

# Let's talk about dementia



**#LetsTalkAboutDementia**

#WorldAlzMonth  @AlzDisInt

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



The theme of this year's World Alzheimer's Month was **'Let's Talk About Dementia'**. The theme continued to build on last year's aim of raising global awareness around dementia and challenging the stigma that continues to persist globally. However, the theme had particular relevancy in context of the COVID-19 pandemic, as people living with dementia have been disproportionately impacted by the novel coronavirus, making connecting with one another and engaging in conversations about dementia symptoms and experiences all the more important.

On 1 September, ADI called on governments to act urgently on the collection and publication of data around people living with dementia and COVID-19. According to a paper by LTC Covid, up to 75 per cent of Covid-19 deaths globally in care facilities are those with dementia as an underlying condition. ADI's Chief Executive Paola Barbarino said: *"People with dementia are being disproportionately impacted by this pandemic and are in danger of being forgotten. **Now more than ever we need to talk about dementia.** At the start of World Alzheimer's Month, we are calling on governments to capture and publish transparent data and to increase support to protect vulnerable people with dementia."*

On World Alzheimer's Day, 21 September, ADI released the [World Alzheimer Report 2020 'Design, Dignity, Dementia: Dementia-related design and the built environment'](#). The report is a global perspective of dementia-related design that takes a cross cultural approach, while also examining the benchmark against progress made in the physical disabilities movement. Spanning across 2 volumes, with 84 case studies and interviews with innovators in the field, the World Alzheimer Report 2020 is the most comprehensive ever report on dementia-related design.

[Click here to download the report.](#)

Thanks to Alzheimer associations around the world, awareness of dementia continues to improve. These organisations have adapted and innovated to ensure that people with dementia and their carers receive the supports and services they need during these unprecedented times; advocating for those who are most at risk of social isolation and severe symptoms of COVID-19. We would like to extend a special thank you to everyone involved in this year's campaign and look forward to your support for World Alzheimer's Month 2021.

### Quarter of Covid victims in England and Wales have dementia - study

Data also shows up to 75% of all deaths in care facilities globally were of people with dementia

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▲ Governments around the world have been urged to form an action plan to protect those with dementia. Photograph: Yui Mok/PA

People with dementia accounted for a quarter of all Covid-related deaths in England and Wales, and three-quarters of all deaths in care facilities globally, data shows.

The London School of Economics and University College London are looking at the mortality rate of those with dementia in a [regularly updated](#) report. According to their research, up to 75% of Covid-19 deaths globally in care facilities are those with dementia as an underlying condition.

The LTC study, 'Impact and mortality of COVID-19 on people living with dementia: cross-country report' received widespread media attention.

**ADI Virtual Side Event  
and Report Launch**




**World Alzheimer Report 2020**  
**Design, dignity and dementia;  
dementia-related design and  
the built environment**

To mark the release of the World Alzheimer Report 2020, ADI hosted a launch event featuring a global expert panel in the field of dementia-related design.



## Campaign Materials

World Alzheimer's Month posters, bulletins, social media banners and other infographics were produced for the campaign in 2020 and adapted by members worldwide into their own languages and with their own logos. Many of this year's campaign materials were adapted in sensitivity to the ongoing COVID-19 pandemic, but materials for last year's campaign were also readapted for this year, allowing a wider geographic spread and range of choice.

ADI also developed a campaign guide including tips on media and social media, a toolkit and advice on how to organise events, such as webinars and memory walks, virtually.



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

Last year's campaign materials from the joint ADI and PAHO Americas regional awareness raising campaign, 'Let's Talk About Dementia', were also repurposed for World Alzheimer's Month 2020.

A Fundraising Toolkit was developed for the campaign in 2020 which encouraged business and individuals to engage in fundraising activities to support the campaign.

Members were generally very positive about ADI's campaign materials. From a survey of 61 members and developing members, 98% 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 (Twitter and Facebook) had a combined reach of over **20 million** impressions, compared with **1.8 million** in 2019.
- During September, ADI gained **400** followers on Twitter and **237** likes on Facebook, leading to a total of **15.5k** followers and **20.8k** likes respectively.
- On Twitter, our top post was announcing the release of the World Alzheimer Report 2020. It received **116** likes, **24k** impressions and **115** retweets.
- ADI was mentioned **3.4k** times on Twitter in September, with our tweets reaching over **432k** people.
- World Alzheimer's Month posts on Facebook reached close to **3.9 million** people and were shared **636 times**. Our top post was a paid promotional post for our World Alzheimer Report launch event, which reached **107k people** and lead to **122 engagements**.



A tweet announcing the launch of the World Alzheimer Report 2020 was viewed 3.7k times.

## World Alzheimer's Month 2020 Hashtags:

- #WAM2020
- #WorldAlzMonth
- #WorldAlzheimersMonth
- #WorldAlzDay
- #WorldAlzheimersDay
- #WorldAlzReport
- #LetsTalkAboutDementia
- #HablemosDeDemencia
- #ParlonsdelaDemencia
- #DAM2020

During World Alzheimer's Month, ADI produced a series of videos, featuring ADI members talking about the importance of this World Alzheimer's Month.

## Media

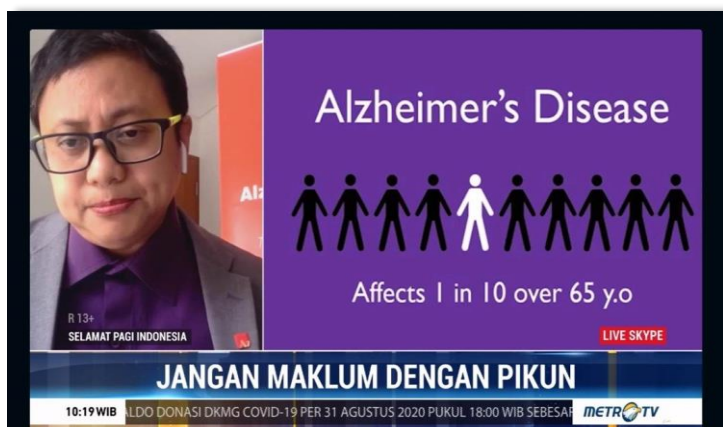
Despite the difficult circumstances of this year, the 2020 campaign was still widely successful, **covering almost** 200 pieces of coverage across the globe.

- Broadcast media included the Daily Mail's Plus's 'The Good Health Show' and DY Suharya speaking on Jakarta's morning programme for MetroTV.
- Print and/or online media included: The Economist, The Guardian, Financial Times, CNN (Indonesia), The Telegraph, Hindustan Times, Tehran Times, Journal of Dementia Care.



Paola Barbarino being interviewed by Jess King on the MailPlus's The Good Health Show.

In August we organised Media insights, Virtual Event and Social Media best practice Masterclasses for ADI's members in collaboration with PR partner Edelman. Of a survey of 61 ADI members, 50% attended both Masterclasses, of which 100% found them useful.



DY Suharya being interviewed for Jakarta's MetroTV's morning programme.

From a survey of 61 members and those on our Membership Development Programme, 89% received some form of media coverage or engaged in media appearances, including:

- 80% receiving radio or podcast coverage
- 78% receiving newspaper coverage (in-print and online)
- 65% receiving television coverage
- 33% receiving web series coverage (including YouTube)



## Case Studies

Events were held in over **97** countries during World Alzheimer's Month 2020, predominantly in a virtual format, with some socially distanced events taking place. These events ranged from webinars and seminars, to online awareness campaigns, to virtual memory walks and runs. More than ever, we thank all of the participants for their hard work in raising awareness and ultimately improving the lives of people living with dementia.



Despite the ongoing pandemic and some countries being subjected to lockdown during the month of September, buildings and monuments across the world were lit up for World Alzheimer's Day, including: the SOAS Bridge, Brunei; the Intendencia Fluvial building, Colombia (above, left); Moorish Castle, Tower of Homage and Mount Alvernia, Gibraltar; the Abdoun Bridge (above, centre), InterContinental Amman, Landmark Amman and Movenpick hotel, Jordan; Kyoto Tower, Japan; Tbilisi City Hall, Georgia; Caja de Ahorros Banco del Estado and Canal de Panama, Panama; Cathedral San Blas de Illescas, Puerto Rico; The Torch, Qatar and Antananarivo City Hall, Madagascar (above, right).



A number of memory walks took place across the world during World Alzheimer's Month, both in-person and virtually. Some of the events included a Memory Walk and Run organised by [ZARDA](#) (above, left), [Alzheimer Scotland's](#) first virtual memory walk (above, centre), [Asociación ERMITA's](#) Memory Walk 'Si te olvido no me olvidas' ('If I forget you, don't forget me'), [Alzheimer Nederland's](#) 2bike4alzheimerride and [Foundation AlzRus's](#) 10k memory run around Moscow (above, right).



Association Comprendre la Maladie d'Alzheimer (A.C.M.A.) in Cameroon organised a conference at the CityZen Hotel in Douala (above). In a separate event, A.C.M.A. also organised talks and a question and answer sessions for carers in Yaounde, Cameroon.

In the Cayman Islands, Alzheimer's and Dementia Association of the Cayman Islands (ADACI) held their Annual Health Forum in George Town, which ended with a Zumba party (below). The organisation also held a Brain Wars Pub Quiz to raise money and awareness around the experiences of people living with dementia.



In Brunei, Demensia Brunei held several different events throughout September. With Discovery Year students at Universiti Brunei Darussalam, they hosted an informational booth at Bandarku Ceria to raise awareness around dementia. In a separate event, students continued to raise awareness at RIPAS Hospital, Brunei's main healthcare centre (above).



In Denmark, [Alzheimerforeningen](#) hosted a variety of activities, in-person and online, for the month of September. One of the in-person events included taking to the streets to raise money for the 'Remember' campaign (above). The money raised was to help ensure that anyone affected by dementia can receive free counselling.





Fundacion TASE had a busy September as they launched their digital magazine 'Que el Alzheimer no nos detenga' on World Alzheimer's Day. The magazine will be published bi-monthly, with the intention of supporting people living with dementia, as well as their caregivers and family members. It will also aim to provide more education around dementia to the broader community.



In Madagascar, ONG Madagascar Alzheimer held several events throughout the month, including a press conference on World Alzheimer's Day. Following the press conference, the organisation hosted a two-day informational stand at City Hall, where they provided advice for the community and more.



In Gibraltar, The Gibraltar Alzheimer's and Dementia Society's celebrated World Alzheimer's Day with Mount Alvernia Elderly Residential Services residents, as well as individual Memory Walks around the country. The society also had three separate articles published in the Gibraltar Chronicle, including a full page spread on World Alzheimer's Day. The Chief Minister, Fabian Picardo, also recorded a video message for World Alzheimer's Day.



During September, Alzheimer's Disease Foundation Malaysia (ADFM) was pleased to open the Resource and Learning Centre of the new ADFM building in Petaling Jaya Old Town, Malaysia. The organisation was also featured in the country's newspaper The Star, where they strongly called on the government to develop a national dementia plan.