



We need to break down the stigma and negativity that often surrounds dementia. Talking about it is one way that will help.

If we use the same messages when we have the opportunity to speak or write about dementia, it will multiply the effect of the message.

Did You Know?

1. People can and do live well with dementia

Many people have an image in their mind of what life with dementia looks like. That image is often very bleak. So it can be very surprising to learn that many people with dementia continue to live well, socialise and stay involved in their community.

2. Dementia affects our whole community



DEMENTIA
FRIENDLY
COMMUNITIES



63% OF PEOPLE WITH DEMENTIA CURRENTLY LIVE IN THE COMMUNITY

Cahill, S. & Pierce, M (2013) The Prevalence of Dementia in Ireland. Genio Dementia Learning Event

47,744 PEOPLE ARE CURRENTLY LIVING WITH DEMENTIA IN IRELAND

30,359
WOMEN



17,385
MEN



Cahill, S. & Pierce, M (2013) The Prevalence of Dementia in Ireland. Genio Dementia Learning Event

THE VAST MAJORITY OF PEOPLE WITH DEMENTIA ARE PRIMARILY CARED FOR BY A FAMILY MEMBER



THERE ARE APPROXIMATELY
50,000
FAMILY CARERS OF PEOPLE WITH DEMENTIA IN IRELAND

3. Dementia is not a normal part of ageing

In fact, there are approximately 4,000 people under the age of 65 living with dementia in Ireland today.

4. Dementia does not just affect your memory



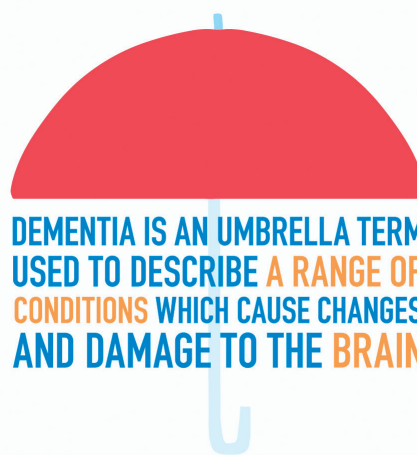
DEMENTIA IS NOT CAUSED BY AGEING AND IS NOT A NORMAL PART OF THE AGEING PROCESS



THESE CHANGES SIGNIFICANTLY AFFECT A PERSON'S QUALITY OF LIFE, CHANGING THEIR MEMORY, THINKING, COMMUNICATION AND THEIR ABILITY TO PERFORM EVERYDAY TASKS

5. Alzheimer's or Dementia?





The most common form of dementia is Alzheimer's disease.



DEMENTIA IS AN UMBRELLA TERM USED TO DESCRIBE A RANGE OF CONDITIONS WHICH CAUSE CHANGES AND DAMAGE TO THE BRAIN

6. Brain health

There is currently no cure for dementia. But growing scientific evidence indicates that by keeping your brain, your body and your heart healthy you can reduce your risk of developing dementia.

-  Alzheimer National Helpline: **1800 341 341**
-  www.alzheimer.ie
-  Find us on Facebook at The Alzheimer Society of Ireland
-  twitter.com/alzheimersocirl



THE ALZHEIMER SOCIETY of IRELAND



DEMENTIA FRIENDLY COMMUNITIES