



**Alzheimer's Disease
International**

The global voice on dementia

December 2014
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Global Perspective

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

World Alzheimer's Month 2014



This year World Alzheimer's Month focused on ways we may be able to help reduce our chances of developing dementia with the theme '*Dementia: Can we reduce the risk?*'.

Alzheimer associations around the world focused campaigns on advocacy and public awareness with a packed month of activities. World Alzheimer's Month is 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. Turn to our *Members forum* World Alzheimer's Month special on pages 6 and 7 to find out more about some of the activities that took place.

World Alzheimer Report 2014

On 17 September, ADI published the World Alzheimer Report 2014 'Dementia and Risk Reduction: An analysis of protective and modifiable factors', revealing persuasive evidence for dementia risk reduction.

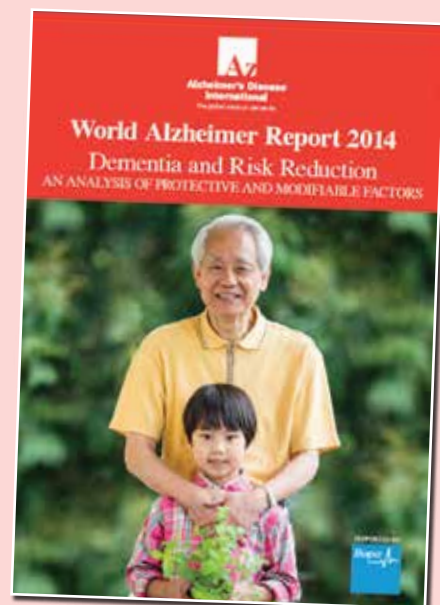
The report calls for dementia to be integrated into both global and national public health programmes alongside other major non communicable diseases (NCDs), finding that control of diabetes and high blood pressure, as well as measures to encourage smoking cessation and to reduce

cardiovascular risk, have the potential to reduce the risk of dementia even in late-life.

The report was launched in London with a presentation of the findings by author Prof Martin Prince, followed by a panel discussion of representatives from ADI, Bupa and The NCD Alliance. The session was chaired by Angela Rippon OBE.

ADI wishes to thank Bupa for funding the report and launch event.

To download the World Alzheimer Report 2014 visit
www.alz.co.uk/worldreport2014





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 for the next issue of *Global Perspective* to arrive by 31 January 2015.

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Season's Greetings

The ADI team would like to wish *Global Perspective* readers all the best for the season and a very successful 2015.

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www.twitter.com/AlzDisInt

Editorial

Jacob Roy, Chairman



The past 30 years of ADI have been an incredible journey.

From its humble beginnings in 1984, ADI is now recognised internationally as the global voice on dementia. Our 30th year featured some major developments, kicked off by the commitments made at the close of the G8 Dementia Summit in December last year. The subsequent Legacy Events in London, Canada and Japan and the formation of the World Dementia

Council have helped to raise dementia's positioning on the global health agenda. To this end, ADI launched the Global Alzheimer's and Dementia Action Alliance (GADAA), with a view to engage the wider community, building commitment and actions at an international level and sharing best practices globally.

In April the ADI International Conference was held in San Juan, Puerto Rico, in a region that will be one of the most impacted by dementia's increasing prevalence. Earlier this month we met in New Delhi, India, for the 17th Asia Pacific Regional Conference, launching the event in tandem with a new report, *Dementia in the Asia Pacific Region*.

Dementia and risk reduction has featured highly on the agenda this year, with September's World Alzheimer's Month campaign looking at ways we might be able to reduce our chances of developing the disease with brain healthy lifestyles. The World Alzheimer Report 2014 was well received by the scientific community and policy makers, urging both national and international planning to include dementia alongside other non-communicable disease (NCD) programs. At the start of the year, ADI was accepted as a member of the NCD Alliance, a network of civil society organizations in more than 170 countries around the world.

Month on month, we receive reports from member associations that national dementia plans are being developed in their countries. Most recently, Costa Rica, Mexico and Cuba became some of the first low and middle income countries to launch dementia plans, with similar commitments also in development in several other such countries around the world. National Alzheimer associations continue to be the driving force behind these vital policies, which go a long way to secure investment in dementia care and provision for the future.

Dementia Friendly Communities continue to be a hot topic, with several countries committing to bringing the program to their own communities in 2014. We hope that in time this will extend to all countries, including low and middle income nations. Dementia knows no economic, geographic or social boundaries, so these commitments mark another crucial step in creating a Dementia Friendly world, one which recognises dementia as a global health priority.

Events

17 - 18 January 2015

13th Annual MCI Symposium and The Early AD Diagnostic & Treatment Workshop
Florida, USA

Email: meetings@worlddeventsforum.com
Web: www.mcisymposium.org

3 February 2015

2015 Ageing Summit
London, UK

Email: enquiries@euroscicon.com
Web: www.regonline.co.uk/Ageing2015

18 - 22 March 2015

The 12th International Conference on Alzheimer's and Parkinson's Diseases
Nice, France

Email: adpd@kenes.com
Web: www2.kenes.com/adpd

15 - 18 April 2015

30th Annual International Conference of Alzheimer's Disease International
Perth, Australia

Email: adi2015@mci-group.com
Web: www.alzint.org/2015

VISIT WWW.ALZ.CO.UK/EVENTS FOR MORE CONFERENCES AND ANNOUNCEMENTS

■ Meetings round-up

17th Asia Pacific Regional Conference of Alzheimer's Disease International

New Delhi, India 7-9 November



For this year's Asia Pacific regional meeting, over 300 delegates met in India's capital with the aim to collectively create a better environment for dementia care and bridge the gap between availability and need of resources for dementia care in the region. The event began with the launch of a new report, *Dementia in the Asia Pacific Region*, revealing that by 2050, more than half of the total number of people with dementia worldwide will live in the Asia Pacific region.

The report urges governments and policy makers to act before it's too late, and was presented to Lov Verma, Secretary of the Department of Health and Family Welfare for India, on behalf of ADI and the 18 member associations in the region. The emerging challenges outlined in the report were discussed in plenaries, meetings and panel discussions across the three day event.

During the event, an exchange meeting took place between people living with dementia in India and Japan. Also present was the Former Chief Justice of India & Chairman of National Human Rights Commission.

Alzheimer Europe Conference

Glasgow, Scotland 20-22 October

The theme for this year's event was "Dignity and autonomy in dementia", with sessions exploring how a stronger recognition of human rights can help improve dementia care and support, as well as policy and participation on a local, national and international level. These commitments were cemented with the Glasgow Declaration, calling for the creation of a European Dementia Strategy and national strategies in every country in Europe. The Declaration also calls upon world leaders to recognise dementia as a public health priority and to develop a global action plan on dementia.

Consumer involvement at the event was strong, with over 40 people living with dementia attending the conference, as well as presenting and chairing discussions. ADI's Marc Wortmann presented in two sessions, while Policy Advisor Mike Splaine presented the findings of this year's World Alzheimer Report on risk reduction. ADI staff also took part in some of the conference's masterclasses, including sessions on national plans and Dementia Friendly Communities (DFC).

Global Dementia Legacy Event

Tokyo, Japan 3-7 November

Experts in dementia care and risk reduction met in Japan's capital for the third Global Dementia Legacy Event, discussing ways to improve the provision of care and risk reduction strategies for dementia. Several people living with dementia attended the Legacy Event and three members of the Japanese Dementia Working Group of Alzheimer's Association Japan (AAJ) spoke at the official reception and the plenary sessions. The Japanese Minister of Health, Labour and Welfare, announced that the government will launch a new dementia strategy, ADI and AAJ were pleased to hear that the input of people with dementia will be a key pillar of the plan. ADI's Marc Wortmann presented in sessions discussing dementia friendly communities and dementia risk reduction, chairing one of these discussions with ADI Medical and Scientific Advisory Panel member Professor Akira Homma. At the closing address, the World Health Organization (WHO) announced that it will organise the first Ministerial Conference on Global Action Against Dementia in Geneva at the start of March 2015. All Ministers of Health of the 193 member states will be invited, alongside other international organizations in official relations with WHO, including ADI. Crucially, this meeting will expand the efforts from the G7 countries to the whole world.



61st WHO Regional Committee for the Eastern Mediterranean



Dr. Ala Allwan, WHO Regional Director for the Eastern Mediterranean with Diane Mansour, ADI Middle East Envoy

ADI Middle East Envoy, Founder and Honorary President of Alzheimer's Association Lebanon Diane Mansour, travelled to Tunisia to represent ADI at the three day conference and take part in a panel discussion on the prevention of NCDs. While there, Diane also visited a day care center established by Dr Riadh Gouider of Association Alzheimer Tunisie, which Diane described as "a haven built amidst a field of olive trees, a lovely replica of a typical Tunisian town house."

National dementia plans update

PAHO region special

Mike Splaine, ADI Policy Adviser

Persuading governments to develop national or sub-national Alzheimer plans is a shared global public policy priority as these plans convene the energies of the entire community and prompt policy and social changes that lead to better lives for persons with dementia.

Government dementia plans can promote the creation of infrastructure and accountability necessary to build dementia-capable programs for the growing number of people with the disease.

A comprehensive government plan to address the needs of people with dementia provides a mechanism to consider collectively a range of issues including:

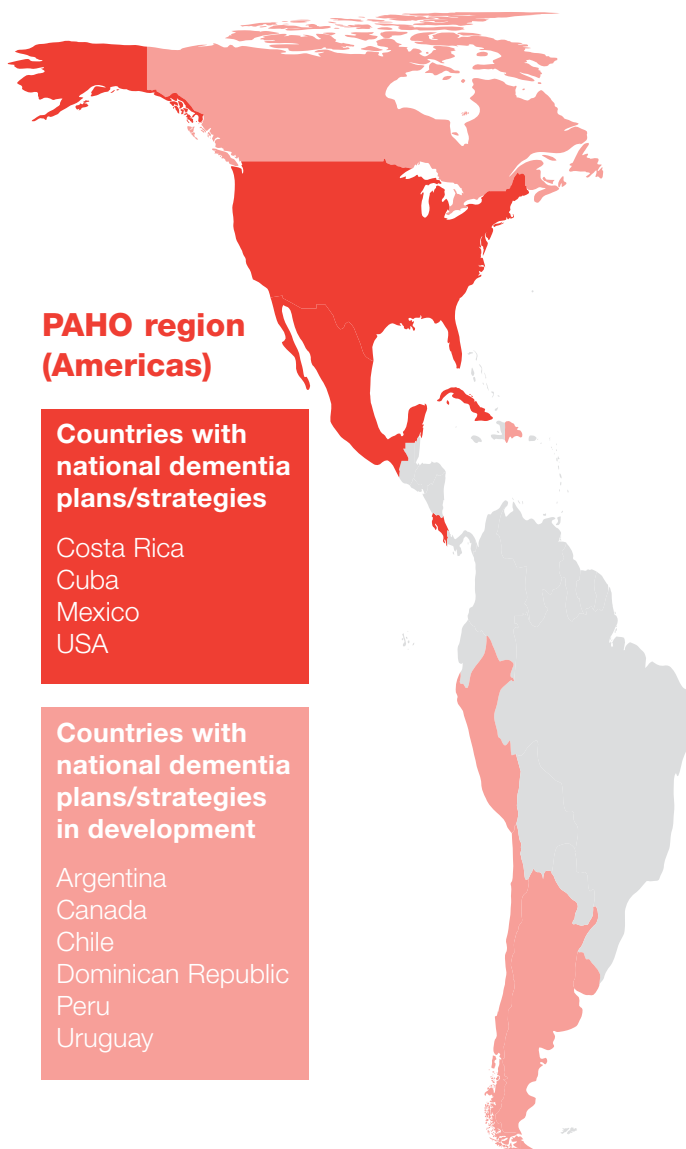
- Promoting broad public awareness of Alzheimer's and combating stigma
- Identifying dementia capable support services at all stages of the disease
- Quantifying the number of individuals with dementia
- Assessing and improving the quality of health care, social care and long-term care support and services
- Assessing availability and access to diagnostic services
- Public health efforts to conduct surveillance and promote brain health

In the Americas region, Mexico, Costa Rica and Cuba joined the United States by delivering new national plans in September. These are among the first such plans in lower or middle income nations, although these are the countries where 71% of dementia cases will occur by the middle of the century.

We hope the examples set by Mexico, Costa Rica and Cuba will set a precedent for other low and middle income countries, encouraging them to recognize the importance of making the provisions necessary to deal with such an increase.

In September the health minister of Costa Rica was instrumental in securing the commitment of PAHO/OPS (the regional arm of the World Health Organization), to consider a regional plan of action on dementia and other disabling conditions in its September 2015 meeting. ADI members will be asked to be active participants in planned consultations, but this process will be fast!

At the country level, plans are also in development in Canada, Argentina, Peru, Uruguay the Dominican



Republic and Chile. The Chile plan was launched with strong support of its President and Peru by an act of its legislature, which is a good sign of the needed political support for implementation and making dementia a public health priority. In each country social development and health ministries are engaged.

Public announcements of support for national plans by government officials has been made in Trinidad and Tobago and in Barbados, but further details were not available as this report went to press.

Small islands face a complicated picture of dementia as with other major non-communicable disease and health systems, so it is hoped that networking throughout the Caribbean islands we can share best practices and resources.

For more information about national plan processes see www.alz.co.uk/alzheimer-plans

Member profile

Alzheimer's Indonesia

DY Suharya, Executive Director



In Indonesia, it's estimated that over 1 million people are currently living with dementia. By 2030, this will have doubled to 2 million and by the middle of century, it's thought 4 million will have the disease.

Alzheimer's Indonesia, also known as ALZI, aims to improve the quality of life for people living with dementia, their families and caregivers in Indonesia through various programs that cover advocacy, awareness raising, capacity building, research development and strengthening the internal organization. We are supported by community volunteers of all ages and from all walks of life, including neurologists, psychiatrists, geriatric psychiatrists, lawyers, health communication specialists, psychologists, members of the general public, as well as doctors and students.

Earlier this year, we established a collaboration and partnership with OnTrackMedia Indonesia (OTMI), a

nonprofit organization which aims to increase public awareness of social, environmental and public health issues through the media. To this end, we collaborated with OTMI and Juara Agency Indonesia to produce some print and audio visual materials with the theme 'Do not underestimate memory loss'. These materials included a 10 warning signs brochure and accompanying video, a book, and video highlights of our ADI Twinning Program.

Earlier this year ALZI officially Twinned with Alzheimer Nederland. The program serves as a platform for knowledge, skills and information exchange for caregivers. The launch event in March was attended by participants from various groups including caregivers, physicians, nurses, students, researchers, volunteers, and others. With the help of ADI's Asia Pacific Regional Office, we are working on a collaborative project to support and deliver a training scheme for caregivers and volunteers in Indonesia.

September is always a busy time of year for ALZI as we work towards raising awareness during World Alzheimer's Month. We estimate that our campaigns in 2013 and 2014, supported by Maverick Indonesia, reached approximately 150 million people based on media penetration figures.

Our events this year, including Memory Walks, exercise sessions and memory screenings were attended by thousands of people in hundreds of communities across Indonesia. Whilst we consider September important, we are committed to campaigning throughout all months of the year, engaging all members of civil society including media, elderly care communities, NGOs, policy makers and others. To this end, we have collaborated with provincial governments in Jakarta, Yogyakarta, Central Java and Bandung Provincial, as well as the national Ministry of Social Affairs and Ministry of Health, with a view towards declaring a Dementia Friendly city in each province.

ALZI is committed to continue its efforts to encourage governments, corporations, institutions, nonprofit organizations and the media to help make Indonesia a better place to live for people with dementia and their caregivers. We are also working to campaign for a better provision of health and social care, and for improved access to information and other services to help people live well with dementia. One day, we hope that Indonesia is a Dementia Friendly country.

To find out more about the work of Alzheimer's Indonesia visit www.alzheimerindonesia.org

World Alzheimer's Month in pictures

Members' forum



BANGLADESH • Meeting at Rajshahi University



BERMUDA
Fundraising fashion show



BARBADOS • Bajan David and Goliath Facebook campaign



CROATIA
A Walk to Remember

Dementia newsflash

New Zealand

Former All Black rugby captain Reuben Thorne has become Alzheimer's New Zealand's second Champion for Dementia. The role will see Reuben working alongside Alzheimer's NZ to raise dementia awareness. Reuben said: "I'm particularly keen to help New Zealanders understand that there are things they can do to reduce their own risk of developing dementia by living a healthy lifestyle - by exercising regularly, eating well, and not smoking - all lifestyle choices that I live my life by."

TADA Chinese Taipei and Singapore

Alzheimer's Disease Association (ADA) in Singapore have reported a successful collaboration with TADA Chinese Taipei, implementing TADA's highly successful Family of Wisdom programme in the country. The programme promotes non-pharmaceutical interventions for the early stages of dementia, whereby those living with the disease can receive treatments such as music therapy, art therapy and other activities to help stimulate brain activity, while also providing seminars and groups for care partners.



GHANA
Nurses and military personnel attend conference

ADI members: do you have news to share with the global dementia community? Please contact us at info@alz.co.uk

Members' forum



ENGLAND • Memory Walk



MEXICO CITY
Brain awareness event



INDIA • Risk reduction schools programme



NETHERLANDS
2bike4Alzheimers team



INDONESIA • Memory Walk



PHILIPPINES
Flight of Memories



MACEDONIA • Information provision



SINT MAARTEN
Information stand

■ Living with dementia

The importance of a strong family bond

Anamul Haque Chowdhury, Bangladesh



Today I am writing about my father, Rabioul Haque Chowdhury, who was very active and maintained a healthy lifestyle. However, at the age of 58, he developed Alzheimer's disease, which has changed his life.

My father is now 62, and has been a diabetic for more than 20 years. A routine check-up found he had an abnormal heart rhythm, despite having no complaints of chest pain or other difficulties. My father's doctor advised him to see a consultant. It was shortly after he was given a heart stent that we noticed our father was having some problems locating his belongings and finding this very frustrating.

The rest of my family thought it was normal and advised me not to worry. But in 2010 he got lost on the way back from his office and seemed to have forgotten where his house was. Luckily a shopkeeper noticed my father seemed confused and guided him safely home. It was then that the rest of my family realised something was wrong, and we took him to a neuron consultant, who

confirmed that my father was living with Alzheimer's disease.

The doctor proscribed him with some medication, which made him quiet and withdrawn, and we noticed he had become less active in his day to day life. We decided to take him to Singapore to see if there might be a better treatment available.

The doctor there told us that there is no further medical treatment that would help my father, but advised that we should try and keep his brain active with some activities like regular walks, going through photo albums and physical exercise. The doctor reiterated that our family and friends needed time to adjust to the changes and learn to understand how Alzheimer's disease would affect his personality.

Many of us have seen someone we love go through the series of stages of Alzheimer's disease. Day by day my father was getting noticeably weaker. In 2012, he developed a fever and was admitted to an intensive care unit. When we

eventually recovered, we found that our father could no longer eat or walk by himself. We bought him a hospital bed that would help us take care of him better at home, and accepted that our father would now be bedridden.

He now has a full time carer, who comes every day to bathe him and assist him with eating and taking medication, as well as attending to any other medical issues and bed sores. As well as this the carer monitors his diabetes and encourages him to sit in the sun and do some physiotherapy. The carer also prays with him.

Families who are living with Alzheimer's need a strong bond to support one another as their loved one goes through the dementia journey. In my family, we've seen how the disease has affected my father and it's very difficult sometimes. We pray to lessen his pain and give him peace for as long as he is with us.

■ Carer's story

“Don't curse the darkness, light a candle”

Mr. Yamamoto, Japan



Our decision after her diagnosis

My wife Kimiko and I have had a peaceful home for 37 years and have always supported each other. I had worked for the post office and Kimiko worked at a hospital as a nurse. Kimiko had been well acquainted with dementia so when she started showing symptoms she was aware that something might be wrong with her. In 2009, Kimiko visited a doctor and was diagnosed with Alzheimer's disease at the age of 57. Kimiko, our three children and I had a good talk and decided to keep her life as it had been before the diagnosis as long as possible. I told people around us about her diagnosis in order to gain their understanding and support for her daily life. I then worked my way through the certified care worker course to help prepare myself for her future.

Career change

Kimiko wanted to contribute to the community as much as possible. In 2011, she started working at a day care center as a nurse with the assistance of the staff. It was important for her to take a social role to keep her both mentally and physically healthy. However, Kimiko had to stop working in 2013 due to the development of her dementia. She lost confidence and it made her feel depressed. I retired from the post office and started working for the day care center where Kimiko had attended. At the center, we met some people who were living with early onset dementia too. They told us they really wanted to play a role in the community, but there was not many opportunities for them to do so. They were still young and had the abilities to work, and I could understand their frustration through Kimiko's own experience. I started a project on the basis of providing contracted jobs for people with early onset dementia, such as gardening, with the cooperation of the community residents. Though the pay was relatively low, the people with early onset dementia and their families are very pleased to be able to feel that they were included in their community.

Involvement in AAJ Toyama chapter

Soon after Kimiko's diagnosis, I joined Alzheimer's Association Japan (AAJ) at the chapter in Toyama. I feel that if I hadn't got in contact with Alzheimer's Association Japan my life with Kimiko would have been much more challenging. The members and the activities encouraged me and I learned the mantra, "Don't curse the darkness, light a candle". I have been involved in the association's activities such as the male caregivers group, the exchange meetings, and the dementia awareness campaign. Kimiko and I make presentations more than ten times a year at the schools for students, community centers and to medical and care professionals to promote dementia awareness. In addition, our memory café is an important activity for Kimiko and I. In April 2013, I opened a memory café with the other members of the Toyama branch. I work at the café along with Kimiko. She is proud of running the café and works with enthusiasm. Time spent at the café is very relaxing, with tasty coffee and sweets available. It's a great place to talk with other people living with dementia, caregivers and others involved with dementia care in the community. My coffee making skills have been improving gradually, and I am certain that the café plays a significant role in raising social awareness about dementia.

Meet people with dementia from overseas

Kimiko and I really enjoy travelling and like to attend ADI's International Conferences, it's great to meet people with dementia from overseas. We find traveling abroad opens our mind and gives us power for a positive life. We do not know the day when it will become impossible for Kimiko to travel. It might be next year or next month or even tomorrow. We have attended the ADI conferences in London, Taipei, and will be attending the Asia Pacific Regional Conference in India and have a plans to go to ADI's 2015 Conference in Perth next April. Kimiko and I want to live our lives to the fullest extent. We are looking forward to seeing you all in Perth!

■ How associations help

Rewarding community support



Sometimes it takes a lot and sometimes just a little to make a real difference for people living with dementia. The Fokus-Prize of the Swiss Alzheimer's Association honours people who commit themselves every day in order to support people with dementia and/or their caregivers or families. Their role is crucial. It's thanks to them that 50 per cent of the people with dementia in Switzerland can still live at home.

Markus Geiger is one of the three children of Lilly Geiger. Lilly is an 86-year-old lady who is physically very fit and living well with dementia. She loves to work in her garden and to cook with the help of her son. The support from Markus and his two sisters Kathrin and Fanny as well as professional home care makes it possible for Lilly Geiger to stay in her beloved house and garden. Markus Geiger compares his role as a caregiver with the management of a small business. He had to reduce his work to part-time.

The example of the Geiger family shows what's possible if there's a strong network of family, neighbours and professionals, and it makes them more than worthy of the Fokus-Prize. The presentation of awards takes place in September, on or around World Alzheimer's Day.

Fokus-Prize-events take place all over Switzerland: the 21 chapters of the Swiss Alzheimer's Association choose their own award-winner and present the prize - usually within the scope of a larger event. Among the award-winners in 2014 was a company who supported a co-worker with dementia and made it possible for him to keep his job longer than anyone would have expected. Another example is the employees of an Italian restaurant who take care of a woman who has been a regular guest for years in a most friendly and supportive way, including helping her to find her way home.

Raising awareness

The prize is designed to raise awareness of dementia by showing what everyone can do to make the lives of people with dementia better. By acknowledging "normal" peoples' commitment we hope to encourage others to reach out and reach out to people living with dementia and their caregivers in their communities. But it will still take a lot to make Switzerland dementia-friendly. With the National Dementia Strategy, which was adopted last year, we have a solid foundation; it challenges decision makers on regional levels, as well as all service providers. But good policy alone will not be sufficient. Creating a dementia-friendly society demands an effort

also on individual level. We believe that while strategies are good, actions are better! The inspiring engagement of the Fokus-Prize-winners shows what we all could and should do.

The examples also demonstrate how rewarding engaging with people with dementia can be. Getting involved enriches one's own life in many ways. How else could the commitment of volunteers be explained? The Fokus-Prize 2014 in the Jura region was awarded to eight volunteers who offer their help in a day-care centre two or three times a week. They propose walks, driving services and music afternoons, but also give a helping hand wherever they can.

With the prize being awarded regionally by the chapters we reach a much better media coverage than we would if it was a nationally awarded prize. This year's presentations were featured in more than 40 contributions in written press, online, TV and radio. It also helps to anchor the Alzheimer Association in the region and to make its services known to the community.

The Swiss Alzheimer's Association congratulates all the award-winners. May their example spread and set a precedent!

■ Research update

Engaging consumers in Alzheimer's research

Marc Wortmann, ADI Executive Director



During our recent Alzheimer University on public policy and campaigning in June this year, ADI organized a workshop on clinical trials with our member representatives. We found that there is a lot of interest in this issue, and that many family carers as well as people living with dementia are keen

to know more about these studies and how they can get involved. However, there is currently a lack of information and often people have no idea on how they can be involved in clinical trials, despite the fact that we are routinely told by the industry that it is difficult to find enough participants for the studies, which can delay the development of new treatments.

We are working with some of the larger Alzheimer associations to investigate launching a project to better distribute information about how people living with dementia can engage with research, bridging the gap between the patient community and the research industry in helping to find new drugs, better care and support or lifestyle or prevention interventions. This program is in line with ADI's Strategic Plan 2013-2016, which says under objective 4: *ADI will facilitate and/or encourage research for both interventions and to find a cure.*

For now, we'd like to use this section of the newsletter to highlight one or two current studies in each issue.

There have been many studies on drugs that target the amyloid beta protein, but so far none of them have been successful in modifying the disease process. In the coming years we will also see development of drugs that target the tau protein, related to the neurofibrillary tangles that occur in the brains of people with Alzheimer's disease.

TauRx phase III trial for LMTX™

TauRx Therapeutics Ltd, a company based in Singapore and in Scotland, announced in September 2014 that they achieved their target enrolment of 700 subjects with mild Alzheimer's disease into the second of its two Phase III clinical trials of LMTX™, a tau aggregation inhibitor, for the treatment of Alzheimer's disease. This multi-centre, placebo-controlled clinical trial is aimed at assessing the efficacy of

LMTX™ in people diagnosed with mild Alzheimer's disease. The study is also evaluating the safety and pharmacokinetic profile of LMTX™, and incorporates imaging endpoints in all subjects.

The main measures are the change in study subjects' cognitive performance at the beginning and the end of the study in three commonly used clinical assessments: The Alzheimer's Disease Assessment Scale – Cognitive Subscale (known as ADAS-cog11); the Modified Alzheimer's Disease Cooperative Study – Clinical Global Impression of Change (known as ADCS-CGIC) and the Alzheimer's Disease Cooperative Study – Activities of Daily Living scale (known as ADCS-ADL).

In July, TauRx announced that the company had achieved its target enrolment of 833 subjects into its first Phase III clinical trial; this study recruited subjects with mild and moderate Alzheimer's disease and the treatment period is 15 months. The third global study, TauRx's Phase III clinical trial in patients with behavioural variant frontotemporal dementia

(bvFTD), continues to recruit subjects and is on track to complete enrolment by early 2015. The treatment period of this study is 12 months.

This means that the studies may be reporting by 2016 and potentially could be approved by the regulatory agencies by 2017.

Eli Lilly phase III trial for Solanezumab

Solanezumab is an antibody that was developed by Eli Lilly who already completed a phase III clinical trial that was finished in 2012. The therapeutic rationale is that it may exert benefit by sequestering Aβeta, shifting equilibria between different species of Aβeta, and removing small soluble species of Aβeta that are directly toxic to synaptic function. The trial showed some improvements on several outcomes, but these were not statistically significant for patients with mild to moderate symptoms in two large studies. However further analysis of the data suggested significance on one of the outcomes (ADAS-Cog-14) for patients with mild Alzheimer's disease only. This is why Lilly decided to start another big phase III study with only patients with mild AD. This trial includes 2,100 people and is due to report by the end of 2016.

News

30 years of ADI



During October we celebrated the 30th anniversary of ADI's inaugural meeting back in 1984. Since then, ADI has grown from 4 members to be the worldwide federation of more than 80 Alzheimer associations, working with this global network to become the global voice on dementia. Three decades on, dementia remains one of the most significant health crises of the 21st century. We'd like to take the opportunity to thank all our members and volunteers past and present for their hard work and dedication over the past three decades. To mark the occasion, we've created a photo album on our website featuring a collection of photos from all the way back during that first meeting in October 1984, to the present day. You can view the album on our website by going to www.alz.co.uk/adi-30-years

Creating a dementia friendly world

Alzheimer associations in Canada and Scotland have announced that they will be collaborating with the Alzheimer's Society for England, Wales and Northern Ireland on bringing the highly successful Dementia Friends program to their countries. The news comes as Alzheimer's Australia also launch their campaign to make Australia Dementia Friendly with a new website to show dementia's unspoken impact, bringing us a few steps closer to a more dementia friendly world.

Puzzle with Me™ continues to grow

Puzzle with Me™ has introduced two new images this year, Pretty Kitty and New Country. Planning for future expansion, Puzzle With Me™ will incorporate customizable images into their product line. They continue to increase awareness with sales forecasted to double in 2014. Max Snyder,

who joined the team a year ago, continues to build a company that raises awareness for Alzheimer's and provides a wonderful product for families. He has developed a strong presence for Puzzle with Me™ in the state of Connecticut. Puzzle with Me™ will soon be entering its five year presence in the markets and plans to continue to expand its geographical footprint.



ADI's 30th International Conference



Join us in Perth, Australia, 15-18 April 2015 for an engaging programme of dynamic presentations, workshops and exhibits to learn about the latest dementia research and gain insight into innovations in dementia care. The conference presents a unique opportunity for people living with dementia and those working in the dementia field to come together share your stories and have your voices heard. Join more than 1,500 delegates from over 60 countries in coming together to interact with the world's leading healthcare professionals, engage with experts from across the dementia field and meet with old friends. We've got some great registration offers, plus discounted rates for delegates from low and middle income countries, but don't delay, as our early bird offers expire on 30 January. Head over to www.alzint.org for more information.

And finally...

Congratulations to ADI Publications Officer Sarah Kerr on the birth of baby Seumas William Kerr, born on 11 September. We wish them all the best for the future and are thrilled to welcome Seumas as the newest member of the ADI family.

