



# Global Perspective

A newsletter for Alzheimer's Disease International, The International Federation of Alzheimer's Disease and Related Disorders Societies, Inc.

## Meeting challenges together in Barcelona



Nori Graham, ADI Chairman, welcomed over 2000 participants to Spain

ADI's 18th annual international conference hosted by CEAFA (Spanish Federation of Families of people with Alzheimer's disease and other dementias) and CNA (National Conference of Alzheimer's disease) brought people together from over 50 countries in Barcelona, Spain during October.

The theme 'Dementia – meeting the challenge together' encapsulated what ADI conferences are all

about – a unique experience bringing together researchers, physicians, care providers, staff and volunteers of Alzheimer associations, and people with dementia and their families. The scene was set for three days of lively exchange and networking by the opening session on quality of life.

Sube Banerjee examined some fundamental questions; what is quality of life, how can we measure it and what we can do with this information once we have it? Peter Ashley explored the impact of living with dementia, from his perspective as someone who has dementia, and Steve DeKosky looked at strategies directed towards preventing, slowing or treating symptoms of dementia with the ultimate objective of improving quality of life.

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## The world unites on 21 September



Five hundred people, including TV stars, took part in the Bangkok Memory Walk, Thailand

World Alzheimer's Day™ 2002 was observed on 21 September by more than 50 countries around the globe. This is the largest number of countries that have taken part in World Alzheimer's Day™ since it was launched in 1994.

This year World Alzheimer's Day™ received widespread international media coverage. ADI issued a press release supported by John Bayley, husband of the late Iris Murdoch, which was complemented by members' media campaigns across the globe. World Alzheimer's Day™ received extensive print, TV, radio and even local cinema coverage; member events were so successful they were featured on the BBC and CNN!

ADI staff were able to participate in many events this year due to the two week window of activities that surrounded World Alzheimer's Day™. The Polish Alzheimer's Association invited Nori Graham, chairman of ADI, to take part in a debate on care for people with dementia and their carers at the Polish senate. In addition, ADI staff took part in Memory Walks organised by the Alzheimer's Society, Croydon, UK and Alzheimer's Association, Chicago, USA.

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## Alzheimer's Disease International

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### Send us your comments

If you have any comments about or items for the newsletter please contact the Secretariat. Articles and letters for the next issue of Global Perspective to arrive by 15 February 2003.

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## ANNOUNCEMENTS AND CONFERENCES

### 2003

16-18 February  
**International Workshop on Dementia and Cognition From Science to Patient**  
Chennai, India  
Email: marundeshwara\_tours@vsnl.com  
Web: www.nsig.org

18-21 March  
**ADI's 6th Asia Pacific Regional Meeting and Alzheimer's Association Australia National Conference**

*Today's challenges, tomorrow's choices*  
Melbourne, Australia  
Tel: +61 3 9645 6311  
Fax: +61 3 9645 6322  
Email: info@wsm.com.au  
Web: www.alzvic.asn.au

29 March – 1 April  
**Alzheimer's Association 15th Public Policy Forum**  
Washington DC, USA  
Email: info@alz.org  
Web: www.alz.org

1-4 April  
**IPA European Regional Meeting**  
Geneva, Switzerland  
Email: ipa@ipa-online.org  
Web: www.ipa-online.org

10-12 April  
**Alzheimer Society of Canada 25th Annual Conference**  
Ottawa, Canada  
Tel: +1 416 488 8772  
Fax: +1 416 488 3778  
Email: conference@alzheimer.ca  
Web: www.alzheimer.ca

May 1-3  
**2nd International Symposium on Alzheimer's Disease and Related Disorders in the Middle East**  
Istanbul, Turkey  
Tel: 1 773 784 8134  
Fax: 1 208 575 5453  
Email: meetings@worldeventsforum.com  
Web: www.worldeventsforum.com/alz.htm

13-15 June  
**XIIIth Alzheimer Europe Conference Science and Care**  
Thessaloniki, Greece  
Email: info@alzheimer-europe.org  
Web: www.alzheimer-europe.org

17-22 August  
**IPA 11th International Congress**  
Chicago, USA  
Email: ipa@ipa-online.org  
Web: www.ipa-online.org

15-18 October  
**Alzheimer's Disease International 19th Annual Conference**  
Caracas, Venezuela  
Tel: +58 212 263 9733  
Fax: +58 212 263 3672  
Email: informacion@congreca.com  
Web: www.congreca.com/evitem.cfm?ID=193

Visit [www.alz.co.uk/help/events.html](http://www.alz.co.uk/help/events.html) for more conference announcements

## Editorial

It's hard to know where to begin, it feels like yesterday that we had just come back from our meeting in New Zealand, and here I am just back from Barcelona! We have had another great year. Not only have all our major activities been successful but we have started on a path of looking closely at how we structure and manage ADI which will enable us to stay focused on priorities.

Over the year we have had a working group looking at how Alzheimer associations can be more inclusive of people with dementia, this work will now be carried forward looking specifically at how ADI can be more inclusive of people with dementia. The Barcelona conference continued the momentum started in Christchurch in recognising the need



**Elizabeth Rimmer**  
Executive Director

to listen to and involve people with dementia, and the world is beginning to wake up to this.

Our membership has grown to 64 countries, we welcome Yugoslavia, Zimbabwe, Panama and Egypt as new members of ADI. Representatives from all these Alzheimer associations have attended the Alzheimer University programme. We held our fourth Alzheimer University this year, bringing the number of countries which have participated to 31.

There is a profound lack of awareness about dementia throughout the world. It is regarded as a consequence of ageing and many think that nothing can be done, so they don't come forward for help. World Alzheimer's Day™ this year focussed on the importance of recognising the early symptoms of dementia and we had our largest ever participation of members, with events in over 50 countries.

Perhaps one of our greatest achievements during the year has



# My sister Adelina

*Marinela Mihalcea, Romania*

My sister's name is Adelina and she is 63. She has Alzheimer's disease and now lives with us. She never married and moved to Bucharest when I was at University in 1975. We shared a room up until I got married in 1981.

My sister was a very active, dynamic character. She loved to keep the house clean, to dress well, to read, to go to the theatre, cinema, art exhibitions, museums, concerts. She loved children very much. But most of all she loved to excel in her work.

She began working in a bank as a clerk and retired as a bank

manager. I remember her taking a six-month computer-programming course back in 1977 and admired her for the interest and effort to learn about a field unknown in Romania at that time. After her course she put in many extra hours at her office developing programs and implementing them, first in Bucharest then throughout the bank's branches in Romania. I remember her colleagues from the local branches calling her for advice when they had a computer crash. I remember how she liked to knit complex blouses and shirt patterns and how perfect they looked.

Now, when I'm looking at them, and at her, it seems to me that I am living a nightmare. Is it mine, or my sister's? My sister's behaviour and intellectual capacity has deteriorated; she can barely spell her name, read or write numbers. She has troubles in finding her words and expressing herself. She can no longer deal with money. She can't watch television and she spends days on the same book page. Most of the time she's depressed, and I think that her moments of lucidity are rare.

What happened? This is the question my husband and I asked ourselves about two years ago, when we realized that there was something wrong with her. She would call us and sometimes made up stories, other times talked about absurd situations, and occasionally would lose her way home. We decided then to take her to the doctor and after medical checks

were told she had a diagnosis of Alzheimer's disease.

What is really painful with our experience of this disease? Our efforts to accept and accommodate the diagnosis and her degenerating condition, or the fact that she still realizes she's ill and she keeps asking me to give her medicines and to help her be what she used to be?

I can't find the words to express what I feel at such moments, what I feel every day, every time I look at her and I know that I can't help her, that there's nothing to be done, and there's no medicine that can really help her.

At present she's following an eight hours a day, five days a week program with the Romanian Alzheimer Society. I am happy for her, the social and medical staff are professional, committed, and compassionate. They organise all kinds of activities adapted to each person's condition and keep in regular contact with the families.

I would like to take this occasion to express my gratefulness to the Society, its staff and all the efforts they constantly make to keep running this program, to raise public and media awareness, and get the necessary official attention and support in the fight against Alzheimer's disease in Romania. I hope and pray for a wider home and worldwide cooperation in the field of mental-related diseases and disorders, with a view of finding effective methods of preventing and curing them.

been the growth of our 10/66 Dementia Research Group. This year we have secured funding for population-based studies in China, India, Brazil, Cuba and the Dominican Republic. Over 11,000 people will be surveyed over the next three years, generating information about prevalence, risk factors, care arrangements and the effect of dementia on people's lives. I feel proud of our commitment to this work, which is the only work of its kind researching dementia in the regions of the world where it has the greatest impact.

Our key focus for the coming year must still remain building stronger Alzheimer associations worldwide, as it is our members who directly support people with dementia and their families. The strategic review we are currently undertaking will ensure that we move forward into 2003 with clear priorities and a means for achieving these.



ADI Showcase – Mexico's stand



The posters were very popular

## Barcelona conference

'The best thing was not only the content of the conference, but to learn that so many people from around the world are concerned with the same challenge'

POSTGRADUATE STUDENT

'Learning that there are so many qualified people who are part of a worldwide network to improve the lives of people with dementia, their families, caregivers and community, was the best thing about the conference'

PARTICIPANT

**I**t is difficult to sum up the conference, as each person's experience of it is unique. For many it may just be taking home one new idea gained from a break time chat. For others it may be information gained from a workshop. For some it is personally motivating – such as a family carer attending their first ADI conference who said 'as a result of the conference I am going to become more involved in my Alzheimer association and more hands-on in my father's care'. As an outcome for a conference there can't be a better one than this.

At ADI's annual conference there is a dynamic mix of perspectives and experiences of dementia and this year was no exception. Building on the momentum started at last year's conference in New Zealand, the recognition of the need to listen to and include people with dementia gained further ground, there were several workshops – which included participants with dementia – exploring these issues in greater depth. One staff member from an Alzheimer association commented 'I'm going to attend a conference for people with early stage dementia when I get home so I can learn from their experiences'.

There were two 10/66 Dementia Research Group workshops in the programme; 'How to wake the world up to dementia' and 'Behavioural and Psychiatric Symptoms of Dementia, (BPSD) in developing countries'. Both of these reinforced the valuable work of the 10/66 Group – investigating the prevalence of dementia and care arrangements – in developing countries where dementia has the greatest impact. Dementia is still surrounded by stigma in many parts of the world. This stigma prevents people coming forward for help and breaking down these barriers is of fundamental importance.



**Nori Graham, ADI Chairman, and Manolo Martinez Lage, CNA President, at the welcome reception**

'Most of all we enjoyed talking to people. Such conversations are so important. Sometimes we feel we are not doing enough or have still so much to do. But then you learn other people feel the same and this makes you positive about our task and ideas.'

STAFF MEMBER, ALZHEIMER ASSOCIATION

'I have a new found commitment to establishing partnerships in care with families'

NURSE

'I am now going to explore non-pharmacological approaches with patients'

NEUROLOGIST

ADI workshops provide excellent learning opportunities for members to come together and share their experiences of how to develop associations in a small interactive group format. There is so much knowledge and expertise within ADI. There were over 20 workshops on a range of topics from 'how to work with pharmaceutical companies' to 'planning dementia services'.

Professionals from a range of disciplines attended the conference and had the opportunity to network with colleagues from around the world. The medical sessions explored dementia research in genetics, treatment and diagnosis.

The umbrella of ADI brings together a wide range of experiences and knowledge of dementia. Come and experience it for yourself in Caracas, Venezuela, 15-17 October 2003. You won't be disappointed.



**Rafael Blesa, conference chairman**



**Martin Prince, 10/66 co-ordinator, giving a plenary talk on the global impact of dementia**



**Catching up with old friends; Nick Carey, Alzheimer's Society UK, Karla Peijs, Alzheimer Nederland, and Pekka Laine, Alzheimer Finland, at the Chairman's reception**

## ADI now has 64 member countries

ADI has welcomed four new members since the last edition of the newsletter. These are Egypt, Zimbabwe, Yugoslavia and Panama. All are graduates of the Alzheimer University.

### MALAYSIA

A UK dementia team is visiting Malaysia this month to run seminars for medical and healthcare professionals on 'the care of older adults with dementia'. Willie Kwa, originally from Malaysia but now based in the UK, is the nurse manager at Queen Elizabeth Hospital, Kings Lynn, Norfolk, UK, and an active member of the Alzheimer's Society UK. Willie is bringing Jonathan Hillam, consultant old age psychiatrist, and Sue Barrett, community mental health nurse, with him to Malaysia. Willie has put the programme together in close cooperation with the Alzheimer's Foundation of Malaysia. The main purpose of the visit is to share knowledge and ideas.

### 5TH LATIN AMERICAN REGIONAL MEETING

#### Barcelona

The 5th Latin American regional meeting was combined with the ADI conference in Barcelona. Before the conference started there was one day set aside for Latin American members to have a business meeting and organisational workshops on fundraising, recruiting volunteers and managing conflict. Within the ADI conference four further workshops on dementia-related topics were organised and run by Latin American members.

# Members' Forum

## IRELAND



John Dennehy TD (left) and Daniel McCarthy receiving his award

The Alzheimer Society of Ireland presented its first ever National Dementia Recognition Awards on 2 November during its 21st annual conference. Over 550 nominations were received from across the country for four categories: volunteer of the year, advocate of the year, dementia worker of the year and carer of the year. Daniel McCarthy from Cork City was given

an outstanding award in recognition of the caring role he has provided for his wife Breda, who has Alzheimer's disease. The awards were presented in recognition of the exceptional service that so many tirelessly provide for people with dementia throughout Ireland. Minister of Health and Children, Michael Martin, opened the conference.



Peter Ashley, a trustee of the Alzheimer's Society UK who has dementia, gave a plenary talk sharing his experience of dementia. He received a standing ovation

## 5TH ASIA PACIFIC REGIONAL MEETING HONG KONG SAR, CHINA

ADI's Asia Pacific members gathered in Hong Kong SAR, China, in early September for our 5th regional meeting hosted by the Hong Kong Alzheimer's Disease and Brain Failure Association (HKADA). Of the 12 countries in the region, 11 were represented at the meeting. There was a one-day symposium, 'Care for the Carers', followed by a day of interactive workshops. These were on organisational issues aimed at strengthening the work of Alzheimer associations; raising awareness, fundraising, support groups and training of professionals. The meeting concluded with the AGM of the HKADA and annual dinner for people with dementia and their families. This was a wonderful night attended by over 200 members of HKADA. There was a traditional banquet dinner, competitions, a raffle – in which everyone received a prize – and a presentation of awards to special volunteers and supporters.



ABOVE Participants at the Hong Kong Regional meeting  
BELOW Members of HKADA enjoying themselves at the annual conference dinner



## PARTNERSHIPS IN ADI

### UK, South Africa and Friends of ADI

By Maria Wanyane, development worker, Gauteng Branch, Alzheimer's and Related Dementias Association South Africa (ARDA). Maria has led the Soweto outreach programme which has been jointly funded for the last three years by the Alzheimer's Society UK and Friends of ADI (the UK charity set up to support ADI). As part of the project, Maria was mentored by Sarah Hill, Yorkshire Regional Development Officer of the Alzheimer's Society. Here Maria reports on her recent visit to the UK.

'I had the opportunity to visit some Alzheimer's Society's branches to learn how they run them. I attended a support group meeting at Rydale. This made me think about the groups we have in South Africa and how we can improve and develop them so

that they empower their members to deal with issues facing them.

'I also attended a Memory Walk organised by the Croydon Branch. It was a wonderful chance to meet people and create awareness of Alzheimer's disease. We have never organised a Memory Walk in my country and, having been to one, I am beginning to wonder if this wouldn't be possible. It doesn't have to be a big event – the important thing is the meaning behind it.

'Early stage work is very important and that's what I learnt when I visited the Leeds Branch. They have a day care centre for people in the early stages of dementia who have raised funds for things they need such as a video and computer. This demonstrates that people in the early stage can take responsibility for their lives and we need to encourage them to be involved in the making of decisions that affect their lives for as long as this is possible. I envy the

centre and wish we could have one at home.

'I also had the opportunity to attend the Alzheimer's Society annual general meeting at which I learnt so much. I was amazed by the amount of money they spend on research and found myself quietly thinking what I could do with all the money! I also met two people from India and learnt that we are not the only ones dealing with financial difficulties and that there is light at the end of the tunnel'.



LEFT TO RIGHT Helen Regan, ADI administrator, with Stanley, baby Nalade and Maria Wanyane at the Croydon Memory Walk

## SPOTLIGHT ON SOUTH AFRICA

# Awareness in South Africa – coming full circle

By Kathy Beukes, Executive Director of the Alzheimer's and Related Dementias Association South Africa (ARDA)



Henriette Arendse (ARDA) far right with Mr Justice Tshungu to her left with two other speakers at the event

**Bringing awareness of Alzheimer's disease and dementia to a country that is one of the most exciting emerging democracies in the world but still acknowledges itself as a deeply divided society is the challenge faced by the Alzheimer's and Related Dementias Association of South Africa (ARDA). We have accepted that in order to be relevant, to be credible and to grow we need to be part of this transitional process. Most of our funders come from a Western, capitalistic worldview. So another challenge is explaining our**

**D**uring this year in South Africa we have been given the opportunity to bring awareness to people in townships through the 'Brothers Keepers' movement. This movement along with its sister movement the 'Promise Reapers' is the equivalent of the 'Promise Keepers' movement in the United States. A Christian-based movement helping African men accept and implement their

Christian values and beliefs in their homes.

We have been invited to use these meetings as a platform to bring awareness that:

- Dementia-like behaviour is not a normal part of ageing
- People with dementia need to be cared for and not isolated or rejected within their families and communities
- Men have a crucial role to play within this framework of caring.

**awareness-bringing activities to them. The difficulty being that these activities and what we achieve cannot be quantified. When viewed from a goal-directed perspective they could be seen as unsophisticated and time-consuming by those of us used to the 'state of the art' awareness-bringing campaigns many Western thinkers are exposed to.**

**The recent personal experience of such an exercise (below) illustrates some of the challenges faced in bringing awareness of dementia in our deeply divided and increasingly diverse society.**

Travelling to our third Brothers Keepers meeting in semi-rural North Western South Africa, I ask myself 'Why on earth are you doing this?' It's a Saturday and like most working women I have many domestic responsibilities to fulfill. It's a two-hour drive, on fast deteriorating roads and our return will be dangerous, as we will be travelling alone at night. And we have no map, only a description (without street names) as to how to reach our destination.



'Please get us in and out again safely and if possible please let there be a decent toilet and fresh water available' is the silent prayer which I do not verbalise to my two colleagues.

### Men have a crucial role in this framework of caring

Amazingly our descriptive 'map' works and we arrive at the venue a little late as the coffee shop we stopped at en route had a power failure. No need to have been anxious as we are clearly amongst the first arrivals. My first thoughts are 'Nothing is going to happen here this afternoon! If it does we won't start on time and that means the meeting will end well into the night – and how are we going to get home safely?'

The hall doors are still locked. Finding a side entrance we are greeted by the most heavenly singing. 'Aha! A 50-man male voice choir' I think. 'Listening to them will make all our efforts worth it!' 'We enter the hall – not a chair in sight and only five men stand on the stage, singing unaccompanied and sounding like 50!'

We are greeted and made to feel more than welcome. Chairs start to appear and someone dusts them down. Oh dear no toilet (except the portable one outside)! No matter, a local neighbour makes us welcome and we can use this home to freshen up and refill up our by now depleted drinking water bottles. We assemble our exhibition and are aware of a continuous stream of people into the hall.

Our next anxiety is about our speaker. He is a Christian leader who, at the last meeting, was so overwhelmed by what was happening that whilst giving his personal testimony he forgot to speak in one of the indigenous languages and to tell the audience about ARDA. The Brother Keepers had let us know that this was not their intention when inviting us and

that 'the message' had to be about our Association and dementia. How to tell our speaker to 'stick to the point' and not have him take offence?

To our surprise within 45 minutes 1,000 men have arrived and the scene is set. The four hour church service begins. Dr David Molapo, internationally acclaimed motivational speaker and director of Brothers Keepers arrives. Despite the excitement at being able to hear him speak I feel sad that the singing now comes to an end. His first announcement – 'We have started late but will finish on time!' I sigh with relief as this greatly increases our chances of getting back to Johannesburg safely and without a hitch.

### We suddenly know – this is working!

Our speaker arrives and I hurriedly explain what needs to be said. Into his hand I press one of our new posters. Available in five languages it explains dementia to less literate people. We are inordinately proud of this work, which has taken four years to develop. 'Please ask all community leaders to come and fetch copies to distribute in churches, schools and clinics', I plead.

His turn to speak arrives and we hold our breath. He starts speaking in English and reverts to Sotho when using anecdotes. The verbal response by the audience to his descriptions is powerful and we suddenly know – this is working, people are hearing the message and can identify with what 'their father' is saying! He encourages the audience to visit our table.

The singing resumes and for a while it seems as if once more ARDA and dementia are forgotten as we too partake in thanking God for his many blessings and for moving amongst us all in such mysterious ways.

The meeting closes and our table is inundated with requests for posters, booklets, information and speakers to come and give talks. Our initial approach was to hand our 'expensive' posters to leaders and so ensure that they do land up on walls. Now we find ourselves handing them out to eager hands and encouraging all to contact us for more. Who knows where they will land – as 'curtains' for windows, and wallpaper for walls?

Of one thing we are sure, everywhere they appear someone will take the time to slowly read our message and in time come to view those elders who are forgetful, dressing inappropriately, making false accusations and increasingly unable to talk, in a different and more understanding way.

We return home on dark country roads swerving to avoid inebriated pedestrians, straying animals and unroadworthy vehicles. Johannesburg's lights welcome us in the distance. Next week we visit a primarily Asian community. What will be in store for us at this meeting? Of one thing we are sure; bringing awareness is a constantly changing, challenging and surprising process. By exploring this fully ARDA is playing its part to rebuild our country and by so doing people with dementia will in time be better recognised and better cared for.

### Bringing awareness is a constantly challenging and surprising process

It's six weeks later and the office doorbell rings. A friendly face greets us. 'I attended a Brothers Keepers meeting and was so moved by your message. Please accept my donation and keep up the good work'.

We have come full circle and the huge dedication of staff and volunteers alike reaps a just reward!

For more information, ARDA's contact details can be found on ADI's website, [www.alz.co.uk](http://www.alz.co.uk)

# Research update



Current dementia research was the focus of the 8th International Conference on Alzheimer's Disease (AD) and Related Disorders held in Stockholm between July 20-25, 2002.

Over 4000 registrants, including leading researchers from all around the globe, came together for this biennial meeting which showcases the current state – and likely future developments – in the management of dementia.

It is beyond my skills to encapsulate the vast quantity of research presented. I thought the most exciting developments discussed were related to earlier diagnosis of AD, and its pharmacological treatment. The meeting abstracts, which alone run to over 600 pages, have been published in *Neurobiology of Aging*, July/August 2002, vol 23 no.1s (ISSN 0197-4580). The journal is available electronically via the website [www.neuroscion.com](http://www.neuroscion.com).

Earlier diagnosis, even before the typical clinical signs of AD are present, may become possible using neuroradiological techniques which measure the volume and metabolism of the medial temporal lobes of the brain, by measuring abnormal proteins in the cerebrospinal fluid which mirror the changes occurring in the brain tissue, and by more precise neurocognitive testing of memory impairment. Taken together these are promising, but need to be researched in large (and therefore costly) population-based studies. This type of research should allow earlier diagnosis (hopefully married with proven and effective preventative treatments) for the next

generation of people with Alzheimer's disease.

One fascinating treatment possibility is the immunisation against brain amyloid (which is key to the development of Alzheimer's disease). Some preliminary findings were presented by a Swiss-American research group (abstract no. 536). Although promising, clinical follow up of vaccinated patients is required to evaluate this new form of treatment. The recent Elan sponsored trial was halted when several patients developed clinical neuromeningitis. Another interesting treatment development discussed at the meeting is the use of combination therapies at different stages of Alzheimer's disease. This opens up a vast number of potential treatment options combining existing and future treatments. Given the availability of memantine, an N-methyl-D-aspartate (NMDA) receptor antagonist which is a new class of anti-AD drug, proven anticholinesterase inhibitors, such as donepezil, and theoretically beneficial agents, such as anti-inflammatories, oestrogen and antioxidants, there are now exciting possibilities for combination therapies. As with all treatments, any combinations require rigorous clinical investigation.

I would also recommend having a look at the Alzheimer Research Forum website [www.alzforum.org](http://www.alzforum.org). In addition to a library of 'classic papers' on dementia research, there is very regularly updated 'hot news'. It is well presented, and recently included reviews of the Stockholm meeting.

*Richard Bonwick*

## Change of chairman for ADI



Nori Graham completed her term of office as ADI chairman at the ADI conference in Barcelona. Nori has led ADI for the last six years, during which ADI's membership has grown from 40 to 64 countries, with most new members coming from developing countries. ADI has developed under Nori's leadership to reflect the reality of the global impact of dementia. Nori's passion for all that we do and her genuine interest in the work of every member of ADI, has motivated and inspired many. Nori's ability to always keep things simple has helped ADI to define and focus its aims. Her warm and generous spirit has brought ADI together and created a solid foundation on which we can continue to grow. There was a farewell party for Nori during the conference to celebrate her six years as chairman and pay tribute to her contribution to ADI, which is almost impossible to sum up! The atmosphere at the party was perhaps Nori's greatest legacy to ADI, a room full of people from nearly 60 countries, all committed to being part of a global family, united by a common goal, willing to share and recognising that we all have so much more in common than we do in difference.



Henry Brodaty has taken over as the new chairman of ADI. Henry is a professor of old age psychiatry based in Sydney, Australia, and a former caregiver. Henry was a founding member of ADI and was present at the first ever ADI meeting in 1984. He was also one of the founding members of Alzheimer's Australia. Henry has one of the longest track records of anyone involved with ADI and is looking forward to the opportunity of leading ADI into the next stage of its development.

# World Alzheimer's Day™ 2002

## Recognising dementia around the globe

**'Old age or disease? Recognising dementia' was the theme for this year's World Alzheimer's Day™ campaign. It focused on recognising the symptoms of dementia and exploding the common myths that surround it.**

Alzheimer associations used the theme of recognising symptoms to help raise awareness of the need to come forward if you are concerned that you or a member of your family may have dementia. World Alzheimer's Day™ was acknowledged in many different ways throughout the world. In Indonesia and Guatemala people were screened for dementia using memory tests, the Turkish Alzheimer's Association opened the first Alzheimer nursing home in Turkey and a new Alzheimer's association was launched in Aruba.

A unique feature of this year's World Alzheimer's Day™ celebrations was the thirteen countries that held Memory Walks. Memory Walk is a national fundraising event first organised by the Alzheimer's Association USA. This signature event in the USA takes place within a six-week window that includes

World Alzheimer's Day™. ADI has been encouraging members to organise Memory Walks to show global solidarity by walking together on World Alzheimer's Day™. We are really pleased that the following countries organised Memory Walks in 2002: Brazil, Germany, India, Luxembourg, Pakistan, Panama, Philippines, Puerto Rico, Singapore, Sri Lanka, Thailand, Trinidad & Tobago and UK.

In addition to Memory Walks, a wide variety of global fundraising events brought people together to raise awareness and have fun at the same time. Branches of Alzheimer New Zealand held some original sporting events: the Napier branch held a 24-hour, million metre rowing marathon and the Taupo branch held a tandem skydive! Australia organised an opera event, France put on a theatre production, the Czech Republic organised concerts and Cyprus held two gala dinners. Canada, Scotland, and Zimbabwe raised funds for their Alzheimer's associations by holding tea and coffee days.

Members also commemorated World Alzheimer's Day™ by holding an art contest in Brazil, a photographic competition, website

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**'Are you ready? Get set .... go!' Dr Lillian from the Pan American Health Organisation starts the Alzheimer's and Related Disorders Association of Trinidad and Tobago's first Memory Walk, Port of Spain**



**The Napier branch of Alzheimer New Zealand held a 24-hour, million-metre rowing marathon. 350 participants took part**



**Warming up for the Chicago Memory Walk, USA. 4000 walkers took part**



**Deutsche Alzheimer Gessellschaft attracted 300-400 participants to their second Memory Walk in Berlin, Germany. You cannot be too small or too tall to help raise awareness about dementia**





**Lanka Alzheimer's Foundation held their first memory walk in Colomo. The 150-200 walkers were entertained by music from a local radio station**

WORLD ALZHEIMER'S DAY CONTINUED FROM PAGE 11

and book launch in India, a screening of the film *Iris* in Turkey, and the holding of an Alzheimer Café in Lithuania.

World Alzheimer's Day™ 2002 saw members successfully raise awareness through the media and running information campaigns. Costa Rica received coverage from CNN whilst Hungary distributed information via a national supermarket chain. Other countries that raised awareness through media and information campaigns include: Cyprus, Finland, Greece, Guyana, Ireland, Japan, India, Netherlands, Peru, Poland, Singapore, Slovenia, Switzerland and Trinidad & Tobago.

Conferences, workshops and public seminars were used by members to spread the message

of 'recognising dementia' to the public, carers and health professionals. In Mexico a video conference supported by the Minister for Health was broadcast to over ten cities and in Sweden an information meeting in Stockholm was opened by Queen Silvia. Other countries which held conferences and seminars include: Argentina, Chile, PR China, France, Greece, Costa Rica, Belgium, India, Indonesia, Japan, Ireland, Pakistan, Peru, Poland, Scotland, Singapore, Thailand and Venezuela.

Preparations are now underway for World Alzheimer's Day™ 2003. Look out for more information about how you can take part on our website, [www.alz.co.uk](http://www.alz.co.uk), in the new year.



**Handing out materials and puzzles in a street campaign in Switzerland**



**The Alzheimer's Society Croydon branch, UK, had its first Memory Walk, which included a hat competition**



**Pelni hospital in Jakarta, Indonesia, held a public seminar that was attended by 200 participants. Here is Prof Sumargo, a neurologist who spoke at the seminar, together with the participants**



**Karla Pejjs, ADI executive committee, spoke at Alzheimer's Disease PR China's WAD celebration meeting in Beijing. Here, Karla visits Beijing Hospital**