



**Alzheimer's Disease
International**

The global voice on dementia

#WhatsYourPlan Progress Report 2023



Summary

#WhatsYourPlan highlights during 2023



Caribbean

ADI and 13 Members organised a regional awareness campaign calling for more National Dementia Plans in the region.



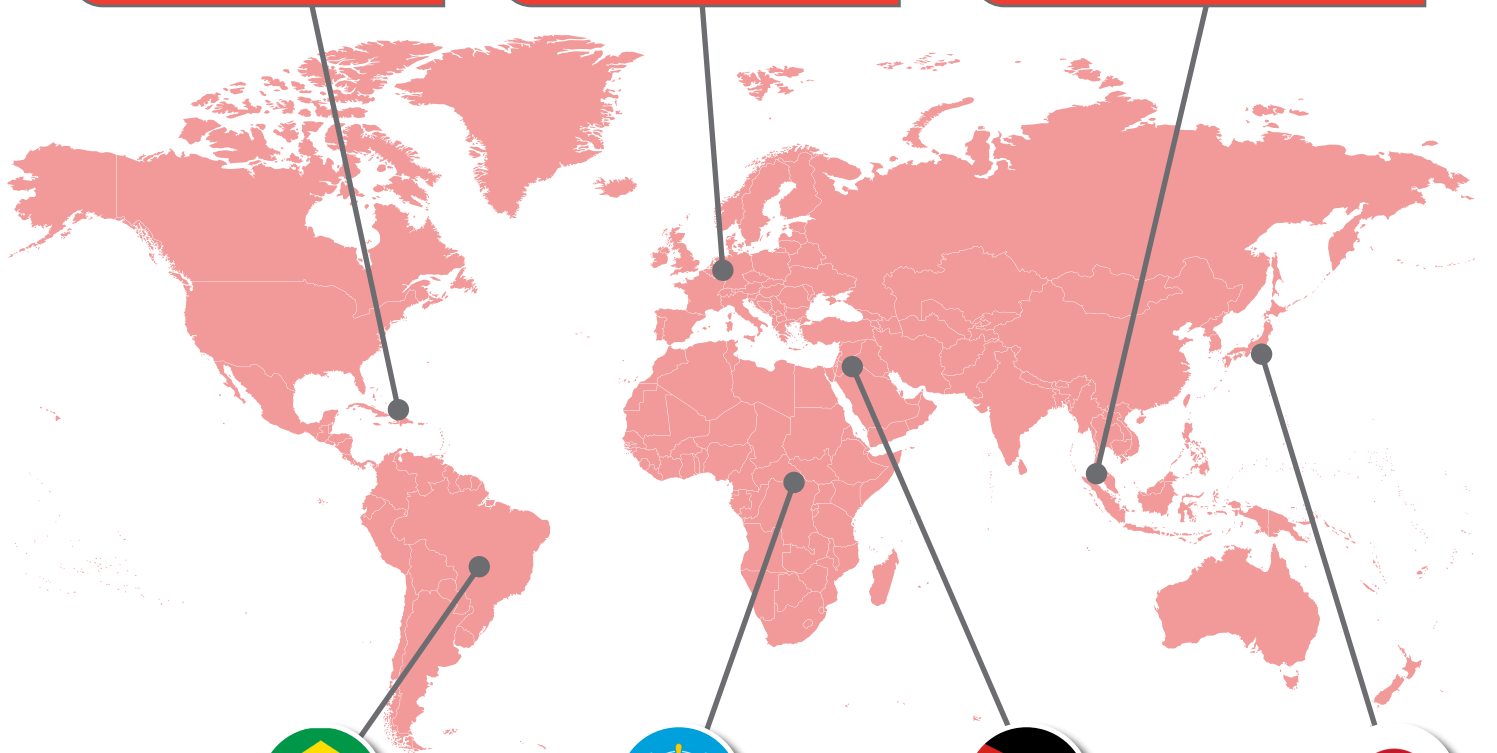
Netherlands

ADI participated in the 'Defeating dementia' conference in the Hague calling for an extension to the Global Action Plan on dementia.



Malaysia

ADI and Member ADFM maintain a productive relationship with the Ministry of Health, meeting with them at the WHO Executive Board; anticipating launch of their national plan.



Brazil

ADI and Member Federação Brasileira das Associações de Alzheimer (Febraz) participated in a number of public hearings in the Brazilian Federal Senate.



AFRO

ADI participated in the WHO African regional committee meetings, receiving a direct response from the regional director on the need for more National Dementia Plans.



Jordan

ADI and Member Al Oun For Alzheimer's Patient Care Association held meetings with 4 Ministries to discuss the National Dementia Plan.



Japan

ADI and Member Alzheimer's Association Japan participated in the G7 and dementia side event, leading to the inclusion of dementia within the health and leaders communiqué.

Foreword

We created the direct action #WhatsYourPlan campaign to advocate to governments globally for the creation of National Dementia Plans, and to galvanize the public to ask of their governments "what is your plan" on behalf of the millions of people affected by dementia. In 2023, two multilateral high-level meetings on dementia gave us an opportunity to try and re-establish a priority status for dementia, one that has sadly been lacking and one that has been exacerbated by COVID-19. In May, under Japan's G7 presidency, an incredibly rare, dementia specific side event took place in Nagasaki, at the Health Ministers' meeting. I spoke on behalf of Alzheimer's Disease International (ADI), alongside our member associations from the UK and US, resulting in defined outcomes in both the Nagasaki communiqué, and also the G7 leaders' report. In October, the Netherlands Government hosted a 'Defeating Dementia' summit in The Hague, which we used as platform to help strengthen ADI's call for an extension to the WHO's Global Action Plan on dementia. Although both meetings were highly valuable, it is falling to ADI to call on Member States to make an extension possible. Alongside our national level advocacy for dementia plans, it is without doubt our campaign priority to secure this truly essential international treaty.



Paola Barbarino

CEO

The urgency of our #WhatsYourPlan campaigning in 2023 was underpinned by the looming 2025 deadline of the WHO's Global Action Plan on dementia. Working alongside our member associations, and key stakeholders, ADI has continued to advocate to governments around the world to prioritise dementia and to fulfill their commitment from back in 2017, to develop National Dementia Plans. It is vital that we find a way to preserve, extend and improve the invaluable global instrument that is the Global Action Plan and is the reason we will redouble our efforts in 2024 to advocate for National Dementia Plans – which are by far the best tool available to governments to plan and implement robust dementia strategies. Time, very much, is of the essence.



Chris Lynch,

Deputy CEO and Policy, Communications and Publications Director

Introduction

In 2017, all 194 Member States of the World Health Organization (WHO) adopted the Global Action Plan on the Public Health Response to dementia. Since the adoption of the Global Action Plan, progress towards achieving the targets, and ultimately the adoption of National Dementia Plans (NDPs) across all WHO Member States has been far too slow. ADI has charted this progress through the report series 'From Plan to Impact' and as of May 2023 just 39 Member States have implemented a National Dementia Plan. In response to the continued lack of prioritization demonstrated by most Member States, towards achieving the targets of the plan, ADI launched the #WhatsYourPlan campaign in November 2021, working alongside member associations around the world, to directly call on governments to adhere to their commitment and develop robust dementia strategies.

This report outlines some of the key #WhatsYourPlan campaign activity and achievements of 2023. The campaign has seen much of the groundwork laid in the previous year come to fruition, for example with the launch of the Uruguayan and Armenian National Dementia Plans. In other areas, ADI and its members have stepped up pressure on governments, most notably through the Caribbean regional campaign in early 2023 and in follow up to a Southern and Eastern European national plans workshop in Thessaloniki in February 2023. In other areas ADI and its members have entered new ground, increasing the pressure on the government of France and the United Kingdom to expedite the development of lapsed plans.

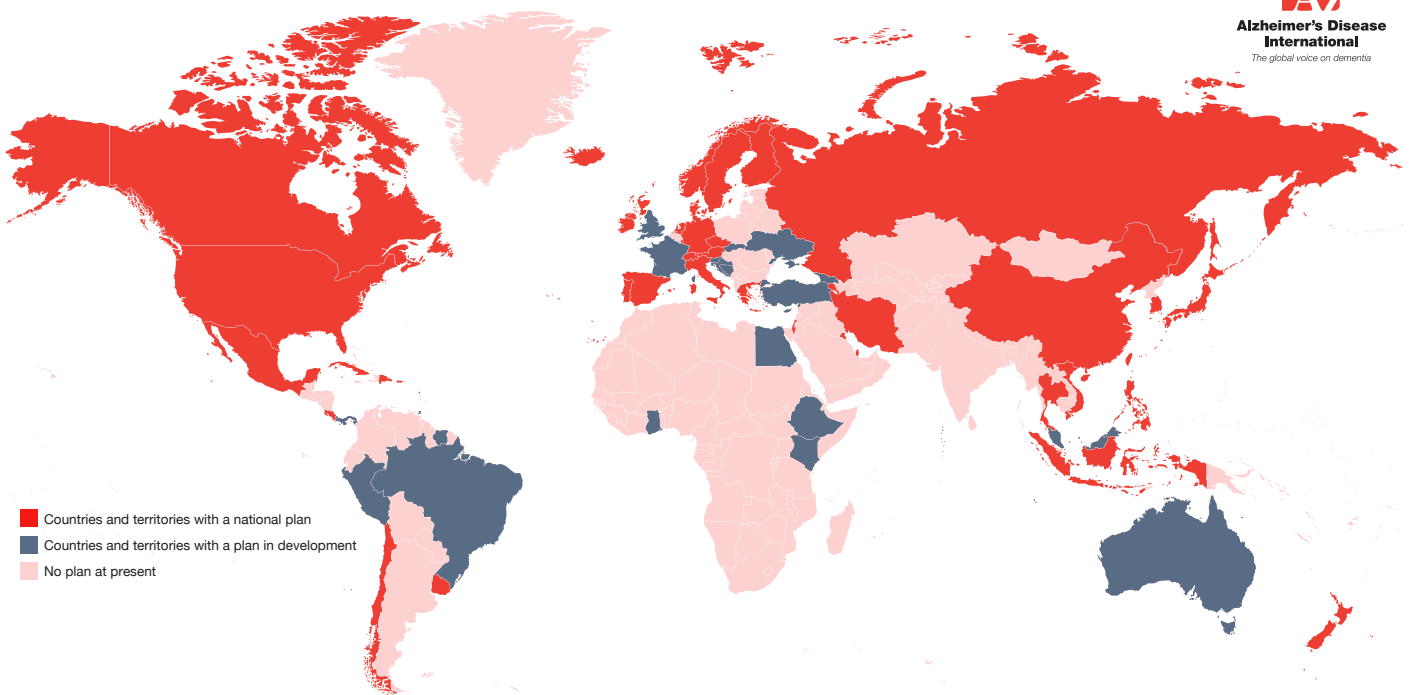
While there have been numerous campaign successes over the course of the past year, ever looming is the 2025 deadline of the WHO's Global Action Plan on dementia, the only global instrument which mandates governments to act on dementia. Cognisant of this, ADI has been leading the call for Member States to formally request an extension to the Global Action Plan. Recently, when few governments have wanted to lead on the international dementia stage, both Japan and The Netherlands offered high-level meeting opportunities in 2023 to correct this.

ADI attended and spoke at these meetings in Nagasaki, under Japan's G7 presidency, and at a summit in The Hague, The Netherlands, both of which called for fellow governments to refocus on their national dementia strategies, with the latter meeting in The Hague, amplifying our call for an extension to the Global Action Plan.

Introduction

As we progress through the early months of 2024, ADI remains committed to ensuring that more people living with dementia and carers benefit from a National Dementia Plan in their countries, building the capacity of our members and ensuring that these commitments are enshrined in international agreements. We will need the voice and strength of electorates all over the world, to ask for, and work with their governments on the development of national plans. With over 2 million people eligible to vote in elections in 2024 it is vital that we galvanise electorates to ensure that their leaders prioritise dementia and inject momentum towards NDP creation and implementation, ultimately aimed at improving the lives of those most impacted across the world.

Current national dementia plans and plans in development



Countries and territories with national dementia plan, or with dementia integrated as part of a wider health plan

Armenia	Cuba	Gibraltar	Italy	Mexico	Qatar	TADA Chinese Taipei
Austria	Curacao	Greece	Japan	Netherlands	Russian Federation	Thailand
Bonaire	Czech Republic	Iceland	Republic of Korea	New Zealand	Scotland	United States of America
Canada	Denmark	Indonesia	Kuwait	Northern Ireland	Singapore	Uruguay
Chile	Dominican Republic	Iran	Luxembourg	Norway	Spain	Vietnam
China	Finland	Ireland	Macau	Portugal	Sweden	
Costa Rica	Germany	Israel	Malta	Puerto Rico	Switzerland	

Countries and territories with a national dementia plan, or dementia integrated as part of a wider health plan, in development

Australia	Cyprus	Georgia	Panama	Ukraine
Bosnia and Herzegovina	Dominica	Ghana	Peru	Wales
Brazil	Egypt	Hong Kong	Slovenia	
British Virgin Islands	England	Kenya	Suriname	
Brunei	Ethiopia	Malaysia	Trinidad and Tobago	
Croatia	France	Maldives	Turkey	

Map adapted from From Plan to Impact VI

World map of National Dementia Plans in existence or in development demonstrates the need for increased momentum to achieve the targets of the Global Action Plan on the public health response to dementia.

Global policy

ADI has remained active in the global, regional, and national policy discourse to ensure that the calls for improvements to the lives of those living with dementia and their carers are substantiated by multilateral agreements or support.

G7 Japan 2023

Under Japan's presidency of the G7, ADI and member associations participated in a side event dedicated to dementia. This resulted in commitments to dementia being included in the Health Ministers' and G7 Leaders' communiqué



Defeating Dementia

The Government of The Netherlands hosted a high-level meeting on addressing the public health burden that dementia presents on the world. During the meeting ADI rallied those present to seek an extension to the Global Action Plan, a call which was included in the resultant outcome document. ADI continues to work with Member States to ensure the extension is realised.



ADI at the Health Ministers' Meeting in Nagasaki, Japan (above left and right) and the 'Defeating Dementia' conference in the Netherlands (left).

Regional activity

ADI has continued to influence regional policy activity as well as bring together ADI members to campaign and advocate towards common goals.

WHO African Regional Committee

ADI attended the WHO Regional Committee for Africa, delivering an intervention highlighting the lack of plans within the region. In a rare occurrence, the regional director responded directly to ADI's concerns, noting the need for greater awareness and action.



#WhatsYourPlan Workshop (Greece)

ADI hosted a #WhatsYourPlan advocacy workshop in Thessaloniki, Greece supported by ADI member, the Panhellenic Federation of Alzheimer's Disease and Related Disorders. The day-long workshop covered best practices utilising the #WhatsYourPlan methodologies to advocate to governments on the importance of a National Dementia Plan specifically targeting the gaps in the east of Europe.



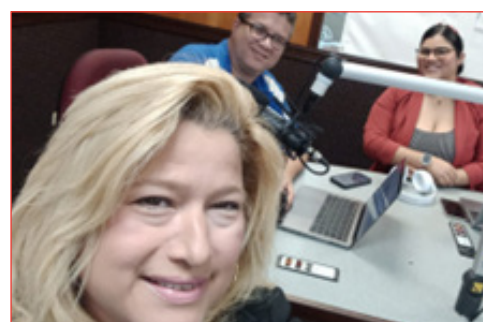
#WhatsYourPlan workshop participants in Thessaloniki, Greece.

Regional activity















ADI has continued to influence regional policy activity as well as bring together ADI members to campaign and advocate towards common goals.

Caribbean campaign

In January 2023, ADI and 13 ADI members organised a joint campaign, utilising social and traditional media, to call for more governments to develop NDPs. In total, five Ministries of Health responded and three committed to develop an NDP. One year on ADI and our member associations revisited the campaign to ensure that governments follow through on their prior commitments. The Caribbean campaign revisit occurred in early February 2024.



An example of a social media card and pictures of ADI members during interviews as part of the #WhatsYourPlan Caribbean campaign. Below denotes the participating countries, plan status and prevalence data.

Country	Plan Status	2019 Prevalence*	2050 Prevalence*	% Increase*
 Barbados	No Plan	3,023	5,731	89%
 Bonaire	Not Implemented	Not Available	Not Available	Not Available
 British Virgin Islands	No Plan	Not Available	Not Available	Not Available
 Cayman Islands	No Plan	Not Available	Not Available	Not Available
 Dominica	In Development	574	999	74%
 Grenada	No Plan	1,058	1,743	65%
 Jamaica	Not Implemented	17,937	40,797	127%
 Puerto Rico	Relaunch 2023	51,313	105,338	105%
 St Kitts and St Nevis	No Plan	Not Available	Not Available	Not Available
 Saint Lucia	In Development	1,217	3,314	172%
 Sint Maarten	Not Available	Not Available	Not Available	Not Available
 Suriname	In Development	3,070	8,843	188%
 The Bahamas	In Development	1,920	6,268	226%
 Trinidad and Tobago	To be Developed	10,194	29,968	194%

National activity

In addition to working at a global and regional level, ADI has continued to support members at a national level to achieve their advocacy goals.

Brazil

ADI and member Federação Brasileira das Associações de Alzheimer (Febraz) attended a Brazilian Senate hearing to advocate for a National Dementia Plan. Following this hearing, the bill for 'National Care Policy for Alzheimer's and Dementia' was supported by Deputy Laura Carneiro and approved by the Constitution and Justice and Citizenship Commission and is now proceeding to the plenary of the House of Deputies, with the aim of legally implementing Brazil's own National Dementia Plan. Importantly, Brazil will also hold the presidency of the 2024 G20.



Paola Barbarino and Elaine Mateus from Febraz participating in the Brazilian Senate hearing to advocate for a National Dementia Plan.

National activity

In addition to working at a global and regional level, ADI has continued to support members at a national level to support their advocacy goals.

Jordan

ADI and member Al Oun For Alzheimer's Patient Care Association held meetings with four Ministries within Jordan to advocate for a National Dementia Plan, as well as the inclusion of dementia policy under other areas such as education and culture.



Malaysia

ADI has continued to support member Alzheimer's Disease Foundation Malaysia (ADFM) efforts to ensure a NDP is implemented in Malaysia. ADI and ADFM have jointly continued to build a relationship with the Ministry and two Ministers of Health, over the course of 2 years, while simultaneously monitoring NDP development. ADI met with the previous Minister of Health at the WHO Executive Board to discuss the NDP.



ADI meets with the former Minister of Health of Malaysia (left) and the Minister of Health of Jordan (above).

National activity

In addition to working at a global and regional level, ADI has continued to support members at a national level to support their advocacy goals.

Georgia

ADI's Chair, Dale Goldhawk, joined a 3-day dementia conference Georgia, joining member Georgian Alzheimer's Association at a meeting with the Ministry of Health, resulting in a commitment to develop an NDP.



Armenia

Following joint advocacy by ADI and member Alzheimer's Care Armenia, the Government agreed to develop an NDP in 2022. Following continued monitoring and encouragement the plan was implemented in mid-2023.



Mexico

ADI and member Federación Mexicana de Alzheimer, A. C. (FEDMA) met with officials at the National Institute of Geriatrics to discuss the NDP. There is hope that this engagement could lead to the rewriting and funding of the Mexican NDP.



Advocacy in 2024

At the beginning of 2024 we supported the final campaign in the Caribbean, in the form of a re-visit to establish progress made towards National Dementia Plans, from twelve months earlier. This initiative will bring to an end the overall #WhatsYourPlan campaign.

In just over two years we have seen incredible progress, especially in the capacity and determination of ADI member associations around the world, in working with their governments to prioritise dementia and work towards strategic plans. Going forward we will continue to work tirelessly to advocate for both the creation and effective deployment of National Dementia Plans.

The expiring deadline of the WHO's Global Action Plan brings increased urgency and under the umbrella of ADI's 'From Plan to Impact' work, we will double our efforts to increase the number and quality of National Dementia Plans around the world. With our member associations, we will endeavour to bring together all key stakeholders in countries all over the world, to capture the best knowledge, experience, and motivation, to work alongside governments to create the most robust plans possible.

Our determination stems from the urgent need that people living with dementia, their carers and families have for strong and funded national plans, covering diagnosis, awareness raising, treatment, care, support, research, and risk reduction.
#TimeToActOnDementia



01. NDP Advocacy

ADI will continue to work with its members to advocate for an NDP through writing, meeting, and campaigning to Ministers of Health to implement NDPs.



02. Election campaigning

2.2 billion people will be voting in 2024, ADI along with its members will aim to capitalise on this political momentum, ensuring the voice of those living with dementia and carers is represented at the ballot box.



03. Global Action Plan extension

With the estimated completion date for the Global Action Plan on dementia set for 2025, ADI will continue to work with Member States of the WHO to seek an extension to the Global Action Plan, ensuring that there remains a multilateral instrument which aims to improve the lives of living with dementia and their carers.

Alzheimer's Disease International:
The International Federation of
Alzheimer's Disease and Related
Disorders Societies, Inc. is
incorporated in Illinois, USA, and is a
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