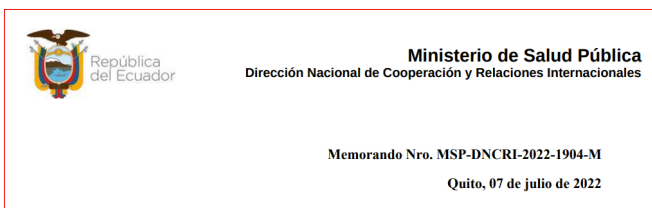
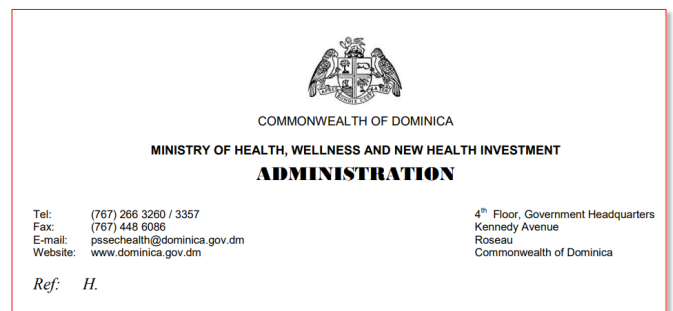
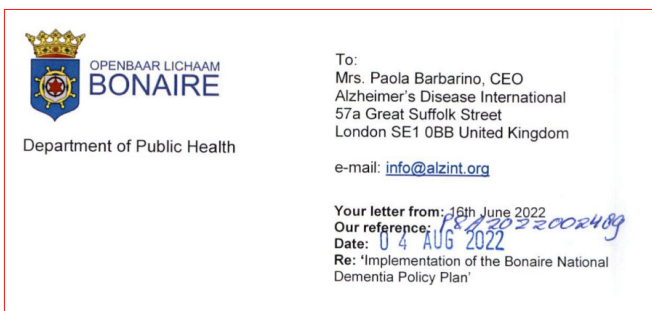
An initial letter was sent to Ministries of Health in collaboration with our members, to enquire as to the progress of the Ministry towards developing an NDP in their country. For Ministries of Health where a response was not obtained, subsequent letters were sent to elicit a response. ADI has also, in some instances, sought advice and utilised WHO offices to help follow up with Ministries of Health, for those that have been willing to engage.

In response to a number of letters, ADI has organised meetings with Ministry Officials to outline the importance of developing an NDP

or alternatively, provided technical advice and guidance on its development, both in-person and virtually. These meetings have focussed on prioritisation, best practice and shared learning.

For those countries whereby ADI has not received a response or perceives that the Ministry of Health is not acting in accordance with their 2017 commitment to develop an NDP, ADI is working with our members to deliver public facing media and social media awareness campaigns, calling on the government to develop plans to add weight to our call for the development of an NDP.

**Note:** Despite not all ADI Members participating in the #WhatsYourPlan campaign originating from WHO Member States, ADI has elected to report on their NDP status.



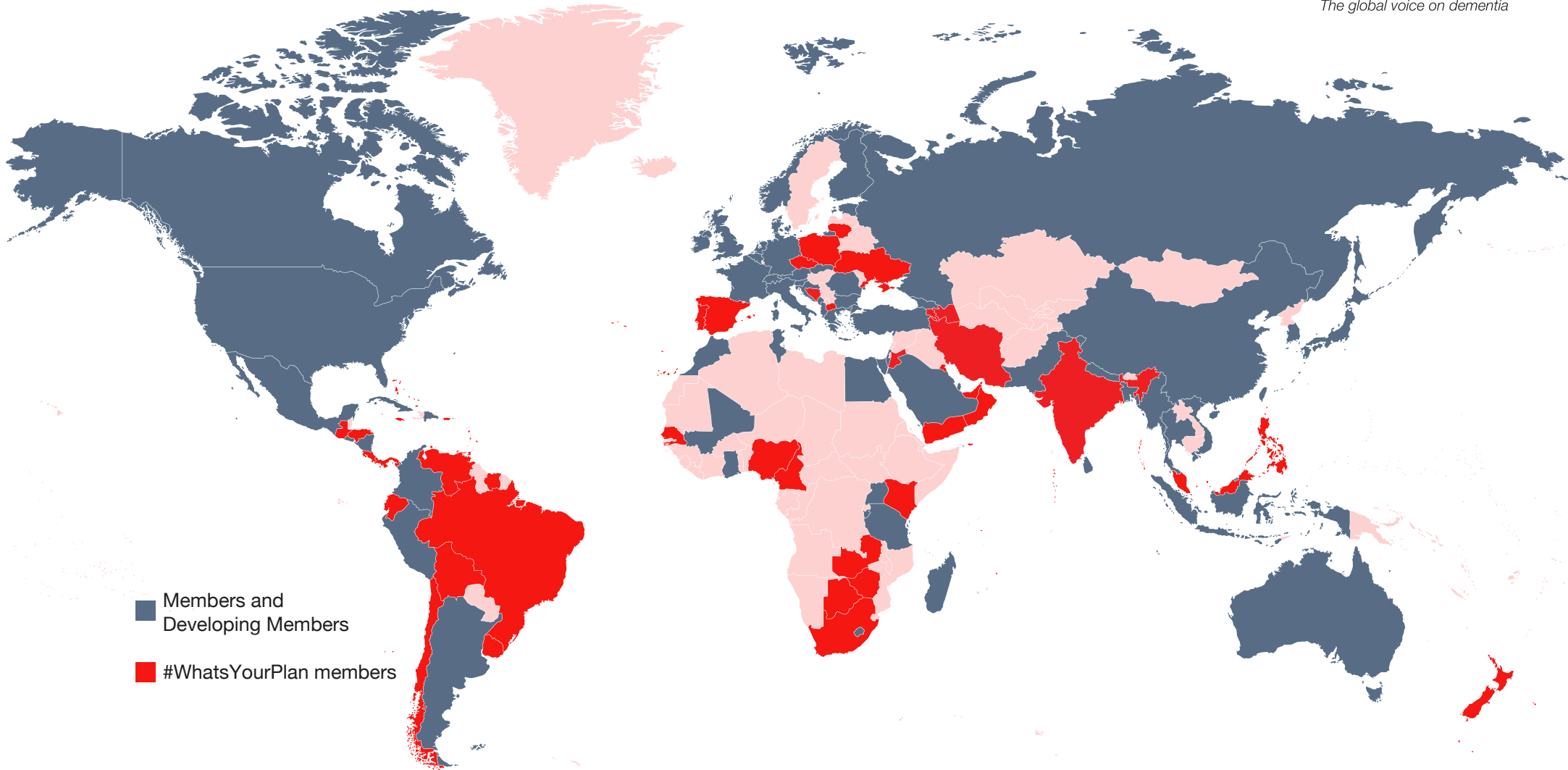
A selection of highlights from the #WhatsYourPlan campaign: **Top left to middle:** official responses received from the Ministries of Health in Bonaire, Dominica and Ecuador, respectively. **Bottom left:** virtual meeting with the Minister of Health in Malaysia. **Bottom right:** ADI meeting with the Ministry of Health in Uruguay.

# ADI Members, Developing Members and Campaign Countries



**Alzheimer's Disease International**

*The global voice on dementia*



■ Members and Developing Members

■ #WhatsYourPlan members

# #WhatsYourPlan Summary Country Status

	Stage 1	Stage 2	Stage 3	Stage 4	Stage 5
Armenia				→	→
Azerbaijan					
Barbados					
Bolivia					
Bonaire					
Bosnia Herzegovina					
Botswana					
Brazil					
British Virgin Islands			→		
Cameroon					
Cayman Islands					
Chile					
Costa Rica					
Czech Republic					
Dominica			→		
Ecuador					
Guatemala					
Honduras					
India					
Iran					
Jamaica					
Jordan					
Kenya					
Kuwait					
Lithuania			→		
Malaysia					
Maldives			→		
Mauritius					
New Zealand				→	
Nigeria					
North Macedonia					
Oman					
Panama					
Philippines					
Poland					
Portugal					
Puerto Rico					
Senegal					
Seychelles			→	→	
South Africa			→		
Spain					
St Lucia			→		
Suriname					
The Bahamas					
Trinidad and Tobago					
Ukraine			→		
United Arab Emirates					
Uruguay			→		
Venezuela		→			
Yemen					
Zambia	→	→			
Zimbabwe					

**Stage 1**  
No current contact with government or Ministry of Health

**Stage 2**  
No Plan/Strategy

**Stage 3**  
Plan/Strategy currently in development

**Stage 4**  
Plan/Strategy adopted but with inadequate or no funding

**Stage 5**  
Plan/Strategy adopted

The graphic depicts full staging changes only and not movement within stages.
















## Country updates







Below is a snapshot summary of the progress made in each of the countries participating in the #WhatsYourPlan campaign. Not all ADI Members are participating in the campaign, some participants of the campaign are also not full ADI Members. Staging definitions are aligned to those established in our annual From Plan to Impact report and can be found in **Appendix II**. Ministry of Health, Membership Development programme and National Dementia Plan have respectively been shortened to MoH, MDP and NDP for brevity.

Country (ADI Status)	Previous stage	New Stage	Comments
 <b>Armenia</b> (Member)	3A/B	5B (TBC)	ADI has been liaising with Alzheimer's Care Armenia Founder, Dr. Jane Mahakian and <b>Alzheimer's Disease Armenian Association (ADAA)</b> to establish an NDP in Armenia. Following initial advocacy to the MoH to develop a plan, ADI has been consulting on the technicalities of an NDP throughout the development process. Alzheimer's Care Armenia and ADAA, in cooperation with the Ministry of Health will launch their National Dementia Plan in early 2023.
 <b>Azerbaijan</b> (MDP)	2A	2B	ADI has participated in MoH and Ambassadorial meetings following direct contact with the relevant departments. <b>Azerbaijan Alzheimer's Association</b> continues to develop a good relationship with the MoH and is working to hold a public patient involvement event in 2023.
 <b>Barbados</b> (Member)	2B	2D	ADI met with the Permanent Secretary and the Minister of People Empowerment and Elderly Care in September 2022. The Ministry has reviewed the association's draft NDP and is planning to include dementia in their new policy on ageing. <b>Barbados Alzheimer's Association</b> will take part in the Caribbean regional campaign in early 2023.
 <b>Bolivia</b> (Member)	2B/3A	2B/3A	<b>Asociación Alzheimer Bolivia</b> has been training government officials on dementia over the past year. ADI has sent a formal letter requesting a meeting to discuss the development of an NDP and is awaiting a response.
 <b>Bonaire</b> (Member)	4F	4F	ADI has encouraged the MoH to accelerate progress towards the implementation of the NDP. The Commissioner has expressed her commitment to do so, but action on the ground is slow. <b>Fundashon Alzheimer Bonaire</b> will participate in the Caribbean regional campaign in early 2023.
 <b>Bosnia Herzegovina</b> (Member)	3D	3D	ADI's letter of support for <b>Alzheimer Association AiR - Alzheimer BiH</b> and the development of an NDP was considered by State Representatives. The association is in contact with the MoH for inclusion in the 2023 work plan, delayed from 2022 due to elections.

 <b>Botswana</b> <i>(Potential MDP)</i>	2A	2A	<p>Alongside our establishing association, ADI encouraged the MoH to commit to developing an NDP. During a challenging Ministry meeting, the MoH was transparent and candid about their health priorities and ADI presented forecast prevalence figures establishing the urgency of response. ADI plans to contact the MoH in the new year, as the government appears to be planning a Non-Communicable Disease (NCD) public awareness campaign.</p>
 <b>Brazil</b> <i>(Member)</i>	3B	3B	<p>ADI wrote to all Brazilian Senators prior to their vote on a dementia bill at the behest of <b>Federação Brasileira das Associações de Alzheimer (Febraz)</b> - ADI's letter was read during the debate. The bill is now with the Chamber of Deputies. Recent elections in Brazil have stalled progress. ADI will resume contact with the MoH once a new Minister has been appointed.</p>
 <b>British Virgin Islands</b> <i>(Member)</i>	2A	3D	<p>ADI contacted the MoH to encourage the development of an NDP. The MoH agreed to update its Mental Health Plan to include dementia. The <b>Virgin Islands Alzheimer's Association</b> are advocating for dementia to be included in a Healthy Ageing Plan. The Association will participate in the Caribbean regional campaign in early 2023.</p>
 <b>Cameroon</b> <i>(Member)</i>	2A	2B	<p>ADI has been in regular contact with the Cameroon MoH, in particular the Subdirector for Mental Health. The Subdirector was keen to organise stakeholder workshops with ADI, <b>Association Comprendre La Maladie d'Alzheimer</b>, and <b>France Alzheimer &amp; Maladies Apparentées</b>; frustratingly however, the Subdirector has subsequently missed key meetings on this subject. The Minister's commitment to an NDP is also not 100% confirmed.</p>
 <b>Cayman Islands</b> <i>(Member)</i>	2A	2A	<p>In conjunction with our member, <b>Alzheimer's and Dementia Association of The Cayman Islands (ADACI)</b>, ADI has written to the MoH on multiple occasions, however, the government has been specifically focussed on COVID-19 recovery. Encouragingly, the Deputy Governor committed to funding a dementia friends project. The Cayman Islands will participate in the Caribbean regional campaign in early 2023.</p>
 <b>Chile</b> <i>(Member)</i>	4A	4E/2B	<p>The NDP launched in 2017 has been discontinued. It has been included in a universal health plan, which provides explicit healthcare guarantees. At the behest of our member, <b>Corporación Alzheimer Chile</b>, Paola Barbarino will visit Chile in March 2023 to meet with the MoH.</p>

 <b>Costa Rica</b> <i>(Member)</i>	4B/4D	4*	<p>Following ADI communication with the National Council on Mental Health, the government committed to fund the NDP. Costa Rica previously had a plan however it was not fully funded. Dr Norbel Roman from <b>Asociación Costarricense de Alzheimer y otras Demencias Asociadas</b> has since become President of the Board of CONAPAM (National Council for the Elderly), a role which will be influential in further developing the plan. The NDP is now under renovation and will be relaunched in the 2nd quarter of 2023 with added developments and impact measurements.</p>
 <b>Czech Republic</b> <i>(Member)</i>	4B	4B	<p><b>Česká Alzheimerovská Společnost</b> has been in contact with the MoH regarding funding for the NDP, but progress has been very slow. Following a member discussion, ADI held off sending a formal follow-up letter, but will do so in December 2022. With the association, ADI will consider a media campaign if there is no response.</p>
 <b>Dominica</b> <i>(MDP)</i>	2A	3C	<p>ADI contacted the MoH who agreed to designate a focal point to lead on the development of an NDP. ADI and the <b>Dominica Dementia Foundation</b> met with the NDP lead. The association will continue to liaise with her to progress with the NDP.</p>
 <b>Ecuador</b> <i>(Member)</i>	2A	2A	<p>Following ADI communication with the MoH, the National Director for Cooperation and International Relations responded, outlining the outcomes of a technical meeting between <b>Fundación TASE (Trascender con Amor, Servicio y Excelencia)</b> and the MoH, relating in part to the Global Action Plan. Given the priorities of the MoH, TASE Foundation does not believe there will be a concrete and specific plan oriented toward dementias in the short term. There are a few related projects, but not a specific plan. ADI is following up with the MoH.</p>
 <b>Guatemala</b> <i>(Member)</i>	2A	2A	<p>ADI has written to the MoH, however, is yet to receive a response. <b>Asociación Grupo Ermita Alzheimer de Guatemala</b> proposed asking a Member of Parliament who collaborates with them to ask questions relating to dementia/ NDP during a debate. The association is now focussing on action area 2 of the Global Action Plan (dementia awareness and friendliness) and is developing a dementia friendly cities project with the 341 municipalities in Guatemala. ADI thanks the Inter-American Development Bank for their assistance.</p>
 <b>Honduras</b> <i>(Member)</i>	3B	3C	<p>ADI has been in regular communications with the MoH. The MoH is interested in working towards the implementation of an NDP and has requested a preliminary draft be developed. <b>Asociación Hondureña de Alzheimer</b> is working on a draft NDP and is also in contact with PAHO, the regional WHO office. They are currently working on the area of diagnosis.</p>

 <b>India</b> <i>(Member)</i>	2E/3A	2E/3A	<p>ADI has written to the MoH, however, has not received a response. The MoH appears focused on COVID-19 recovery. ADI will follow up with the association's (<b>Alzheimer's &amp; Related Disorders Society of India</b>) new Chair and Secretary to discuss next steps and, are looking to schedule a follow up in-person Ministry meeting in 2023, aligned to India's G20 presidency.</p>
 <b>Iran</b> <i>(Member)</i>	4F	4F	<p>ADI and <b>Iran Dementia &amp; Alzheimer's Association (IDAA)</b> have has communicated with the MoH requesting an update on the implementation of the NDP. The NCD and Mental Health Unit Head has suggested that dementia is one of the planned activities for the current biennium.</p>
 <b>Jamaica</b> <i>(Member)</i>	2A	2A	<p>ADI contacted the MoH to request that they expedited progress towards the implementation of an NDP and invited the Minister to a symposium organised by STRiDE Jamaica. ADI did not receive a response. <b>Alzheimer's Jamaica</b> will participate in the Caribbean regional campaign in early 2023.</p>
 <b>Jordan</b> <i>(Member)</i>	2D	2D	<p>ADI has written to the MoH and the WHO country office. ADI is currently working with <b>Al Oun for Alzheimer's Patient Care Association</b> to organise the ADI Middle East regional conference in May/June 2023 and will seek to obtain Royal Patronage and invite MoH officials to the event.</p>
 <b>Kenya</b> <i>(Member)</i>	3A/3B	3A/3C	<p>Considerable work has been done with regards to the development of the NDP over the past few years thanks to the STRiDE project. A technical working group was formed, but the last time this group met was in December 2021, when ADI commented on the NDP draft. In conjunction with <b>Alzheimer's &amp; Dementia Organisation Kenya (ADOK)</b>, ADI has contacted Dr Muthoni, the focal point, several times for an update. Wendy Weidner, ADI's Head of Research &amp; Publications, will be travelling to Kenya in December 2022 and will aim to meet with Dr Muthoni and the new Minister of Health (appointed in September 2022).</p>
 <b>Kuwait</b> <i>(Contact)</i>	4A/4D /4F	4A/4D /4F	<p>ADI wrote to the MoH, and Dr Ibrahim AL-Hamadi, ADI's contact in Kuwait, met with Minister to discuss the letter and the implementation and funding of the NDP. Kuwait has a forecast 850% prevalence increase. ADI will follow up to discuss next steps.</p>
 <b>Lithuania</b> <i>(MDP)</i>	2B	3C	<p>ADI and <b>Dementia Lithuania</b> have has communicated with the MoH, who have agreed to form an inter-institutional and inter-sectoral working group to develop an NDP. ADI will follow up with the MoH in early 2023.</p>

 <b>Malaysia</b> <i>(Member)</i>	3B	3B	<p>Following a number of letters, ADI, <b>Alzheimer's Disease Foundation Malaysia</b> and key stakeholders met with the incumbent Minister and his team in August 2022, followed by a technical meeting with his team in November. The MoH has instructed his team to develop a NDP for launch in early 2023. At the time of this report a new MoH is in post and ADI aims to confirm their ongoing commitment to the plan.</p>
 <b>Maldives</b> <i>(MDP)</i>	2A	3A	<p>ADI, with our association, the <b>Alzheimer's Society of Maldives</b> has communicated with the MoH regularly over the past year. ADI met with the Minister of State for Health at the WHO World Health Assembly and again with him, alongside the Minister of Health with our association at a stakeholder meeting and a meeting with the Vice President in November. The MoH has committed to developing an NDP</p>
 <b>Mauritius</b> <i>(Member)</i>	2B	2B	<p>ADI has written to the MoH on several occasions. Unfortunately, the MoH appears to have deprioritised an NDP in favour of an Integrated Care For Older People (ICOPE) which in ADI's opinion isn't sufficient to cater for the needs of those living with dementia and carers, which is why the Global Action Plan is in existence. ADI is continuing to work with <b>Alzheimer Association Mauritius</b> on next steps.</p>
 <b>New Zealand</b> <i>(Member)</i>	3C	4A	<p>ADI has communicated with the MoH and supported our very proactive national association. The government has endorsed the NDP developed by <b>Alzheimers New Zealand</b> and partners, however its formal implementation has been slow. Alzheimers New Zealand continues to advocate for funding for the plan.</p>
 <b>Nigeria</b> <i>(Member)</i>	3A	3A	<p>ADI has been working with <b>Alzheimer's Disease Association of Nigeria (ADAN)</b> and 6 local associations in Nigeria regarding an NDP. Following advocacy by ADI, ADAN and the other 4 local associations, the government has included dementia within the National Social Protection Policy, but not to the extent required for robust compliance with the Global Action Plan. ADI will meet with the local associations in early 2023 to decide on next steps.</p>
 <b>North Macedonia</b> <i>(MDP)</i>	2A/2E	2A/2E	<p>ADI has written to the MoH but has not received a response. The <b>Institute for Alzheimer's Disease and Neuroscience</b> has held a dementia workshop, but the government is yet to respond to proposals. ADI is continuing to work with the association on the next steps.</p>

 <b>Oman</b> <i>(Member)</i>	2A	2A	<p>ADI's active association lead (<b>Oman Alzheimer's Society</b>) sought advice from MoH Director of NCDs, with subsequent advice to engage the WHO country office to further NCD discussions. ADI to follow up with suggested meeting. Oman has a forecast prevalence increase of 943%, which we focussed media attention on during World Alzheimer's Month.</p>
 <b>Panama</b> <i>(MDP)</i>	3B or 3C	3B	<p>ADI has communicated with the MoH regularly and has been invited to speak on several occasions. A workshop was held in early 2022 between ADI, <b>Asociación de Apoyo a los Familiares de Pacientes con Alzheimer y Otras Enfermedades Demenciales</b>, PAHO, and the MoH. Currently progress has stalled as the focal point has been removed. ADI has written to the MoH to attempt to re-start this progress.</p>
 <b>Philippines</b> <i>(Member)</i>	4E	4E	<p>ADI, with national association <b>Alzheimer's Disease Association of the Philippines (ADAP)</b>, met with the MOH in November to discuss progress. The MOH didn't commit to a stand-alone NDP but to strengthening dementia in the healthy ageing and mental health plan, an area which ADAP and ADI will monitor.</p>
 <b>Poland</b> <i>(Member)</i>	3A	3C	<p>ADI has regularly communicated with the MoH over the past year. The MoH committed to developing an NDP however ADI member, <b>Polish Alzheimer's Association</b> was concerned by the absence of timelines and details in the letter. ADI has followed up with the MoH.</p>
 <b>Portugal</b> <i>(MDP)</i>	4F	4F	<p>ADI has written to the MoH, however, elections and Ministerial changes have impeded progress. ADI and <b>Obras Sociais Viseu – Centro Apoio Alzheimer Viseu</b> are considering a media campaign in the new year to raise awareness of the need for implementing the NDP.</p>
 <b>Puerto Rico</b> <i>(Member)</i>	4F	3C	<p>Despite previously developing an NDP, it remained unimplemented and inadequately financed. ADI communicated its concerns with the MoH. The MoH have committed to relaunching the NDP with funding in 2023. <b>Asociación de Alzheimer y Desórdenes Relacionados de Puerto Rico</b> will participate in the Caribbean regional campaign in early 2023.</p>
 <b>Senegal</b> <i>(MDP)</i>	2B	2B	<p>ADI and <b>Association Nationale Maladie d'Alzheimer et autres pathologies Neuroévolutives (ANAMAN)</b> have written to the MoH but are yet to receive a response. We are seeking the advice of the WHO AFRO Regional Advisor for Mental Health.</p>

 <b>Seychelles</b> <i>(MDP)</i>	2A/2E	3B/4E	Following formal communications, ADI and <b>Seychelles Alzheimer's Foundation</b> established that the MoH has recently developed a National Health Strategic Plan. ADI is currently seeking clarification on budget allocation for dementia.
 <b>South Africa</b> <i>(Member)</i>	2A & 2E	3D	ADI has communicated with the MoH and learned that the government plans to implement the seven action areas of the Global Action Plan into other policy areas. ADI will meet with <b>Alzheimer's South Africa</b> to determine next steps.
 <b>Spain</b> <i>(Member)</i>	4B	4B	Despite slow progress in implementing the NDP, a new meeting of the National Dementia Working Group suggests momentum for 2023, including the groundwork for a refreshed NDP. ADI will continue to work with <b>Confederación Española de Familiares de Enfermos de Alzheimer (CEAFA)</b> on the next steps.
 <b>St Lucia</b> <i>(Potential MDP)</i>	2A/2E	3C	ADI has communicated with the MoH and held a meeting with the Minister and <b>St Lucia Alzheimer &amp; Dementia Association (SLADA)</b> . The MoH committed to develop an NDP, however, the follow up has been very slow. ADI will request another meeting with the MoH in 2023. St Lucia Alzheimer & Dementia Association will participate in the Caribbean regional campaign in early 2023.
 <b>Suriname</b> <i>(Member)</i>	3B	3B	<b>Alzheimer Suriname</b> has drafted an NDP thanks to funding from the Netherlands. The draft will be delivered to the MoH late January 2023. Paola Barbarino has prepared a video message for this occasion. The MoH will have 3 months to review the draft. The NDP is estimated to launch in June 2023. ADI will follow up. Alzheimer Suriname will participate in the Caribbean regional campaign in early 2023.
 <b>The Bahamas</b> <i>(MDP)</i>	2A	2B	ADI has communicated with the MoH. <b>The Bahamas Alzheimer's Association</b> met with the MoH. The MoH encouraged the association to begin an NDP draft. A review will also be undertaken to see if dementia should be included in the Mental Health Act. The Bahamas will participate in the Caribbean regional campaign in early 2023.
 <b>Trinidad and Tobago</b> <i>(Member)</i>	3B	3B	ADI has been in regular contact with the MoH who committed to begin the development of an NDP in late 2022. ADI has followed up with the Minister of Health to check on the development progress. The <b>Alzheimer's Association of Trinidad and Tobago</b> will participate in the Caribbean regional campaign in early 2023.

 <b>Ukraine</b> <i>(MDP)</i>	2A	3B	<p>Despite the ongoing war, the MoH has been keen to discuss the issue of dementia in the country with <b>Nezabutni Foundation</b>. In November, the MoH confirmed the creation of an official working group towards the development of an NDP. ADI expects to meet with the MoH, alongside Nezabutni Foundation, in late 2022.</p>
 <b>United Arab Emirates</b> <i>(Member)</i>	2A	2B	<p>ADI has written to the MoH on numerous occasions without a response, however ADI learnt from <b>4-get-me-not Organization</b> that the MoH will commence the development of an NDP, and they have been invited to form part of the development group. The regional advisor for dementia in the Eastern Mediterranean Region has written to the MoH to support the development.</p>
 <b>Uruguay</b> <i>(Member)</i>	2E	3B	<p>Alongside <b>Asociación Uruguaya de Alzheimer y Similares</b>, ADI has communicated with the MoH on several occasions over the past year, which culminated in a meeting between ADI and the MoH in October 2022. During the meeting, the MoH confirmed that an NDP will be launched in February 2023.</p>
 <b>Venezuela</b> <i>(Member)</i>	-	1	<p>ADI has written to the MoH on numerous occasions, however, is yet to receive a response. ADI will work with <b>Fundación Alzheimer de Venezuela</b> to decide next steps. We are seeking the advice of the WHO PAHO Regional Advisor for Mental Health.</p>
 <b>Yemen</b> <i>(Member)</i>	2B	2B	<p>Despite the difficult situation within the country, ADI and <b>Yemen Foundation against Alzheimer Dementia (YFAAD)</b> have continued to advocate for an NDP. ADI has written to the MoH and YFAAD met with the MoH. The MoH stated that it is focused on children and malnutrition and as such, an NDP is not a priority for them currently. The MoH has however offered to support media awareness and TV health education. ADI will continue to work with YFAAD on next steps.</p>
 <b>Zambia</b> <i>(MDP)</i>	-	2A	<p>ADI has written to the MoH but is yet to receive a response. ADI will work with <b>Alzheimer's Disease and Related Dementias in Zambia (ADDIZ)</b> to decide next steps.</p>
 <b>Zimbabwe</b> <i>(Member)</i>	2A	2A	<p>ADI has written to the MoH but is yet to receive a response. <b>Zimbabwe Alzheimer's and Related Disorders Association (ZARDA)</b> is currently working with the MoH to establish a Memorandum of Understanding (MOU), but this process is very slow.</p>



## Member quotes



### Brazil

“The #WhatsYourPlan campaign helped us speed up the progress of the NDP in Brazil and have the Senate’s unanimous decision to pass the National Law of Care for people living with dementia. It is now being discussed and improved at the Chamber of Deputies. FEBRAZ and ADI will keep working together to accelerate the definite approval of the bill and its funding.”

**Elaine Mateus, Federação Brasileira das Associações de Alzheimer (Febraz)**



### Armenia

“Armenia was galvanised by the #WhatsYourPlan campaign and will be starting 2023 with the country’s first NDP! We were inspired to take “pen to paper” and develop an action-oriented committee with a collaborative approach to include all stakeholders. Our aim is to reduce stigma, promote awareness, educate primary care physicians and promote early detection memory screenings.”

**Jane Mahakian, Alzheimer’s Care Armenia**



### Maldives

“ASM commenced its operations in September 2021, and significant work was done from March 2022 onwards. One of the most noteworthy is the policy level discussions with the Ministry of Health, to improve the quality of life for persons with Alzheimer’s disease and other dementias, and their carers. We would like to thank ADI’s visit to Maldives, the leadership of MoH for the commitment to develop a National Dementia Plan and Dr. Shah Mahir for his continued support, and the ADI team including Paola, DY & Laura for your significant role and support in each step of the way and for staying by us. Maldives will become an ageing society in 2054, and as a CSO we have a long journey ahead. It’s been one year since we joined ADI’s membership development programme, we have much to learn and achieve.”

**Mariyam Fiyaza, Alzheimer’s Society of Maldives**



### Yemen

“The government has been supportive by enabling the foundation to be established and renewing the licence issued by the Ministry of Labour and Social Affairs. This in itself is an achievement. Regarding the NDP, based on our meeting with the Minister of Health and his team, other pressing health issues are being prioritised, however the NDP is still being considered as a long-term plan. Meanwhile, the Ministry is offering support in raising awareness through educational programmes on the local TV channel (via their health media sector) in cooperation with YFAAD.”

**Amal Saif, Yemen Foundation against Alzheimer Dementia (YFAAD)**



### Zimbabwe

“Sadly, the #WhatsYourPlan campaign has made no further progress in terms of Ministry of Health engagement. Our latest application for a Memorandum of Understanding was submitted in February 2022. Despite being told it would only take a matter of weeks, we are still waiting. In September it was requested by their legal department to make some adjustments. This was returned to them in early October but there has been no further communication except to say that it is still being reviewed by various departments within the Ministry. On a brighter note, we have been asked to submit a nominee for the “Older Persons Board”, which falls under the Ministry of Social Welfare. I have put forward Chiwoneso Chikomwe who is a ZARDA committee member. I know that she will be an excellent representative.”

**Janet Wood, Zimbabwe Alzheimer’s and Related Disorders Association (ZARDA)**

**Puerto Rico**

“I think the formal letter approach is excellent, it supported us greatly in pushing forward the government's NDP in Puerto Rico. We are immensely grateful to ADI for their global effort to promote rights and raise awareness of what dementia does at the patient level as well as globally. ADI's support came at the best time due to the revision of a plan that was produced in 2015, but never implemented to capacity, mostly for economic reasons. We feel more than grateful and supported by ADI as a Puerto Rican member association, and especially by the thousands of patients, families and caregivers on our island. Thank you very much.”

**Ana Gratacos, Asociación de Alzheimer y Desórdenes Relacionados de Puerto Rico**

**Trinidad & Tobago**

“AzATT remains eager to advance ADI's goals, and in doing so we embrace ADI's suggestions and welcome any assistance that would advance AzATT's plans.”

**Michele Clavery, Alzheimer's Association of Trinidad and Tobago**

**Uruguay**

“Thank you to ADI for coming to Montevideo and meeting with the Minister of Health and his team. With regards to the NDP, we will promote, participate in and support all activities related to it, both official, academic and from civil society. A Technical Advisory Committee 2023 is being organised with the new Board of Directors.”

**Silvia Serrentino, Asociación Uruguaya de Alzheimer y Similares (AUDAS)**

**Guatemala**

“We are committed to working with our 341 municipalities, as we believe that by working together with them, we can get closer to the needs of older adults with dementia. Our government is focussed on other priorities and does not see the work and care of people with dementia as important or urgent, that is why we believe in building dementia-friendly cities. We also believe that as municipalities become more aware of the issue, care for people with dementia will be expanded as a domino effect in the country.”

**María Cecilia López Murga, Asociación Grupo Ermita Alzheimer de Guatemala**

**Kenya**

“Being involved in STRiDE as Alzheimer's & Dementia Organisation Kenya (ADOK) has opened many doors for us. The opportunity to work with other stakeholders to ensure that the issue of dementia is given the attention it deserves has had a great impact. The Ministry of Health (MOH) in conjunction with the World Health Organisation (WHO), ADOK, Africa Mental Health and Training Foundation (AMHTF) is working on the NDP and all this was made possible by these collaborations. Wendy Weidner's visit to Kenya is also very key especially at this time when we have a new Cabinet Secretary for Health to help ensure that Kenya delivers on the promise.”

**Alzheimer's & Dementia Organisation Kenya (ADOK)**

## Conclusions

With less than three years remaining until the target end date of the Global Action Plan on the public health response to dementia, it was clear at the start of the campaign that urgent action was required to achieve the targets of the plan. A year later since the start of the campaign, it is undeniable that substantial progress has been made, with a multitude of Member States committing to develop an NDP. Where ADI has not achieved a commitment from a Member State to develop an NDP, the engagement with Ministries of Health has often remained productive, offering an opportunity for ADI Members to develop their relationship with the Ministry or to raise the profile of dementia nationally and regionally.

This year ADI did not take the campaign into the public domain but as the campaign enters the second year of activity we have a number of regional and national opportunities to leverage the strength of electorates, to add weight in the call for development of NDPs, including the imminent regional Caribbean campaign.

In other instances, these engagements have been less productive, demonstrating just how much work there is left to raise awareness of the condition if the targets of the 2025 deadline are to be reached. Some MoHs either have other priorities or are unaware of the scale and immediacy of the challenge, especially to healthcare systems. Some MoH meetings have been incredibly difficult and required tactful management and persistence, but ADI is now armed with WHO forecast national prevalence figures, plus costs and emerging mortality figures, which enable ADI to establish the need for prioritisation. Of course, this is also reflected in a reminder of the MoH 2017 commitment to develop a plan.

The revolving door of changing governments and ministers continues to be a challenge, to make new introductions, to re-establish priorities



Paola Barbarino presents the importance of a national dementia plan to the Ministry of Health in the Maldives.

and to develop relationships. However, the campaign strategy extends to building civil servant relationships to help mitigate against delays caused by changes.

ADI still believes that NDPs are the best tool available to governments to tackle the public health crisis that dementia presents, however each ministerial interaction is approached with an open mind. ADI is cognisant that not all Ministers are willing or able to focus on all seven action areas, and a pragmatic approach must be adopted to support those living with dementia and carers today. That being said, an approach of simply subsuming dementia into other preexisting strategies is not, and will not be sufficient. Further encircling the aforementioned, is the looming 2025 completion of the Global Action Plan and as such ADI awaits the WHO's decision on the next steps of the plan.

As ADI moves forwards into the second year of the campaign, the mission is galvanised further, as the scope of the campaign grows. The Global Action Plan on the public health response to dementia is approaching its 6th year; in light of this growing sense of urgency the campaign will expand accordingly, whilst solidifying the successes of the previous year and continuing to advocate to Member States who are yet to commit. In other ways the campaign will become more public, with awareness raising campaigns scheduled for the Caribbean region in early 2023, to inform the public on why NDPs are so important and encourage them to ask their own governments: **#WhatsYourPlan?**

## Next steps

### Caribbean regional campaign

In January 2023, ADI in association with Members from Barbados, Bonaire, British Virgin Islands, Dominica, Grenada, Puerto Rico, Sint Maarten, St Lucia, Suriname and Trinidad and Tobago, will be launching a regional campaign in the Caribbean.

Utilising both traditional media such as newspapers, television and radio, in addition to social media, the campaign will seek to raise awareness of the need for NDPs, as the best

tool a government has to tackle this crisis within the region. The campaign will need to raise awareness with public audiences as to what an NDP is, and why it is important. Following two successful planning meetings, visuals and social media assets are currently being developed in collaboration with ADI Members. ADI is also in the process of briefing its press agency to maximise its attention and leverage the topic into ongoing discussions in the region.



**DEAR MINISTRY OF HEALTH,  
WHERE IS OUR NATIONAL DEMENTIA PLAN?**

**ALZHEIMER'S ASSOCIATION OF TRINIDAD AND TOBAGO**  
"Sharing the Caring"

- BY 2050, THERE WILL BE CLOSE TO 30,000 PEOPLE IN TRINIDAD AND TOBAGO LIVING WITH DEMENTIA**
- THAT IS A 194% INCREASE FROM THE 2019 FIGURE OF 10,000+ PEOPLE LIVING WITH DEMENTIA NOW**
- WE CAN HELP PEOPLE STARTING NOW BY THE GOVERNMENT IMPLEMENTING A NATIONAL DEMENTIA PLAN.**

**ALZHEIMERS JAMAICA**

**JAMAICA  
— NEEDS —  
A NATIONAL  
DEMENTIA  
PLAN**

**TO BEST SUPPORT OUR  
ELDERLY, FAMILIES AND  
COMMUNITIES**

**JOIN OUR CALLS IN ASKING THE GOVERNMENT:  
#WhatsYourPlan?**

**ALZHEIMER'S ASSOCIATION OF DOMINICA**

**74%**

**increase in the  
number of people  
living with dementia  
in Dominica by 2050**

Example social media graphics to be refined with ADI Caribbean members in the build up to the start of the campaign.

**#WhatsYourPlan Workshop**

In February 2023, ADI will host a #WhatsYourPlan advocacy workshop in Thessaloniki, Greece supported by ADI Member, the Panhellenic Federation of Alzheimer's Disease and Related Disorders, which will coincide with their annual conference. The day-long workshop will cover best practices utilising the #WhatsYourPlan methodologies to advocate to governments on the importance of a National Dementia Plan for those living with dementia, carers and the wider society specifically targeting the gaps in the east of Europe. The workshops will also cover other important aspects of advocacy including campaigning and role plays to practise interactions with Ministers of Health.

**World Health Organization side events**

In addition to ADI's regular side event at the WHO's World Health Assembly which coincides with the launch of the report: From Plan to Impact, ADI is exploring the possibility of organising further side events in the regional conferences of the WHO in the Eastern Mediterranean Region (EMRO), European Region (EURO), African Region (AFRO) and the

Pan-American Health Organisation region (PAHO). These side events represent the opportunity to further raise the profile of dementia within the respective regions and utilise the attendance of Member States and WHO officials to impress upon them the importance of adopting National Dementia Plans.

**ADI Regional Conferences**

ADI will be co-hosting Member regional conferences in the Middle-East, Africa, Asia Pacific and the Caribbean in 2023. The #WhatsYourPlan campaign and associated advocacy will form part of the meetings.

**New #WhatsYourPlan participants**

In 2023, ADI will invite more members to join the campaign. Discussion are already underway with Colombia and El Salvador.

**Existing #WhatsYourPlan participants**

ADI will continue to advocate to, and communicate with Ministries of Health in all participating countries, specific engagements are detailed in the country updates.



**Above:** ADI and Alzheimer's Disease Association of the Philippines (ADAP) meet with the MOH in the Philippines



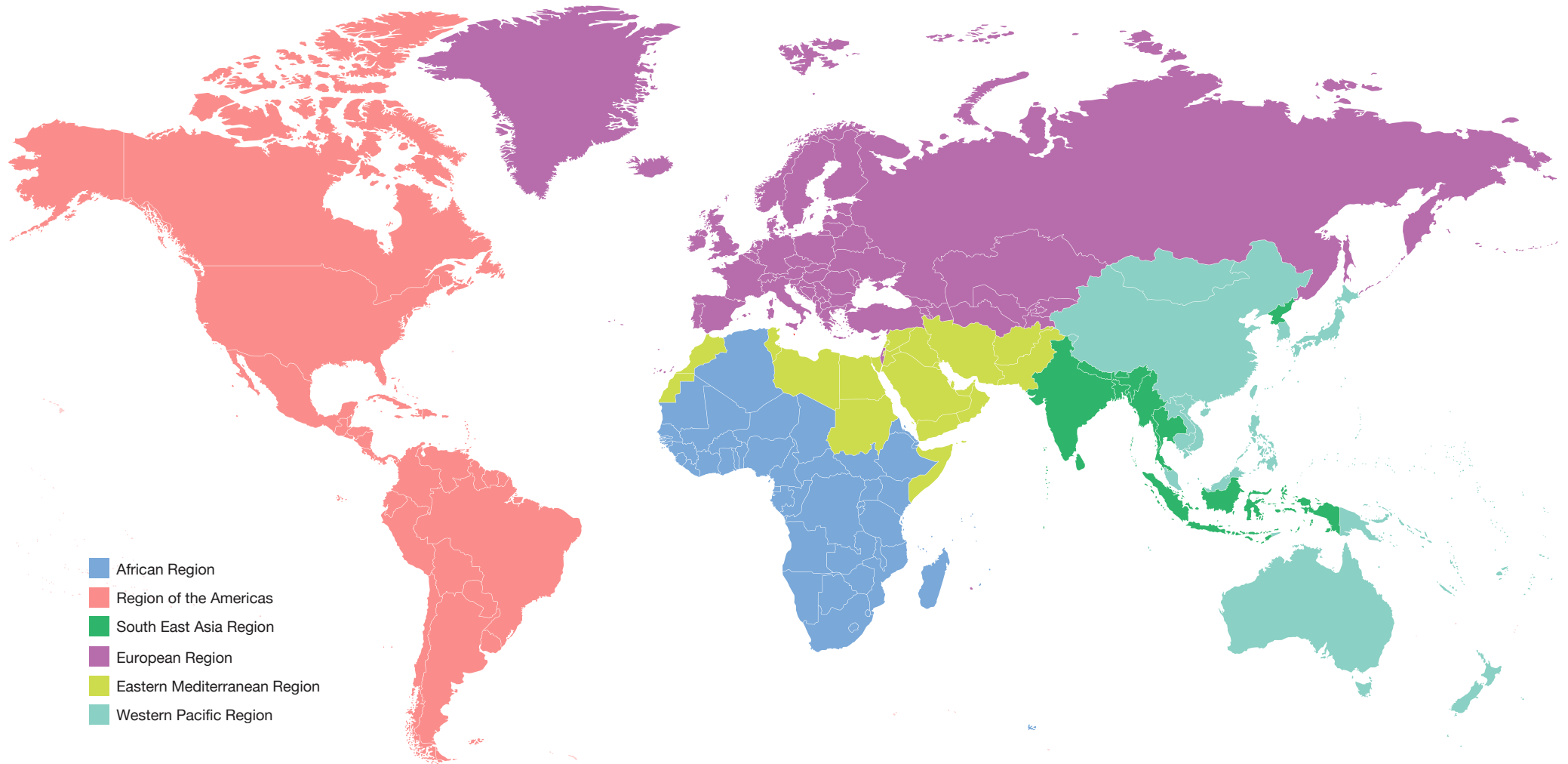
**Left:** Chris Lynch meets with Claudina Cayetano, Mental Health Regional Advisor for PAHO

## Appendix I: World Health Organization regions



**Alzheimer's Disease  
International**

*The global voice on dementia*



## Appendix II: From Plan to Impact staging

