

# Leading a nation in tackling dementia

Jeremy Hughes  
CBE  
Chief Executive



# Taking on dementia from all fronts

## Campaigning for change

The number of Dementia Friends soared to over 2 million.

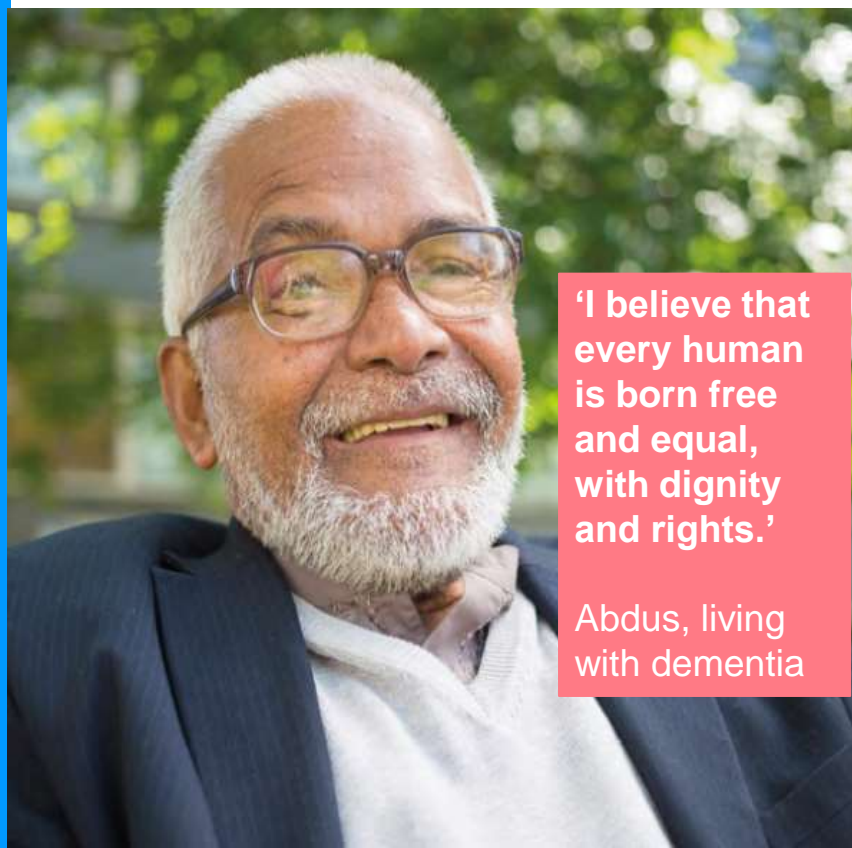
## Funding research

We spent £10.3 million on research and development, taking us to a total of 152 active research grants.

## Providing support

We ran over 2,500 one-to-one and group based services, improving the lives of more than 113,000 people with dementia and carers.

Our National Dementia Helpline supported over 40,000 enquiries.



**'I believe that every human is born free and equal, with dignity and rights.'**

Abdus, living with dementia

# Dementia statements

**We have the right to be recognised as who we are, to make choices about our lives including taking risks, and to contribute to society. Our diagnosis should not define us, nor should we be ashamed of it**

**We have the right to continue with day-to-day and family life, without discrimination or unfair cost, to be accepted and included in our communities and not live in isolation or loneliness**

**We have the right to an early and accurate diagnosis, and to receive evidence based, appropriate, compassionate and properly funded care and treatment, from trained people who understand us and how dementia affects us. This must meet our needs, wherever we live**

# Dementia statements

**We have the right to be respected, and recognised as partners in care, provided with education, support, services, and training which enables us to plan and make decisions about the future**

**We have the right to know about and decide if we want to be involved in research that looks at cause, cure and care for dementia and be supported to take part**

# Dementia in the news

## DEMENTIA TIM-FRONT



**Alison Pearson**  
Why I'll take HRT whatever the risk

**Travel Awards**  
£1million worth of fantastic trips to be won

# DAILY EXPRESS

THE WORLD'S LARGEST CIRCULATION

**NOW 10p**

**HOME OFFICE FOREIGN AID CASH WOULD PAY FOR 82,745 NEW POLICE OFFICERS**

**DAILY EXPRESS CRUSADE**  
**STOP THE FOREIGN AID MADNESS**

WIN A SKI HOLIDAY FOR 2 TO NORWAY WORTH £4,000

# The Daily Telegraph

## Give up all drink or risk dementia

**Dyson states Bosch over vacuum energy ratings**

**Detective's fury at Tom Watson's 'interference'**

**Diamonds are a Duck**

## GPs to tell middle-aged they must change their lifestyle to lower Alzheimer's threat



**Labour minister 'takes own life' after shocking sex claims**

## TV diners of many former families

**Puzzles 30**

**Outmarks 29**

**TV listings 31**

**Weather 32**

# SUGAR SPEEDS UP DEMENTIA

## It makes the cruel condition more severe say experts

**Labour minister 'takes own life' after shocking sex claims**



## Pensioners now wealthier than workers

**£394**

**Lego-less Christmas looms**

## et's night

**Alzheimer's Society**

**Society**

**Changing how a  
nation thinks, talks  
and acts**



# Dementia Friends



# Global Dementia Friends

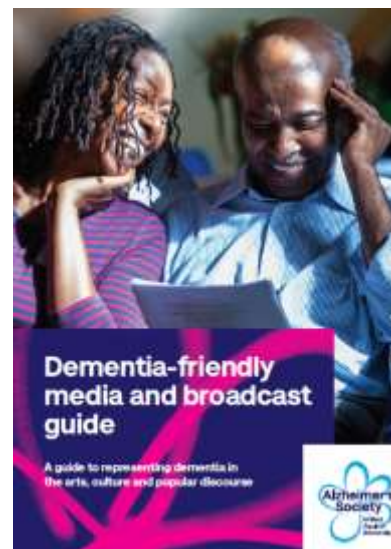




# Dementia Friendly Communities



# Dementia-friendly guides



## Fear and isolation

- 56% would feel that their life was over
- Over four in ten (44%) - dementia is most feared
- 54% of all carers said they felt lonely recently
- 63% of carers say they have had no or not enough support

# Support



# Fix Dementia Care

Focused originally on Hospitals, Care Homes and homecare

Focusing now on bigger picture of care system as a whole



Only **2%** of those we surveyed said **all hospital staff understood the needs of people with dementia.**



**60%** of people receiving homecare services have **some form of dementia** (400,000 people).



**1 in 3** homecare workers have **no dementia training.**



**Cost** - the cost of extra care charges for a health condition such as dementia must be covered by the state.

**Quality** - all health and social care workers must be given the training and support they need to deliver quality dementia care.

**Access** - everyone with dementia should have a care navigator to support access to timely, preventative and integrated support.

'I'm terrified of what will happen when our savings run out this year.'

Lynda Basford,  
West Sussex



# What is Dementia Connect?



- Signposting to local, health, care & community resources
- Advice & information
- KiT Calls
- Outcome management
- Referral to T2 where needed

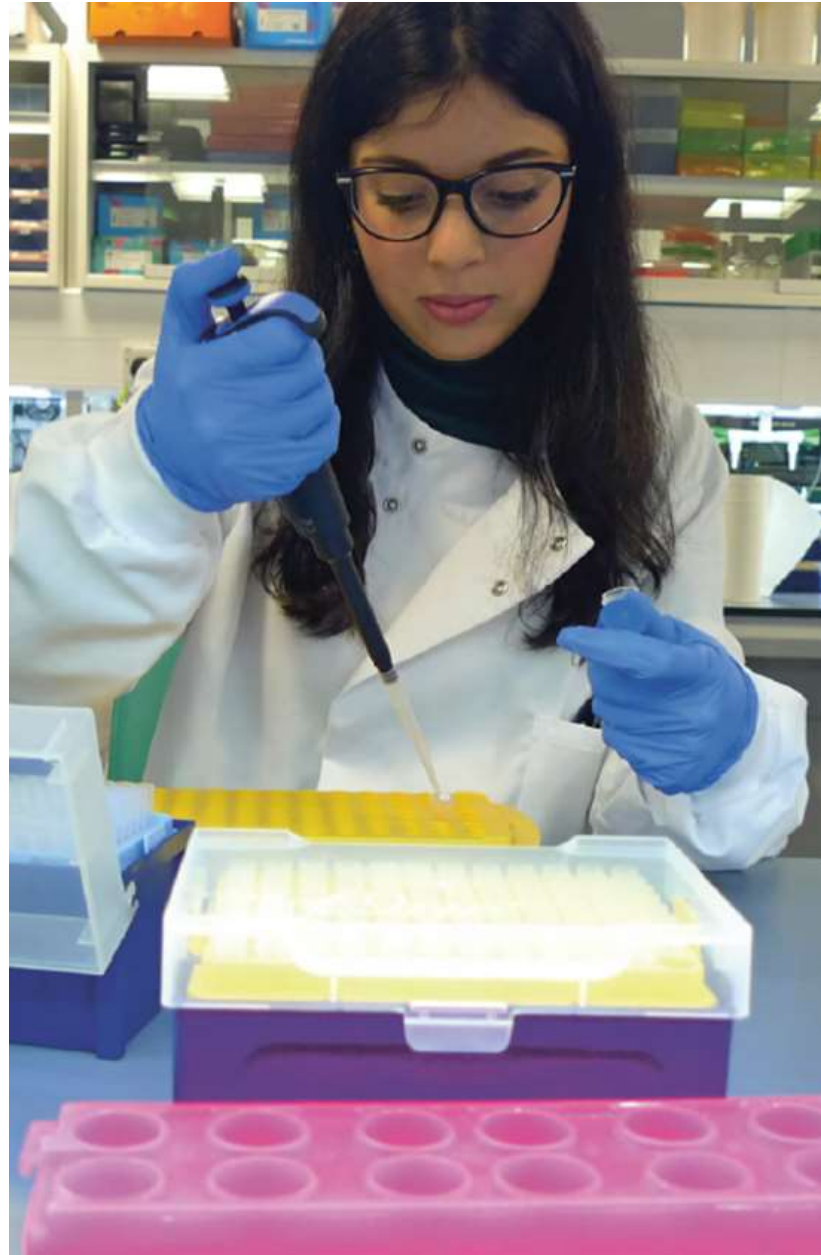


- Direct referral to local, health, care & community resources
- Advice & information
- KiT Calls
- Outcome management
- Referral to SbS where needed



- Ensures people with dementia stay engaged in their communities, get out & about, retain hobbies and interests or take up new ones.
- Creates longer-lasting, more resilient change for people with dementia

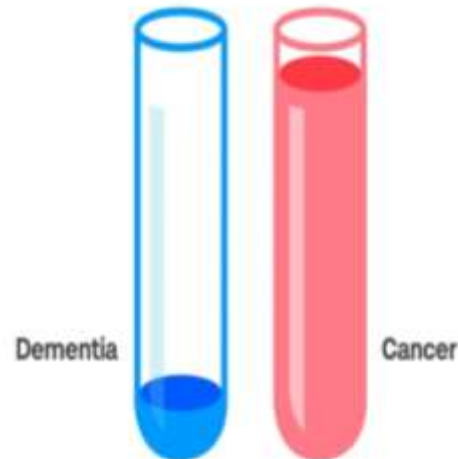
# Research



# Why isn't there a treatment to slow or stop dementia?

## Dementia research is underfunded and lags 20 years behind medical progress in cancer

- For every research paper on dementia, 20 are published on cancer
- For every £1 dementia research receives, cancer research gets £6



# UK Dementia Research Institute



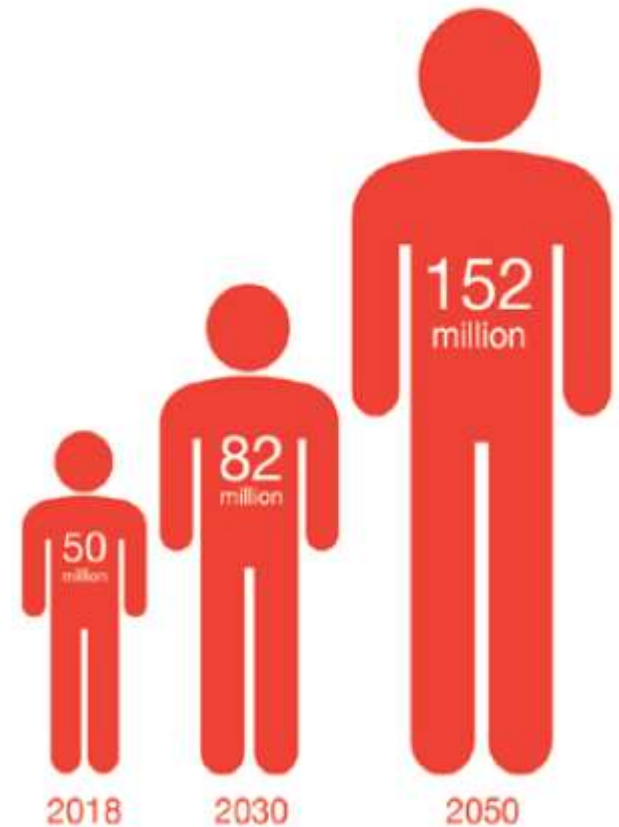
Founding funders:



Alzheimer's Society



# A global challenge



Source: World Health Organization, 2018

# Thank you

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