



**World  
Alzheimer's  
Month**



**Alzheimer's Disease  
International**

*The global voice on dementia*

# **World Alzheimer's Month 2018 Campaign Report**

September 2018



**World  
Alzheimer's  
Month**

**#Every3seconds**



Every **3**

**seconds**

someone in the world develops

**dementia**



**Join the campaign**



## About World Alzheimer's Month

World Alzheimer's Month is the international campaign every September to raise awareness and challenge the stigma that surrounds dementia. World Alzheimer's Month was launched in 2012 and includes World Alzheimer's Day, held on 21 September each year.

## Sponsorship

Alzheimer's Disease International (ADI) would like to thank the following for supporting World Alzheimer's Month 2018:

### World Alzheimer's Month Champion:



### World Alzheimer's Month Partners:



### World Alzheimer's Month Sponsors:





The theme for World Alzheimer's Month in 2018 was **'Every 3 Seconds'**, highlighting to a global audience the importance of recognising dementia as a disease and challenging the stigma that surrounds it. By focusing on the statistic that someone in the world develops dementia every 3 seconds, ADI wanted to emphasise the huge global impact of dementia. This approach concentrated on awareness-raising, with a simple and impactful message that could be shared world-wide. From a survey of 58 members and developing members, 79% used the 'Every 3 Seconds' theme.

On 1 September 2018, the first day of World Alzheimer's Month, we launched our current-affairs documentary, **'Every 3 Seconds'**. The film is available on our [website](#) and features some of the truly inspiring work that is taking place around the world in dementia research, care and new technology.

On 21 September, World Alzheimer's Day, we launched our **2018 World Alzheimer Report: 'The State of the Art of Dementia Research: New frontiers'**. We took a new approach to this year's report and commissioned journalist and writer Christina Patterson to interview 21 of the leading lights in global dementia research from nine countries. The result is an overview of where we are currently; the hopes, frustrations, barriers, and a cross section of the ground-breaking work being undertaken in diagnosis, drug discovery, risk reduction and epidemiology. [Click to download the report.](#)

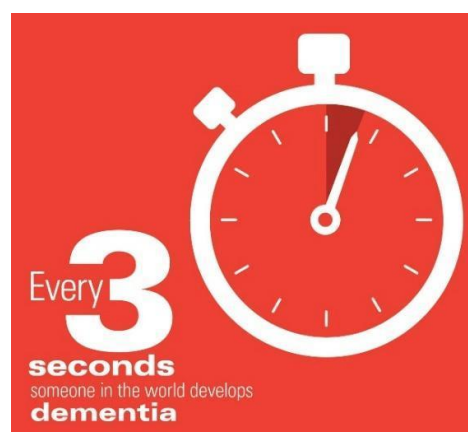
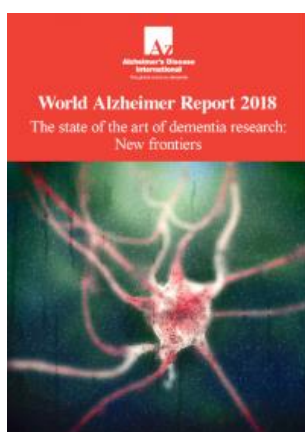
Thanks to Alzheimer associations around the world awareness of dementia is improving. These organisations provide support to millions of people and continue to advocate for improving the quality of life for those living with dementia and their care partners. We would like to thank everyone involved in this year's campaign and look forward to your support for World Alzheimer's Month 2019.



A supplement published in *The New Scientist* Magazine on 21 September 2018 included editorials by ADI, Alzheimer's Research UK, Alzheimer's Society and others.



At the Dementia 2018 Symposium & ARDSI Conference in Bangalore on 14 September 2018, the Minister of Health of India announced his commitment to a national action plan on dementia.







# World Alzheimer's Month



## Campaign Materials

World Alzheimer's Month posters, bulletins, social media banners and other infographics were produced for the campaign in 2018 and adapted by members worldwide into their own languages and with their own logos.



Campaign materials were made available in English, Spanish and French on the **World Alzheimer's Month** and **ADI** websites.



A Toolkit was developed for the campaign in 2018 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 58 members and developing members, 93% rated the materials provided by ADI 5 (very good) or 4 (good) on a scale of 1-5.

## Toolkit

**World Alzheimer's Month 2018**  
[www.worldalzmonth.org](http://www.worldalzmonth.org)

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## Social Media and Website Engagement

- The hashtags #WorldAlzMonth, #WorldAlzDay, #WAM2018, #Every3Seconds and #WorldAlzReport gained over 800k impressions.
- During World Alzheimer's Month, ADI gained 800 followers on Twitter (an increase of 7%) and 4.1k on Facebook (an increase of 30%).
- On Facebook, an **ADI video introducing World Alzheimer's Month** was viewed over 4.7k times and the album of **World Alzheimer's Month photographs** received over 170 likes and was shared 85 times.
- American actor Seth Rogan and his wife Lauren Miller Rogan launched an "Every 3 Seconds Challenge" on **Facebook** with their charity "Hilarity for Charity" which included ADI's infographics and a link to our website. #HilarityforCharity was trending on Twitter and was mentioned by Tony Hawk (3.8 million followers).
- The **World Alzheimer's Month website** had 9.5k unique users and over 16k unique page views during September. The **World Alzheimer's Month webpage** on the ADI website was viewed almost 12k times.



## Media

- Broadcast media including: ABC The World Today, Al Jazeera, NDTV, NTV Kenya, Sky News and TVNZ.
- Print or online media including: ANSA Wires, The Daily Mail, Donna Moderna, The Economic Times, The Express, Media Net, MDZ Online, News Mail, New Scientist, The NZ Herald, Radio Cadena, The RIA (Russia), Sohu, Sky News online, Times of India and Yahoo.
- Blogs including: **Arbor**, **BioMed Central**, **Huffington Post** and **Kompasiana**
- On 22 August we organised a Media Tutorial and Social Media Masterclass webinar in collaboration with Edelman, which contributed to great media traction for the 2018 campaign.
- From a survey of 58 members and those on our Membership Development Programme, 93% engaged in media activity or appearances. For 2019, ADI will focus even more attention on helping members to engage media titles in their countries.







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## Case studies

Events were held in over **84** countries during World Alzheimer's Month 2018, 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.



There were a number of memory walks across the world during World Alzheimer's Month, including **Virgin Islands Alzheimer's Association's** 'Every 3 Seconds' walk on 21 September (above); **Lanka Alzheimer's Foundation's** 17th consecutive memory walk in Colombo (below); and the ASI Camino Walk organised by **The Alzheimer Society of Ireland** (top right).



Across Indonesia, there were over 30 events held for World Alzheimer's Month 2018. On 8th September, the signing of the Memorandum of Understanding (MoU) for partnership for the development of Elderly and Dementia-Friendly village took place at Gianyar Regency, Bali. The government hopes that by choosing Ketewel Village as a pilot project for an elderly-friendly village, it will have a positive impact on the development of the elderly in the village which can later be extended to the entire region of Bali.



Buildings across the world were lit up purple for World Alzheimer's Day 2018, including: the Palacio Legislativo in Montevideo, Uruguay; Le Royal Hotel in Amman, Jordan; El Palacio de Gobierno del Estado Lara, Venezuela; Indonesia's National Monument in Jakarta and the Torch 5\* Hotel in Qatar (above).





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**La Sección Cubana de la Enfermedad de Alzheimer** organised a varied programme of events for World Alzheimer's Month, including a morning of joint synchronisation exercises.

**Iran Alzheimer's Association** organised a World Alzheimer's Month cycling tournament using 'Every 3 Seconds' placards to raise awareness. They also visited a school to raise awareness amongst 6th graders (below).



In Turkey, football players carried an awareness banner whilst walking into the stadium for the biggest derby match of the season. On the banner was the motto of the **Turkish Alzheimer Association**: "We support Alzheimer patients with love".



**Alzheimer's and Dementia Organisation Kenya** spread awareness at church forums and support groups throughout September. They also appeared on NTV Kenya to **challenge the stigma** that surrounds dementia.

**Oman Alzheimer's Society** concluded a busy campaign with the 3rd National Alzheimer's Day Symposium on 23 September.



Around 250 people attended the event which included a presentation about Alzheimer's and a discussion panel with caregivers who shared their personal experiences and the challenges they face.