



# World Alzheimer's Month



## September

# Remember Me

The theme for this year's World Alzheimer's Month campaign is Remember Me. We're encouraging people all around the world to learn to spot the signs of dementia, but also not to forget about loved ones who are living with dementia, or who may have passed away. The impact of September's campaign is growing, but the stigmatisation and misinformation that surrounds dementia remains a global problem.



### If you are living with dementia:

Remember that you are not alone. It is possible to live well with dementia by seeking help and support from your family, friends, doctor, health and social workers and from the Alzheimer association in your country. You have a right to feel empowered and listened to, and to be treated as an individual.



### If you are a caregiver:

Remember that caring for someone with dementia is a challenging task. However, it is easier to cope if you make sure you look after yourself too, taking care of your own physical and mental health needs. This will make a big difference to the wellbeing for both you and the person you are caring for.



### As a society:

Remember that people living with dementia and their caregivers can often feel isolated, so we need to do more to tackle this stigma. Dementia Friendly Communities are being established all over the world to educate people about dementia and to provide stronger, community-based support networks for people living with dementia, caregivers and families.



### As an individual:

Remember that leading a healthy lifestyle may help to reduce your 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 do in your day to day life.



### As a government:

Remember that developing a national dementia plan will help your country to deal with the growing impact of dementia's rising prevalence and cost. These plans help to increase national awareness and education about dementia and can improve access to diagnosis, treatment and care, promoting a better quality of life for people living with dementia.

## What is dementia?

Dementia is a term used to describe any condition that causes deterioration over time of a variety of different brain functions such as memory, thinking, recognition, 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 and planning
- Difficulties with language
- Failure to recognise people or objects
- A change of personality

Every 3 seconds, someone in the world develops dementia. By 2050, the number of people living with dementia around the world will have more than trebled, making the disease one of the most significant health 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 Organization. Each member is the national Alzheimer association in their country who support people with dementia and their families. ADI's vision is an improved quality of life for people with dementia and their families throughout the world.

## 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 in many areas, dementia awareness is growing.

September is a time for action, a global movement united by its call for change, but it is also a time to reflect on the impact of dementia, a disease that will affect more and more people as the years pass.

## Finding help

Support and information is available worldwide from Alzheimer associations in more than 80 countries. These associations exist to provide advice for both carers and people with dementia. To find your national Alzheimer association visit [www.alz.co.uk/associations](http://www.alz.co.uk/associations)

[www.worldalzmonth.org](http://www.worldalzmonth.org)

 [alzheimersdiseaseinternational](https://www.facebook.com/alzheimersdiseaseinternational)

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