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**EVERY THREE SECONDS SOMEONE DEVELOPS DEMENTIA – THE ALZHEIMER SOCIETY OF IRELAND SUPPORTS WORLD ALZHEIMER’S MONTH 2018 CAMPAIGN**

During World Alzheimer’s Month this September, The Alzheimer Society of Ireland (ASI) will be joining Alzheimer’s Disease International (ADI) and other leading dementia organisations around the world to raise awareness of the fact that every three seconds someone develops dementia.

The international campaign, which will carry the hashtag #Every3Seconds, highlights that dementia is the global health and social challenge of our time with more than 50 million people currently living with dementia worldwide and the figure is predicted to increase by 10 million in 2018.

World Alzheimer’s Month is an opportunity to build understanding about a health issue that will affect more and more people as the years pass, while encouraging crucial efforts to support those already affected by dementia around the world. World Alzheimer’s Day is held on Friday, September 21st.

The campaign speaks to governments across the world about how they can dramatically increase care and support for, and awareness and diagnosis, research and treatment of dementia, in response to the Global Plan on Dementia adopted by the World Health Organization (WHO) in May 2017.

This global plan aims to improve the lives of people with dementia, their families and the people who care for them, while decreasing the impact of dementia on communities and countries. The plan of action sends out a clear message to governments around the world that plans and policies on dementia must be implemented and that these plans need to be funded and monitored.

**Key events in Ireland during World Alzheimer’s Month 2018:  
● Launch of new ASI cookbook ‘A Taste to Remember’;  
● ASI Family Carer Training (Dublin South / North & Wexford);  
● ASI Mobile Information Service at the National Ploughing Championships and also Tipperary, Cork, Kerry Dublin & Laois;   
● ASI Camino Adventure (with TV presenter Deric Ó h’Artagáin & Advocates Kathy Ryan & Jacinta Dixon);  
● ASI Dementia self-advocates speaking at regional & national events;   
● Launch of new ASI social club;  
● The ASI Drumkill Day Care Centre in Co Monaghan 20th Anniversary event;  
● Launch of dementia-friendly Super Valu in Raheny, Dublin 5;  
●** Launch of ‘Let’s Talk Dementia’ on RTE Radio One Extra;

Check out [www.alzheimer.ie](http://www.alzheimer.ie) for full events listings.

It is estimated that there are 55,000 people with dementia in Ireland and for every one person with dementia three others are directly affected and the number of people with dementia is expected to more than double over the next 20 years to 113,000 in 2036.

There are approximately 4,000 new cases of dementia annually in Ireland.

**The Alzheimer Society of Ireland CEO, Pat McLoughlin said:**

“We are fully supportive of the Every 3 Seconds campaign which is being backed by all the major international dementia organisations to highlights the fact that dementia is the global health and social challenge of our time. In Ireland there are an estimated 55,000 people with dementia and, on a worldwide scale, there are more than 50 million people currently living with dementia and this figure is predicted to increase by 10 million in 2018. These are startling figures and Governments across the world must take this issue more seriously.

“We are calling on the Government to dramatically increase awareness, detection and diagnosis of dementia by meeting targets of the World Health Organization (WHO) global plan on the public health response to dementia 2017-2025**.** This global plan aims to improve the lives of people with dementia, their families and the people who care for them, while decreasing the impact of dementia on communities and countries. The plan of action sends out a clear message to governments around the world that plans and policies on dementia must be implemented and that these plans need to be funded and monitored.”

“As we mark World Alzheimer’s Month, it is still very clear that a stigma and negativity often surrounds dementia. People can sometimes still feel afraid or embarrassed about talking to people they know who have dementia and this can lead to a lot of unnecessary loneliness for many people. There is no cure for dementia. However, many people who have dementia can do well and live well in their community – but they have to be supported in order to do this. We want to create a society that is fully inclusive of people with dementia and their families and carers and also a society that ensures the appropriate supports and services are made available.”

**Professor Brian Lawlor, Consultant Psychiatrist and Chair of the Dementia: Understand Together campaign said:**

**“A recent survey of more than 1,000 adults shows clear progress in people’s awareness, understanding and attitudes around dementia since the last time a survey was undertaken in 2016. While much work is still needed, it is positive to see that The Dementia: Understand Together campaign led by the HSE in partnership with the Alzheimer Society of Ireland and Genio has helped to build this understanding. Many people in the survey said they felt greater empathy towards people with dementia as a result of seeing the real life stories, and others made a conscious decision to get in touch with, or visit, a friend or family member living with dementia, or who is caring for a loved one with dementia.**

**“We can all make a difference. This World Alzheimer Month, take one action to support a friend, neighbour or relative – drop by for a chat, give them a call, invite them out to familiar places, events or activities or simply ask how you can help. Don’t underestimate the difference that your continued friendship and emotional support can make.”**

**Further Information:**

For all media enquiries, please contact The Alzheimer Society of Ireland Communications Manager Cormac Cahill on 0860441214.

**Notes to the Editor:**

**● World Alzheimer’s Month 2018**

World Alzheimer’s Day (21st September) was launched in 1994 to mark the 10th anniversary of Alzheimer’s Disease International (ADI) and has grown significantly since then. World Alzheimer’s Day 2017 was observed in over 80 countries and World Alzheimer’s Month continues to attract the support of Alzheimer and dementia associations around the world.

The theme for this year’s World Alzheimer’s Month campaign is Every 3 seconds. Alzheimer Disease International (IDA) is encouraging people all around the world to understand the importance of recognising dementia as a disease and challenging the stigma that surrounds the condition. By focusing on this statistic, they are emphasising the huge global impact of dementia worldwide.

World Alzheimer’s Month is an opportunity to raise awareness about a health issue that will affect more and more people as the years pass, while encouraging crucial efforts to support those already affected by the disease around the world.

The number of people living with dementia around the world is expected to almost double every 20 years, reaching 152 million by 2050. The global cost of dementia is over $US one trillion in 2018, exceeding the market value the world’s largest companies including Apple and Microsoft.

Two out of every three people globally believe there is little or no understanding of dementia in their countries. The impact of World Alzheimer's Month is growing, but the stigmatisation and misinformation that surrounds dementia remains a global problem that requires global action.

**● The Alzheimer Society of Ireland**

The Alzheimer Society of Ireland (ASI) is the national leader in advocating for and providing dementia-specific supports and services and each year the organisation provides more than one million hours of community-based dementia-specific care throughout Ireland. A national non-profit organisation, the ASI is person centred, rights-based and grassroots led with the voice of the person with dementia and their carer at its core. The ASI also operates the Alzheimer National Helpline offering information and support to anyone affected by dementia at 1800 341 341 and provides a number of others supports and services to people with dementia and their carers across Ireland including 51 Day Care Centres and one Respite Care Centre. The ASI also provides Home Care, Family Carer Training, Dementia Advisers, Alzheimer Cafes and Social Clubs.

**● Dementia: Understand Together campaign**

Dementia: Understand Together is a public support, awareness and information campaign led by the HSE, working with the Alzheimer Society of Ireland and Genio, that aims to inspire people from all sections of society to stand together with the 500,000 Irish people whose families have been affected by dementia. For more information on dementia, and the services and supports available, Freephone 1800 341 341 or visit [www.understandtogether.ie](http://www.understandtogether.ie)

**About dementia:**

• The number of people with dementia in Ireland is expected to more than double over the next 20 years, from 55,000 today to 113,000 in 2036.

• Dementia is an umbrella term used to describe a range of conditions which cause changes and damage to the brain.

• Dementia is progressive. There is currently no cure. Dementia is not simply a health issue but a social issue that requires a community response.

• The majority of people with dementia (63%) live at home in the community. Over 180,000 people in Ireland are currently or have been carers for a family member or partner with dementia with many more providing support and care in other ways.

• Each year over 4,000 people develop dementia. That’s at least 11 people every day and anyone can get dementia - even people in their 30s/40s/50s.

• 1 in 10 people diagnosed with dementia in Ireland is under 65.

• The overall cost of dementia care in Ireland is just over €1.69 billion per annum; 48% of this is attributable to family care; 43% is accounted for by residential care; formal health and social care services contribute only 9% to the total cost

• Figures referenced to Cahill, S. & Pierce, M. (2013) The Prevalence of Dementia in Ireland