



Research & Policy Strategy 2025

The Alzheimer Society of Ireland



THE Alzheimer
SOCIETY OF IRELAND

Research & Policy – Foreword

I am pleased to share The Alzheimer Society of Ireland's new Research & Policy Strategy with you. We are in the midst of a transformative period in dementia, that has been powered by high quality dementia research. Advances in brain health, disease-modifying therapies, blood-based biomarkers, and psychosocial interventions are shaping the future like never before. Yet, there is still much more to do. Public interest in dementia research is at an all-time high, underscoring the importance of clear, balanced, and nuanced communication.

A landmark achievement on the horizon is The Alzheimer Society of Ireland (ASI) co-hosting the Alzheimer Europe Conference in Dublin in 2026. This prestigious event will bring together 1,000 dementia researchers, health and social care professionals, industry representatives, policymakers, students, people living with dementia and family carers from nearly 50 countries – reinforcing Ireland's role in advancing dementia research and policy.

This strategy is an evolution of The ASI's previous research strategy (2022-2024), which was shaped by consultations with nearly 300 stakeholders including colleagues, volunteers, people living with dementia, family carers,

researchers and clinicians. The ASI Research & Policy team is small but ambitious, working across a diverse range of areas both nationally and internationally.

A key strength of our work is the invaluable support of the Dementia Research Advisory Team, a Public and patient Involvement group of people living with dementia and family carers who ground our initiatives in the lived experience. Following a comprehensive review of our progress since 2022, and in alignment with consultations with key stakeholders, this strategy is designed to sharpen our focus – ensuring we maximise impact and drive meaningful change.

I am deeply grateful to all those who contribute their time, expertise and energy to support the work of The ASI. We are excited to move forward, leveraging research and policy to improve the lives of those affected by dementia. Together, we can make a positive difference.



Dr Laura O'Philbin
Research & Policy Manager

About The Alzheimer Society of Ireland

Our Vision

Our Vision is an Ireland where people on the journey of dementia are valued, can realise their rights and exercise choice, and are living well where they choose.

Our Values

Respect:

We accept everybody for who they are. At the heart of respect is caring, and we have empathy and sympathy with everyone and respect their feelings, wishes, abilities, and the rights of others.

Empathy:

We put ourselves in other people's shoes. We make a real effort to understand someone's feelings and beliefs, and we promote a culture of understanding and listening to others.

Integrity:

We serve the common good. We foster and promote reliability, honesty, loyalty, and trustworthiness in our dealings with everybody we meet. We will promote togetherness and true belief in our work.

Our Mission

Our Mission is to lead the growth of high-quality supports and services that meet the needs of people living with dementia and their families, carers and communities.

Inclusiveness:

We are all equal and are part of a community. We appreciate and champion diversity, equality and equity, cooperativeness, and participation. Everyone plays an important and integral role in our work.

Excellence:

As the leaders in dementia care in Ireland, we strive to be our best. We promote a learning culture, and we continue to ensure best practice and continually look to evolve and improve.



Our Research Vision & Mission

'We strive for a future where research empowers people living with dementia and their supporters to live with dignity, choice, and opportunity'

Our Research Mission

Our mission is to advance, support and promote high quality dementia research that supports the rights and well-being of people living with dementia, carers, families, and communities.

We achieve this by fostering collaboration, amplifying the lived experience, and ensuring research is accessible, actionable, and aligned with the mission of The Alzheimer Society of Ireland.

Our Research Vision

A world where dementia research drives continuous transformation in care, policy, and public understanding.

We strive for a future where research empowers people living with dementia and their supporters to live with dignity, choice, and opportunity, and where every advancement brings us closer to a society that fully supports and values all those affected by dementia.

Achieving our Research Mission and Vision

We have developed six key objectives that build on our previous work and achievements, sharpening our focus in line with stakeholder feedback.

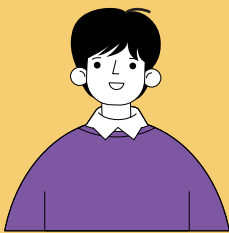
These objectives will guide our efforts and ensure we are making a tangible impact across research, policy, and public engagement. Each focuses on a critical area where The ASI can lead, innovate, and drive lasting change for people affected by dementia.



Research & Policy Strategy

Our Six Key Objectives

01



**Produce and Support
High Quality Research**

02



**Drive Research
Investment**

03



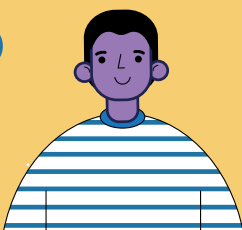
**Grow and Build Capacity
for Public Understanding
of Research**

04



**Drive Policy
Change**

05



**Demonstrate Excellence
and Leadership in
Public & Patient
Involvement (PPI)**

06



**Provide Research
Participation and
Recruitment Support
Through The ASI's
TeamUp for Dementia
Research Service**

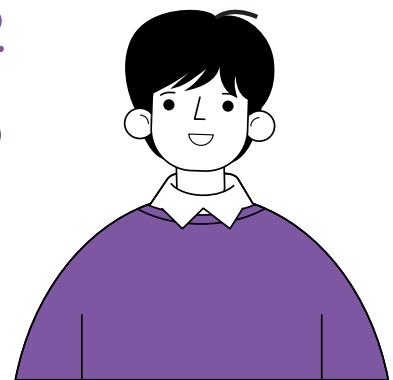
Objective 01 –

Produce and Support High Quality Research

Generate insights & advance dementia research by developing collaborations, supporting early career researchers, and ensuring the dissemination of evidence that meets both national and organisational needs.

Strategic Actions

- Provide The ASI with tailored research support and evaluation services, including commissioning research aligned with internal needs.
- Publish accessible, high-quality dementia research, including national reports, to provide insights into the lived experience of dementia in Ireland and inform practice.
- Engage in co-funding research opportunities to amplify research impact and optimally manage our resources.
- Support research that leads to practical and person-centred solutions and improvements to policy and practice.
- Cultivate an environment that is supportive to early career researchers by providing tailored advice, bursary schemes and innovation awards.



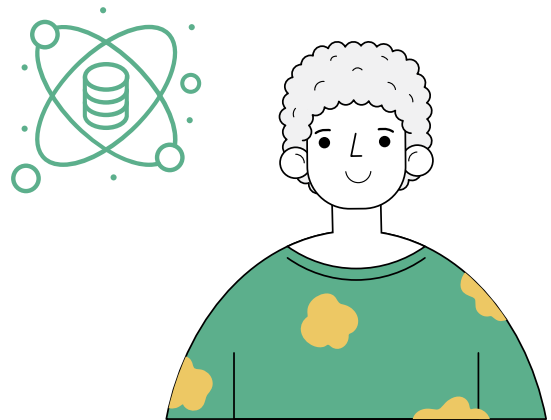
Produce and support
high-quality research

Objective 02 – Drive Research Investment

Be a catalyst for change by championing increased investment in dementia research and influencing research priorities. Through awareness raising, collaboration, empowering diverse stakeholders and driving advocacy efforts, we will work to amplify the value of dementia research.

Strategic Actions

- Advocate for enhanced national and international dementia research funding to drive innovation and address gaps through engaging with policymakers, funders and the public.
- Develop relationships with national and international collaborators to support and raise the profile of dementia research in Ireland.
- Build alliances with other organisations to amplify advocacy efforts and create a united voice for dementia research.
- Empower people with lived experience to participate in research advocacy efforts.
- Influence dementia research priorities ensuring they reflect the lived experience of people affected by dementia and the expertise of working directly with them, with the aim of delivering real-life improvements and solutions.



Drive research
investment

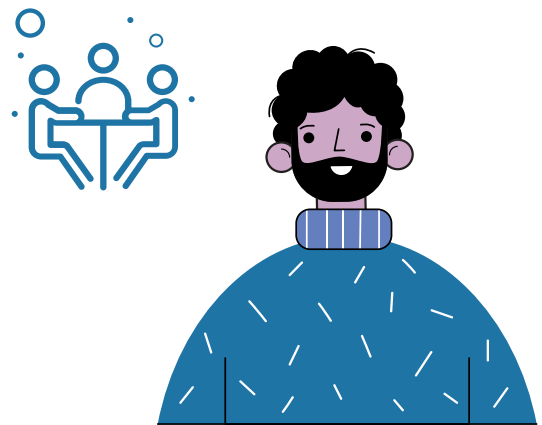
Objective 03 –

Grow and Build Capacity for Public Understanding of Research

Disseminate research across a range of audiences and enhance public understanding of dementia research by making it accessible, inclusive, engaging, and impactful.

Strategic Actions

- Host online and in-person events that translate research findings into accessible insights for a public audience and provide researchers with opportunities to communicate their work.
- Regularly and proactively communicate dementia research news, with internal and external audiences.
- Actively contribute to conferences, academic journals, and other media outlets to share and amplify research findings.
- Support the successful delivery of the Alzheimer Europe Conference in Dublin 2026, showcasing Ireland's leadership and excellence in dementia research.



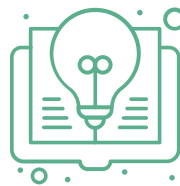
Grow and build capacity
for public understanding
of research

Objective 04– Drive Policy Change

Influence national dementia policy and practice by leveraging evidence-based insights and highlighting high-impact and emerging issues related to dementia.

Strategic Actions

- Develop and publish a policy series addressing high-impact and emerging issues in dementia care and research.
- Provide and synthesise evidence that supports the translation of research into actionable policy and practice internally and externally.
- Support the development of The ASI's annual Pre-Budget Submission with research-driven evidence.
- Actively engage in public consultations to advocate for policy improvements informed by research, lived experience and feedback from subject experts across ASI departments.



Drive policy
change

Objective 05 –

Demonstrate Excellence and Leadership in Public & Patient Involvement (PPI)

Continue The ASI's commitment to advancing PPI both internally and externally, working in partnership with other key stakeholders. This work is supported by the members of the Dementia Research Advisory Team, The ASI's dedicated PPI panel. This group of Experts by Experience is made up of people living with dementia and family carers.

Strategic Actions

- Continue to strengthen The ASI's leadership in PPI by further developing the Dementia Research Advisory Team and elevate its impact as an international model of best practice, while aligning efforts with other established PPI initiatives.
- Provide bespoke training and support to grow the confidence and capacity of the members of the Dementia Research Advisory Team to ensure their meaningful and authentic engagement in PPI.
- Continue to create novel opportunities for PPI leadership for members of the Dementia Research Advisory Team.
- Champion PPI as a fundamental principle in Irish research in collaboration with other PPI initiatives.
- Provide researchers with tailored support and advice to facilitate effective and meaningful collaboration with the Dementia Research Advisory Team.



Demonstrate excellence and leadership in Public & Patient Involvement (PPI)

Objective 06 –

Provide Research Participation and Recruitment Support through The ASI's TeamUp for Dementia Research Service

Strategically expand and enhance the TeamUp for Dementia Research service to increase participation in dementia research, ensuring balanced membership growth, strengthened reputation, and increased visibility. This service connects people affected by dementia with opportunities to participate in ethically approved dementia research.

Strategic Actions

- Expand and diversify membership of the TeamUp for Dementia Research service through strategic partnerships with health and social care professionals and community organisations to connect with new potential members.
- Educate the public on the value of research participation by utilising awareness campaigns, social media, and public events.
- Position the TeamUp for Dementia Research service as a nationally recognised research recruitment support service by forming collaborations with universities and external stakeholders.
- Strengthen researcher engagement with the TeamUp for Dementia Research service by sharing testimonials and research outcomes, showcasing the impact of the service.



Provide research participation and recruitment support through The ASI's TeamUp for Dementia Research service



The Alzheimer Society of Ireland,
National Office,
Temple Road,
Blackrock,
Co Dublin.
A94 N8Y0

Tel: (01) 207 3800
info@alzheimer.ie
