

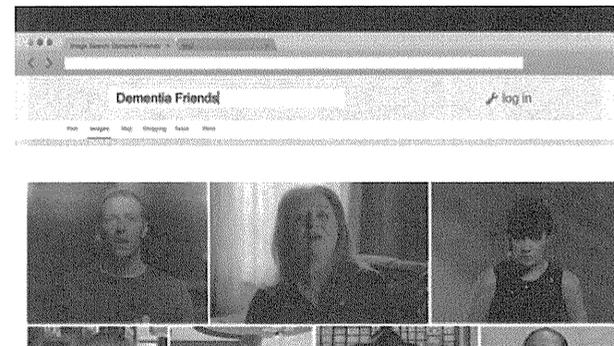
Example: First Bus



Creating a dementia friendly society 3.

- Enabling individual employees

30 second Dementia Friends TVC



Alzheimer's Society | Leading the fight against dementia

Become a Dementia Friend today

Understand a bit more about dementia, and the little ways you can help.

Dementia Friends 493,716

Become a Dementia Friend now:

Step 1 Watch our video.

Step 2 Enter your details to get your FREE Dementia Friends pack.

Join a face-to-face session

You can also become a Dementia Friend by attending an information session in your area.

Find a session near you >

Already attended a session? Log in >

Thank you

Jeremy Hughes
Chief Executive, Alzheimer's Society
jeremy.hughes@alzheimers.org.uk

www.alzheimers.org.uk

alzheimers.org.uk

TSUDOI

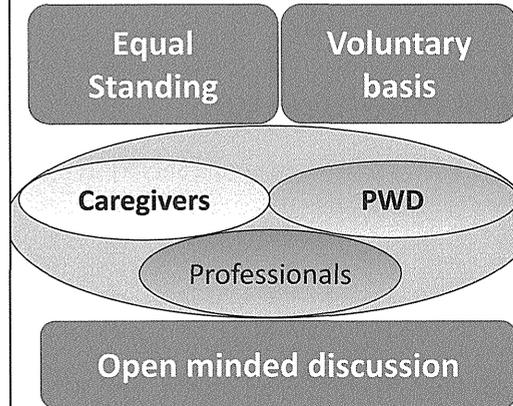
- Crystallization of Autonomy and Creativity-

Kunio Takami

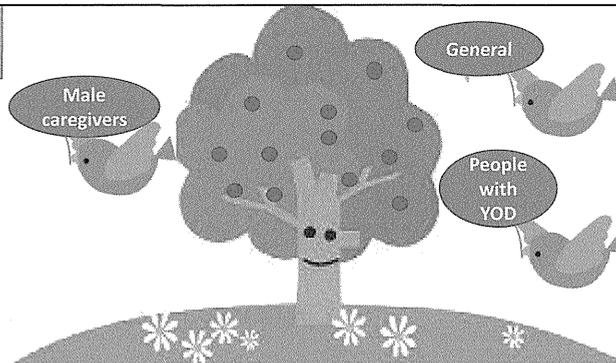
President of Alzheimer's Association Japan

What is TSUDOI?

The name of the meeting held for people with dementia and their carers run by AAJ branches.

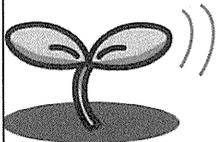


TSUDOI History



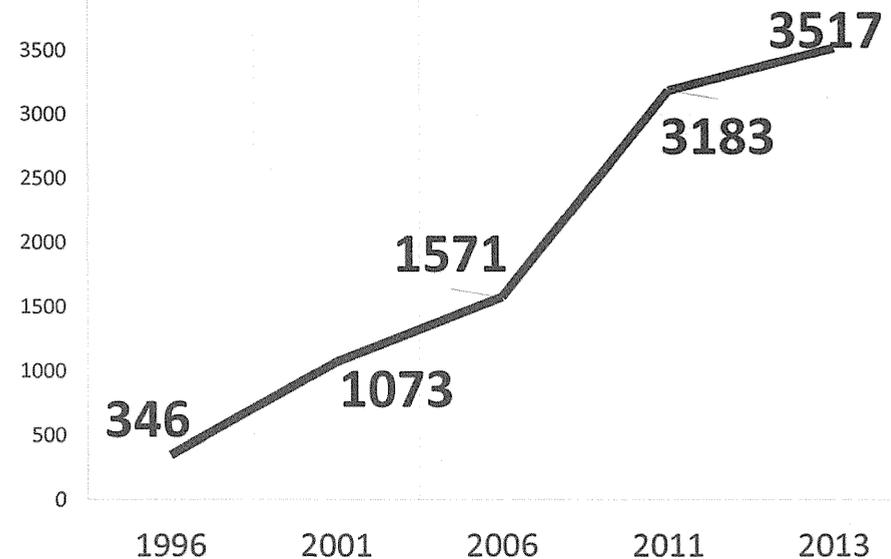
In 2013

**3,517 times with 44,118 people
all over Japan**

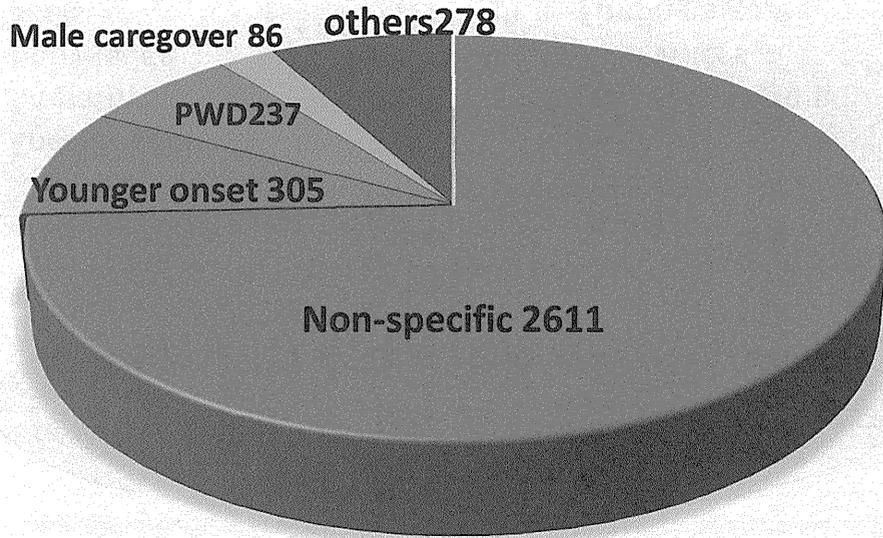


In 1979 A small group of caregivers conversation
In 1980 Established AAJ by 90 family caregivers

Number of TSUDOI



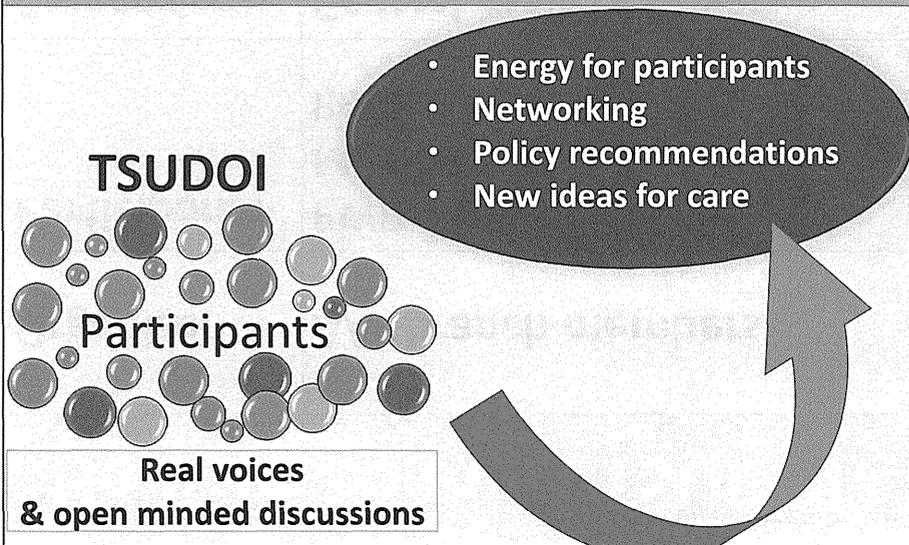
Breakdown of the TSUDOI



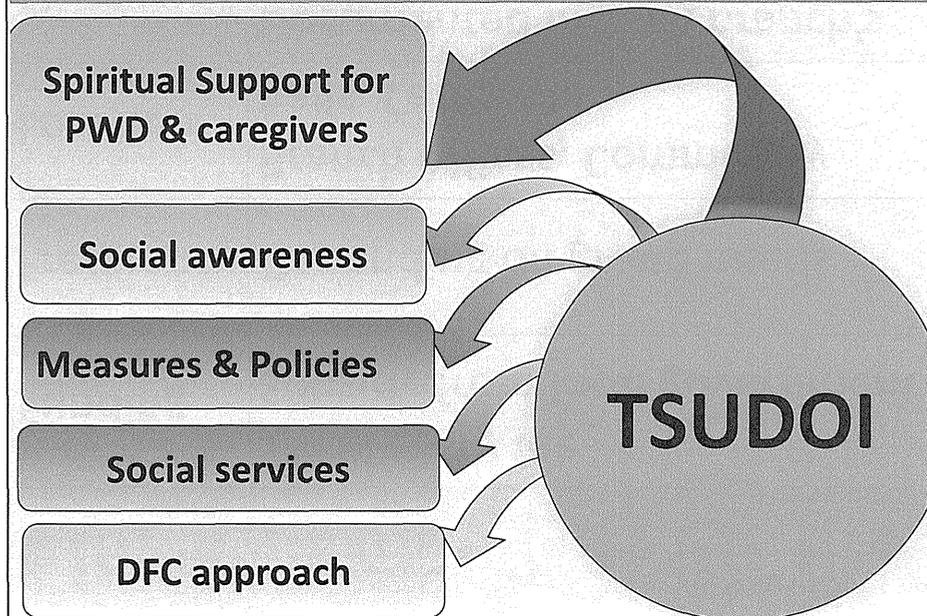
The characteristics of TSUDOI Autonomy

- Started in the age without social services and developed as an autonomous group
- Continues as an independent, grassroots project
- All participants are autonomous & self-motivated and interacting on an equal basis

Characteristics of TSUDOI Generated Creativity



Needs for living well with dementia in the community



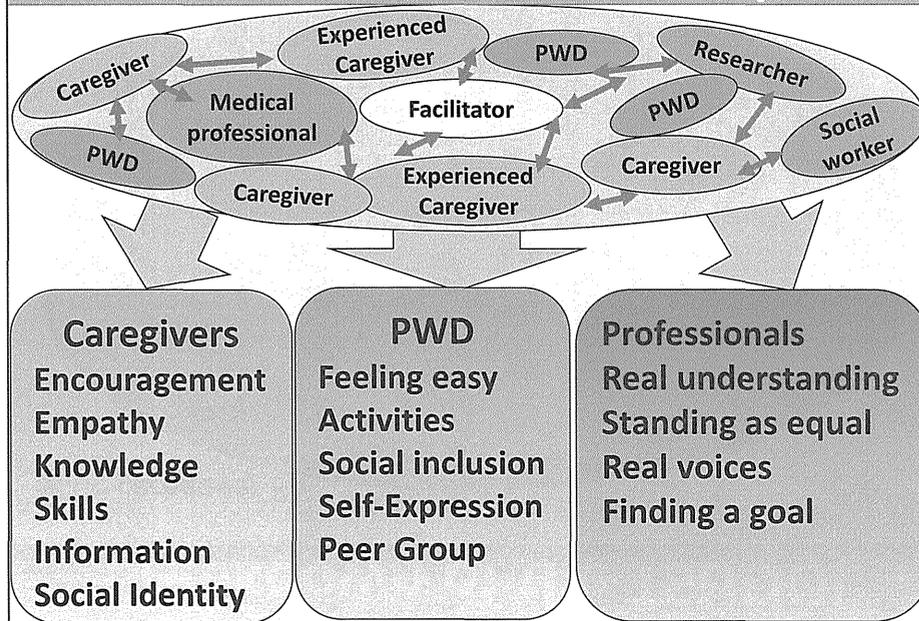
How we conduct TSUDOI?

Organizer	AAJ branch members
Participants	PWD, Family Caregivers, Medical & Care professionals, Researchers, Students
Categories	General, male caregivers, people with younger onset dementia

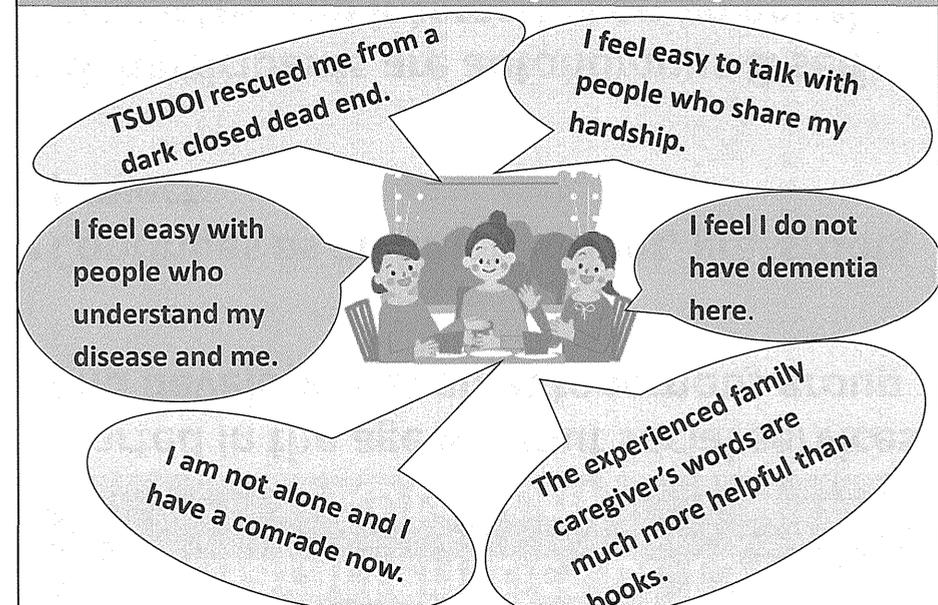
How we conduct TSUDOI?

Funding	Small entry fee Subsidy from local government
Frequency	Depending on group needs
Location	Branch offices, Community halls, Cafés, etc.
Sharing	Documented in each branch's newsletter

Concrete Benefits for Participants



Feedback from participants

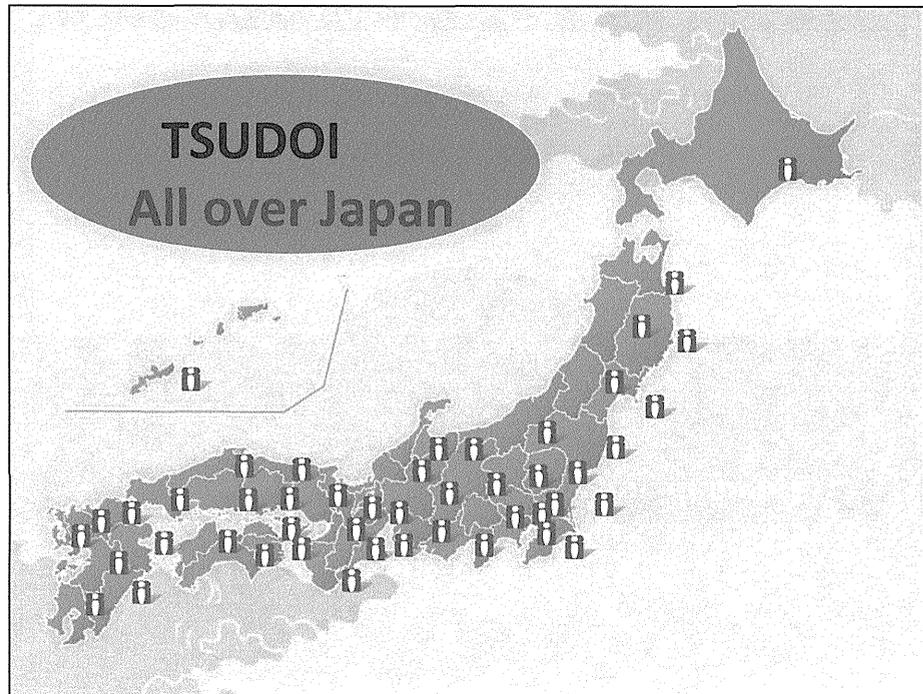


Strengths

- ★ Well-rounded and continuous effect on PWD, caregivers, and society
- ★ Simplicity and economic cost value

Our Challenge

More sites and higher frequency
with easy access for PWD & Caregivers
Autonomy with collaboration
for further development and growth



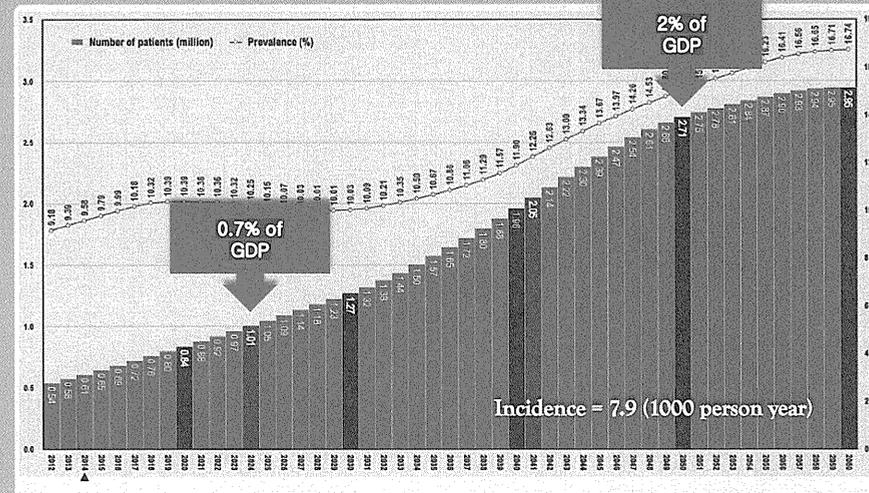
How to enhance family caregivers' accessibility to information and services for dementia

5 Nov 2014

Ki Woong Kim, M.D., Ph.D.

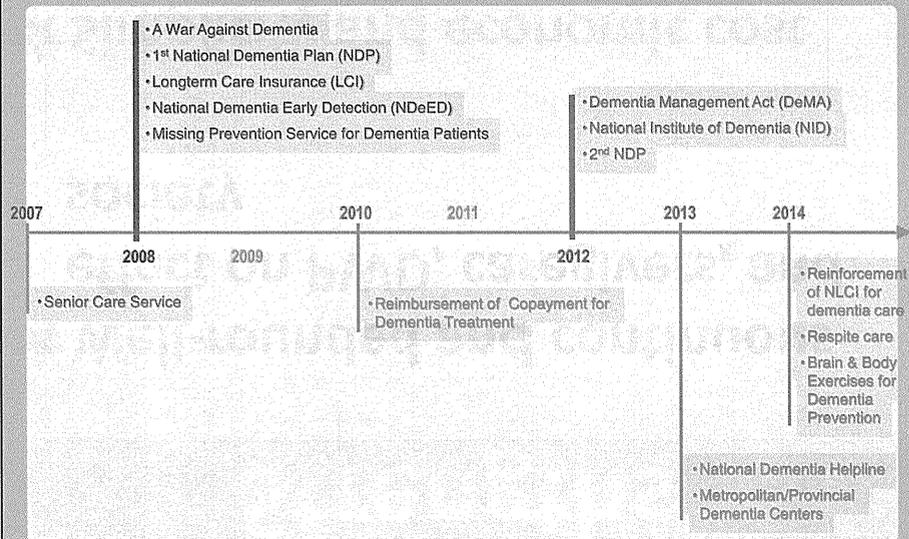
Director, National Institute of Dementia / Professor, Seoul National University

Dementia Epidemic

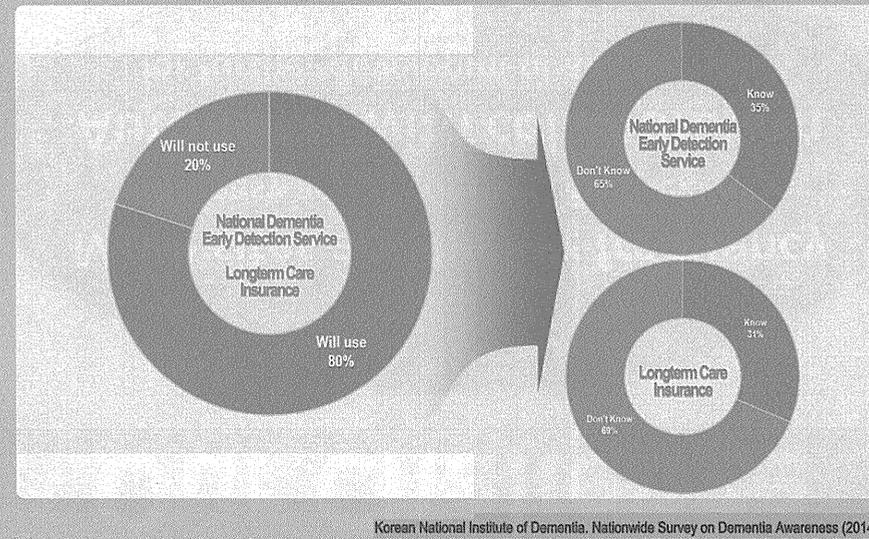


Nationwide Survey Report on Dementia Epidemiology of Korea (2008, 2010, 2012); Kim et al. J Alz Dis (2011); Yu et al. J Alz Dis (2014); Bae et al. Demant Geriatr Cogn Disord (2014)

Services for Dementia Management

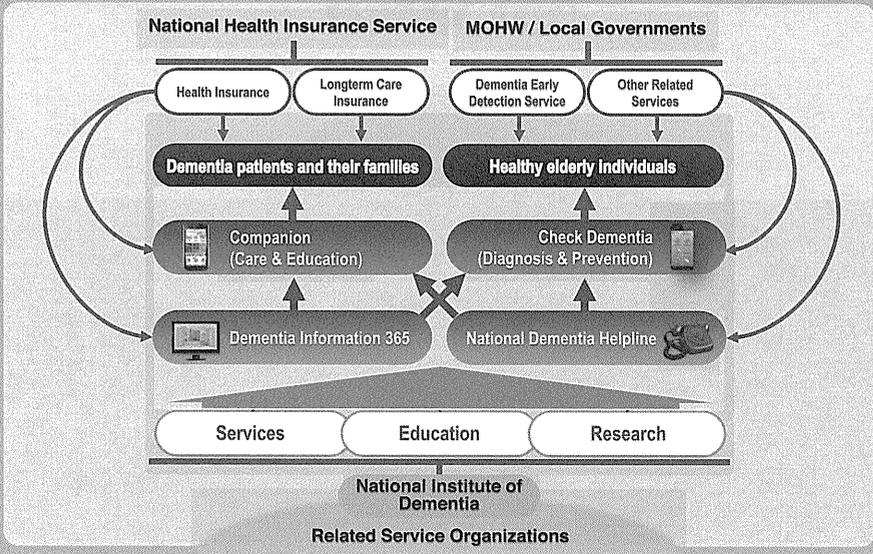


Limited Accessibility to Information

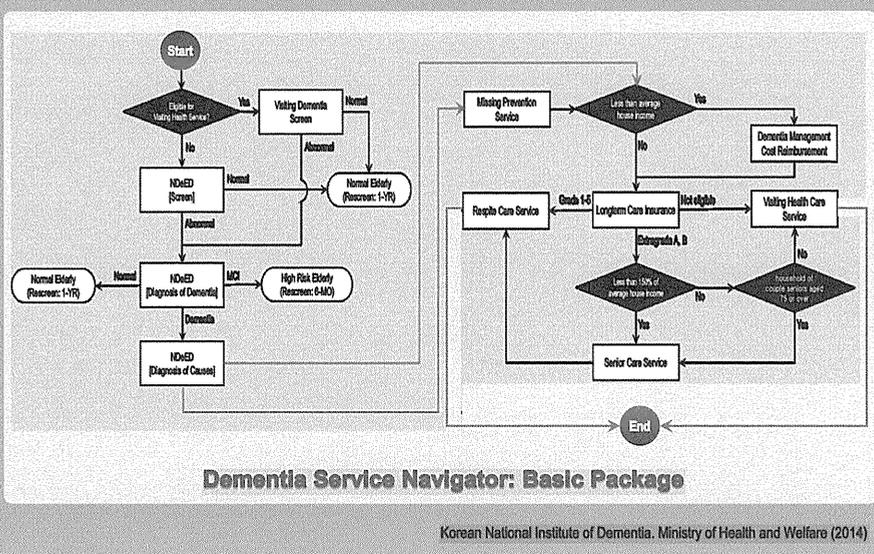


Korean National Institute of Dementia. Nationwide Survey on Dementia Awareness (2014)

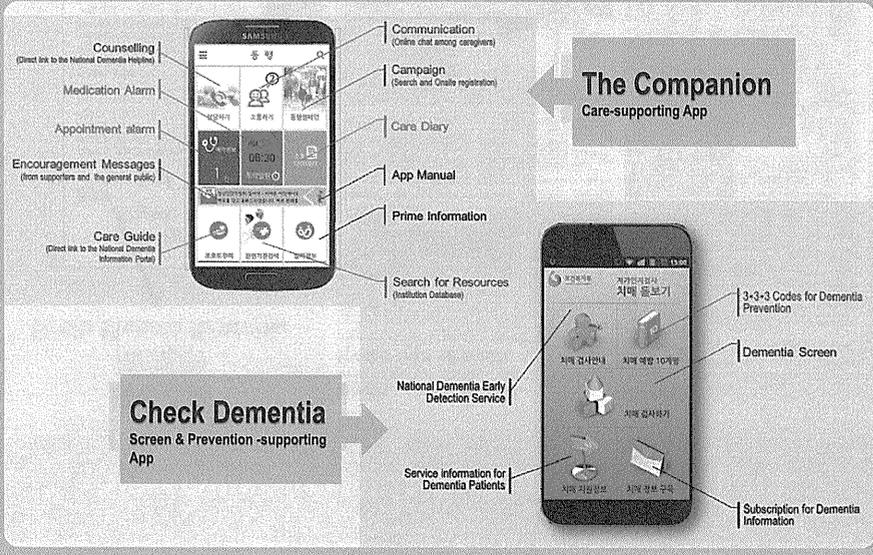
Unification of Information-Delivering Channel



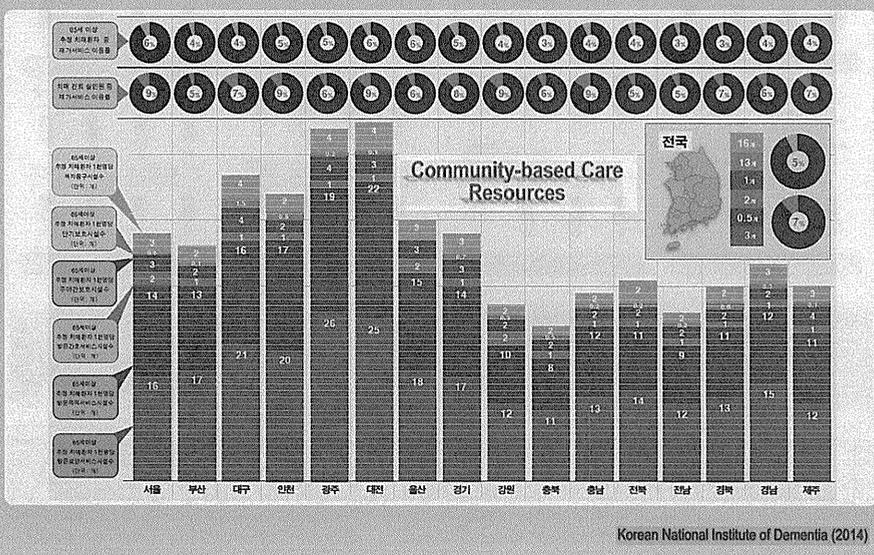
Abstraction, Integration and Organization of Information



Active Delivery of Tailored Information



Limited Financial and Physical Accessibility to Services



Newspaper-based Daily Cognitive Training

頭筋頭筋 腦運動 Brain Muscle Exercise

매일 예방 '똑똑한 신문 놀이'
오늘부터 연재 시작합니다

두근두근 뇌 운동 1. 조선일보-중앙재활센터 공동 개발

자신의 조선일보는 (매일, 이걸 주시는 분들) 사귀기를 연세에 따라 점점
올라갑니다. 현재 노인 10명 중 1명이 치매로 고통받고 있습니다. 고령화
가 진행되면서 치매 환자는 더 늘어날 것이라고 합니다.
어떻게 치매 위험을 예방해서 건강한 노년을 보낼 수 있을까?
어는 내 가족뿐 아니라 우리 사회 전체가 안고 있는 고민입니다.
어에 도전한다는 중앙재활센터(치매 예방 연구소) 연구팀
어 선문을 활용해서 치매를 예방하는 효과적인 프로그램을 처음으로 개발했
습니다. 치매의 발생 위험을 줄이고, 실명 치매에 걸린
다양도 위험을 낮추기 위한 예방책이 되어 주시길
바라는 마음으로 이 연재를 시작합니다.
'조선일보의 중앙재활센터가 함께하는 두근두근
(매일 놀이)' 뇌 운동'은 매일 선문을 날기 시작
하며, 아침과 저녁 등 하루에 뇌를 운동시켜주
는 '두근두근 신문 놀이'입니다.
신문도 읽고, 치매도 예방하는 '두근두근 뇌 운동'을
오늘부터 하루에 하나씩 시작합니다. 기사 선택



Kim et al. Korean National Institute of Dementia, (2014)

National Daily Exercise for Dementia Prevention



01 손가락기르기
손가락을 움직여 뇌 기능을 자극합니다.

02 손가락기르기
손가락을 움직여 뇌 기능을 자극합니다.

03 어깨운동
어깨를 움직여 뇌 기능을 자극합니다.

04 허리운동
허리를 움직여 뇌 기능을 자극합니다.

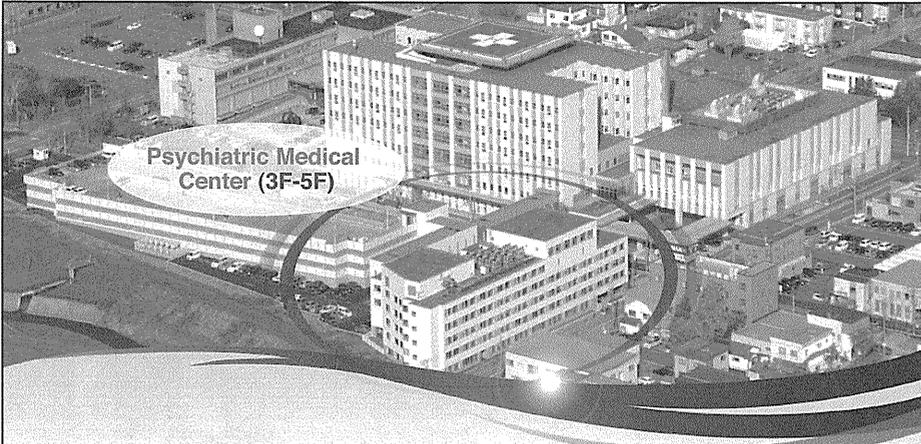
05 허벅지 운동
허벅지를 움직여 뇌 기능을 자극합니다.

준비 운동과 정리 운동도 잊지 마세요
종류 이용이 편리합니다

체질의 강화를 하면서 반복해 보세요
다양한 운동요령을 할 수 있습니다

Korean National Institute of Dementia, Ministry of Health and Welfare (2014)

THANK YOU



Psychiatric Medical Center (3F-5F)

Support Activities System of Sunagawa Medical Center for Dementia

Kumiko Utsumi
 Medical Center for Dementia, Sunagawa City Medical Center
 G7 Dementia Summit - November 5, 2014

SUNAGAWA CITY MEDICAL CENTER

Nakasorachi Community Support Group for Dementia

(Launched in April 2004, incorporated as an NPO in January 2009)

Objectives: To promote and raise the awareness of dementia in the community through the involvement of professionals in various occupations such as doctors, health nurses, care managers, social workers and family members of individuals with dementia, as well as citizens

<Support for families>

- (1) Lecture presentations for public enlightenment
- (2) Information provision to the community
- (3) Lecture for family members

➔

- Banish the stigma of dementia
- Early detection
- Motivating citizens to volunteer

<Support for nursing care professionals>

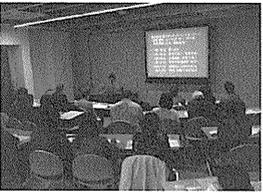
- (4) Organizing lecture presentations and workshops for specialists
- (5) Visits to care facilities by doctors and psychiatric social workers to have round-table talks with the staff

<Support for primary care doctors>

- (6) Dementia trainings for primary care doctors

SUNAGAWA CITY MEDICAL CENTER

Volunteer Training Course (a series of 5 sessions)



October 2009:
 Participated by 38 persons (Sunagawa)
 (Held every year since at different locations)

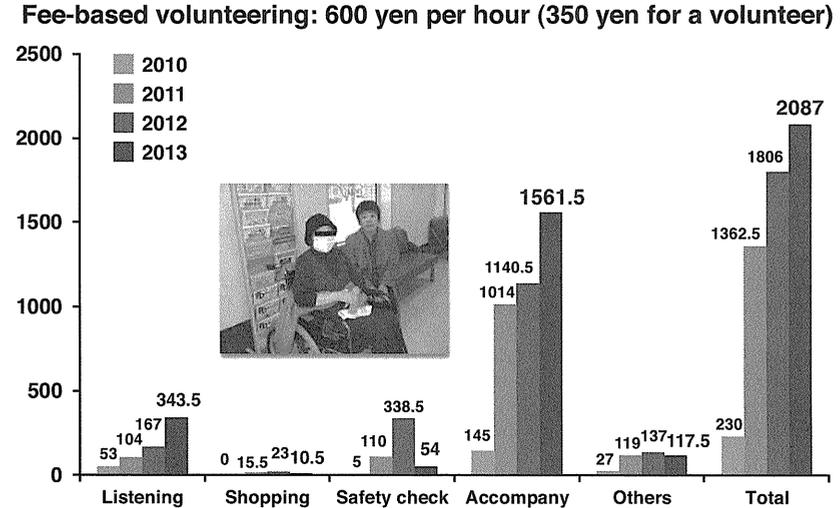
Dementia Support Volunteer Organization "Pokke" launched (2010)




SUNAGAWA CITY MEDICAL CENTER

Hours Spent on "Pokke" Activities

Fee-based volunteering: 600 yen per hour (350 yen for a volunteer)



Activity	2010	2011	2012	2013
Listening	53	104	167	343.5
Shopping	0	15.5	23	10.5
Safety check	5	110	54	338.5
Accompany to hospital	145	1140.5	1014	1561.5
Others	27	119	137	117.5
Total		1362.5	1806	2087

SUNAGAWA CITY MEDICAL CENTER

Activity Episode

- A son who is in charge of chief mourner asked us to take care of his mother with dementia all night for keeping vigil.
- A woman who became alone after her son's death feels scared by seeing her son's ghost every night. She asked us to stay with her overnight even for just a short period until admission to a nursing home.
- Elderly caregiver himself had to go to hospital urgently, then asked for caring service.

Support "Right Now"!!

SUNAGAWA CITY MEDICAL CENTER

Sunagawa City Ordinance on Support for Active Living of Elderly (2013)

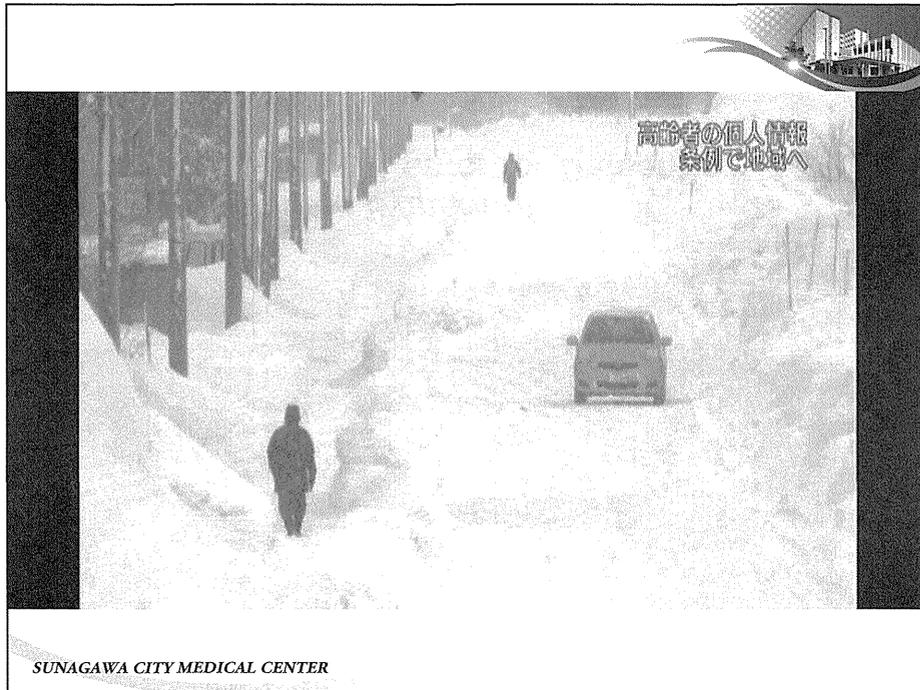
To promote activities to support active living for elderly people and assist them with their daily living, this ordinance aims to clarify the basic principle of those activities and roles of the city, citizens and business entities, while stipulating the obligations and responsibilities associated with the provision and handling of information concerning elderly people, so that it can contribute to building a community where each member can comfortably lead an active, spiritually rich lifestyle throughout his/her life. (The rest is omitted.)

Community Care Program for Elderly (2013)

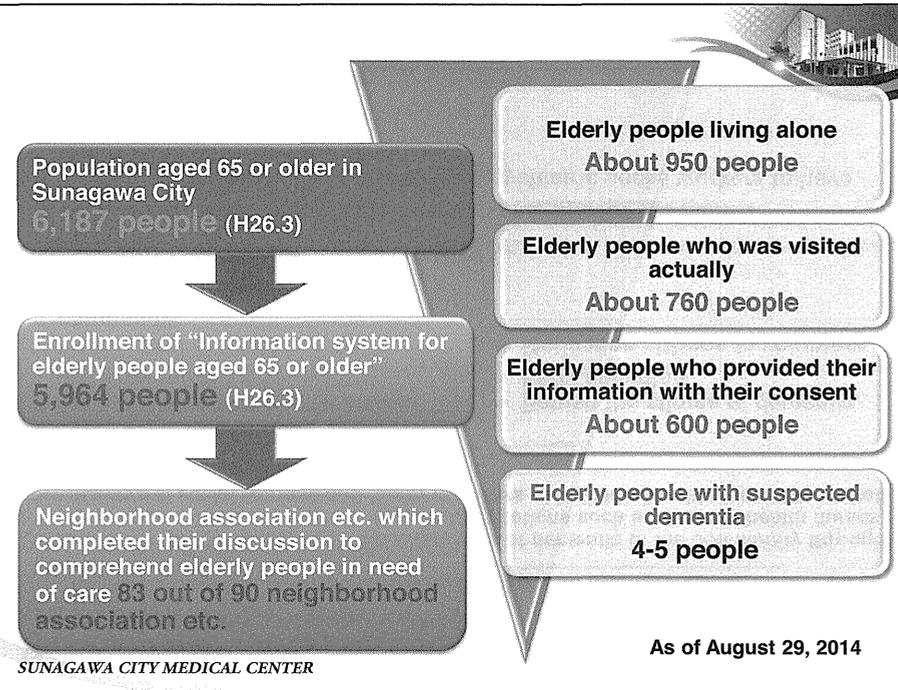
Based on the registry for householders aged 65 or older, elderly person living alone or elderly person-only households, who are considered potentially at risk, are selected and visited by a nurse specializing in comprehensive care and a staff member of the Senior Citizens' Welfare Division to assess their needs for supportive services.

The results are discussed among the regional comprehensive support center, neighborhood association, welfare commissioners and public administration to provide necessary support from the neighborhood association and welfare commissioners, along with appropriate medical and welfare services.

SUNAGAWA CITY MEDICAL CENTER

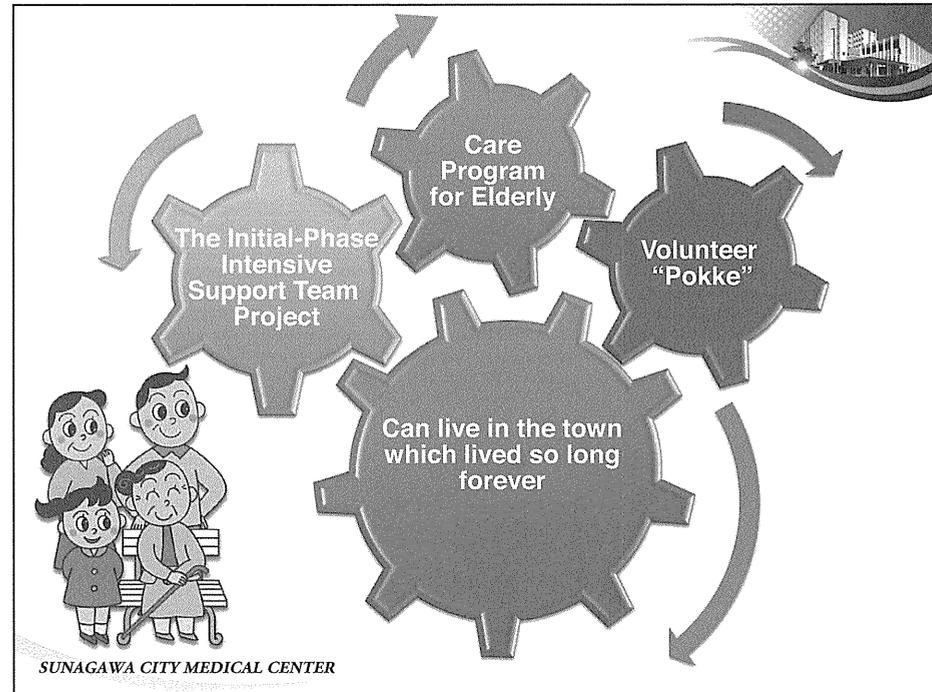
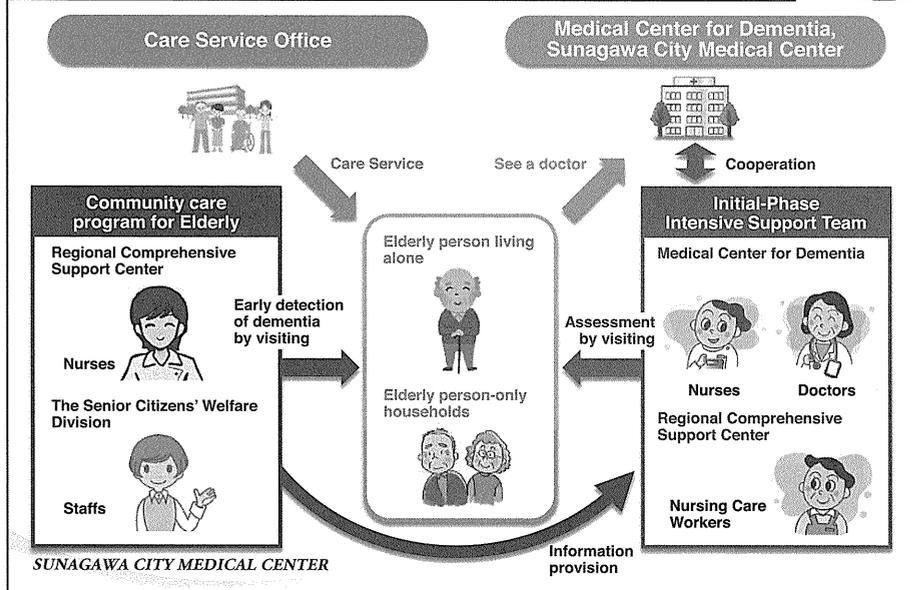


SUNAGAWA CITY MEDICAL CENTER



SUNAGAWA CITY MEDICAL CENTER

Cooperation of Care Program for Elderly and Initial-Phase Intensive Support Team



Global Dementia Legacy Event Japan session3

“Omuta city Dementia Care Community Promotion” - to build society where all the people can live together with dignity even suffering dementia

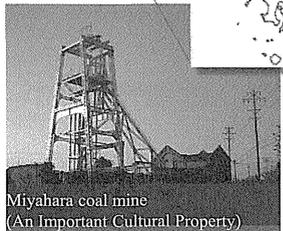
Key words :

intergenerational exchange and SOS network

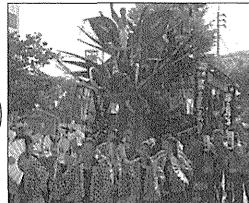
Rumiko Otani



An Overview of Omuta City, Fukuoka Prefecture in Japan

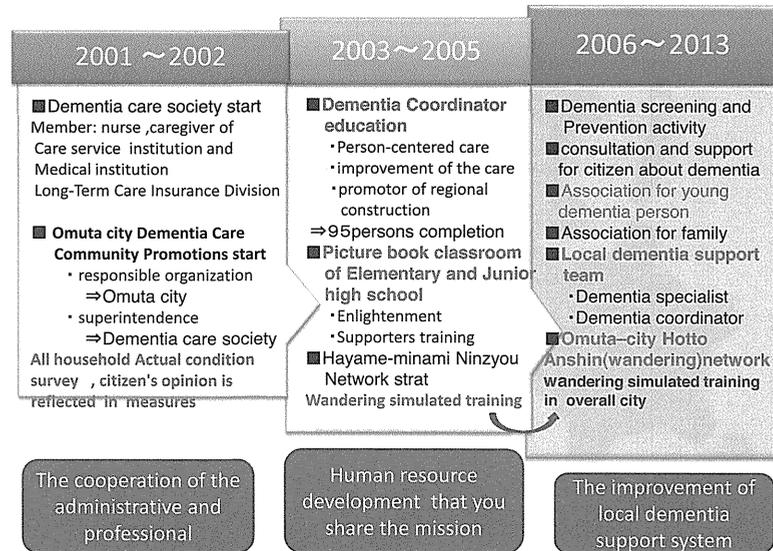


Omuta, once a city of coal mines (Miike coal mine was closed in 1997), is now evolving into a people-oriented community.



- Total Population of Omuta City
From approx. 210,000 (in 1960)
approx. 121,098 (October, 2014)
- Aged Population 39,811
Percentage of Aged Population: 32.9 % (October, 2014)
Percentage of Population Aged 75+: 17.6 %
- People with Certification of Needed Long-Term Care 7,820
Certificate rate: 19.4% *aged 65+ (August, 2014)
- Total Households: 57,347 (October, 2014)
Household with aged population: 29,550 (51.5%)
Household of an aged single-person: 13,406 (23.4%)
Household in public housing: 4,832 (8.4%)
- Percentage of population belonging to a community center 32.4% (2014)

Omuta-city Dementia Care Community promotion



Hayame-minami Ninjou Network

The cooperation of local residents, Younger generation and Long-term Care service institution



To watch, and support each other

Omuta city "Hotto Anshin"(wandering)Network

Wandering simulated training since 2004

"wandering" is OK!

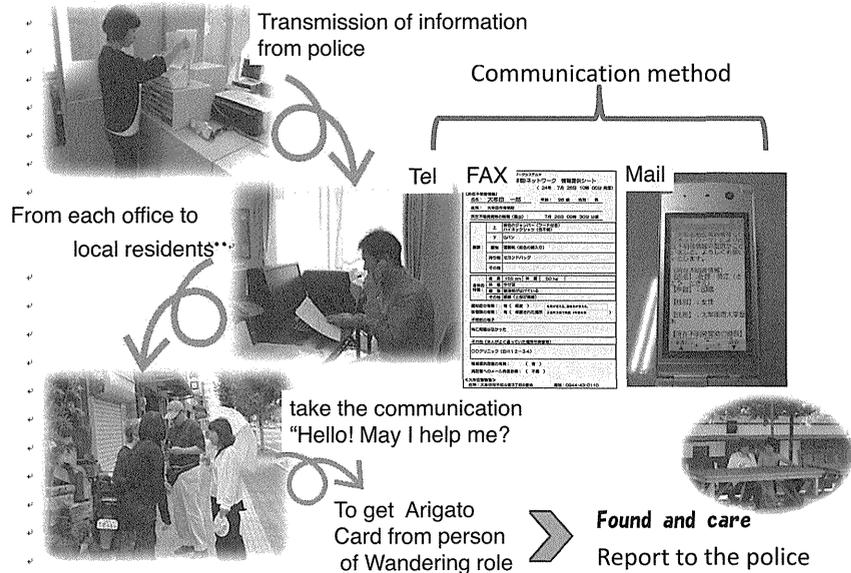
Regional Development of Society in which everyone can wandering in easy and safety even dementia

Spread understanding of dementia in the whole area and usually watch them and raise awareness to support them.

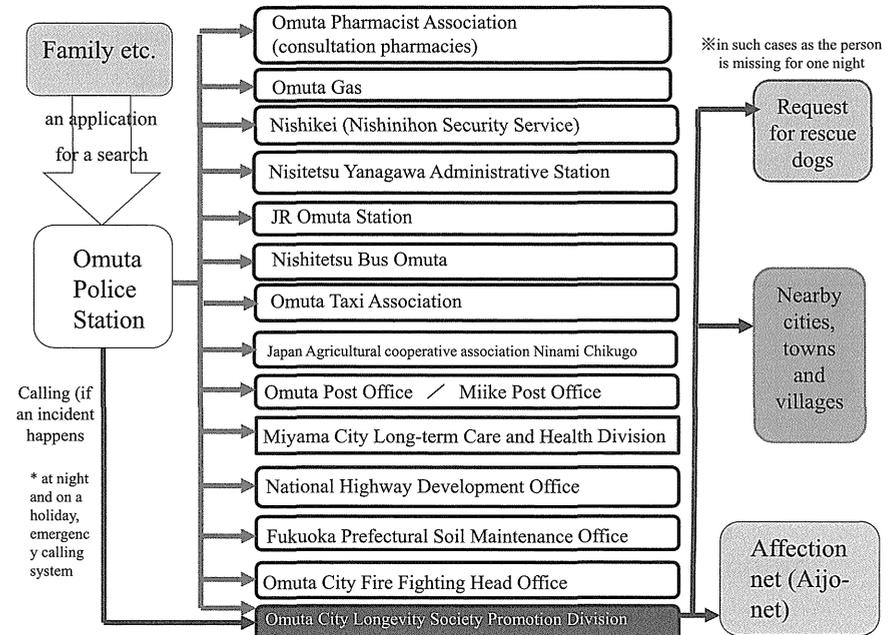
Make safety net having high effect at the time of the disappearance outbreak

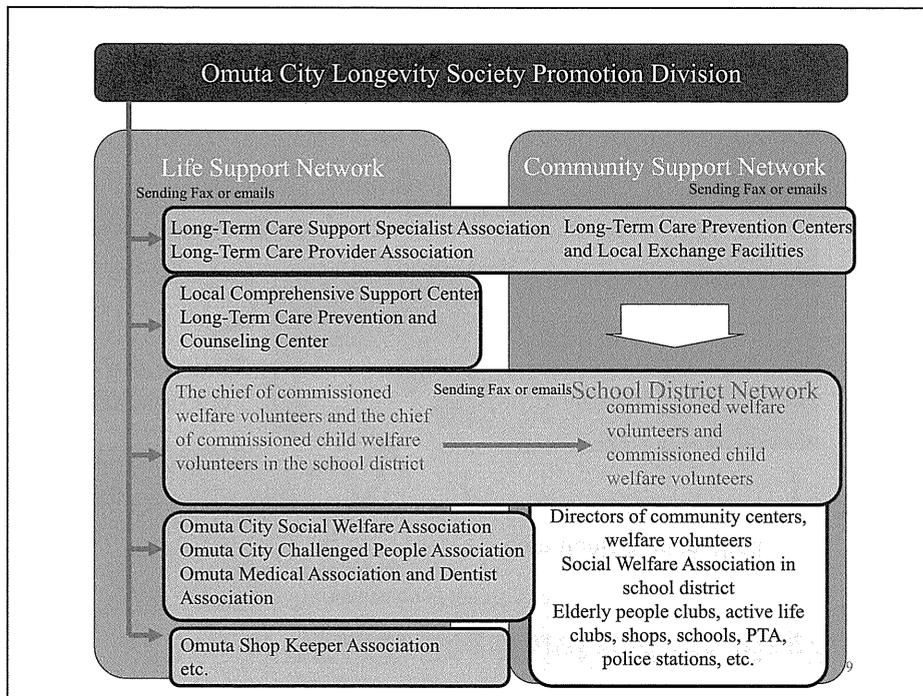
2014 : 11th wandering simulated training
3000 citizens participated

<Flow of Wandering simulated training>



Omuta City SOS Network for Elderly People



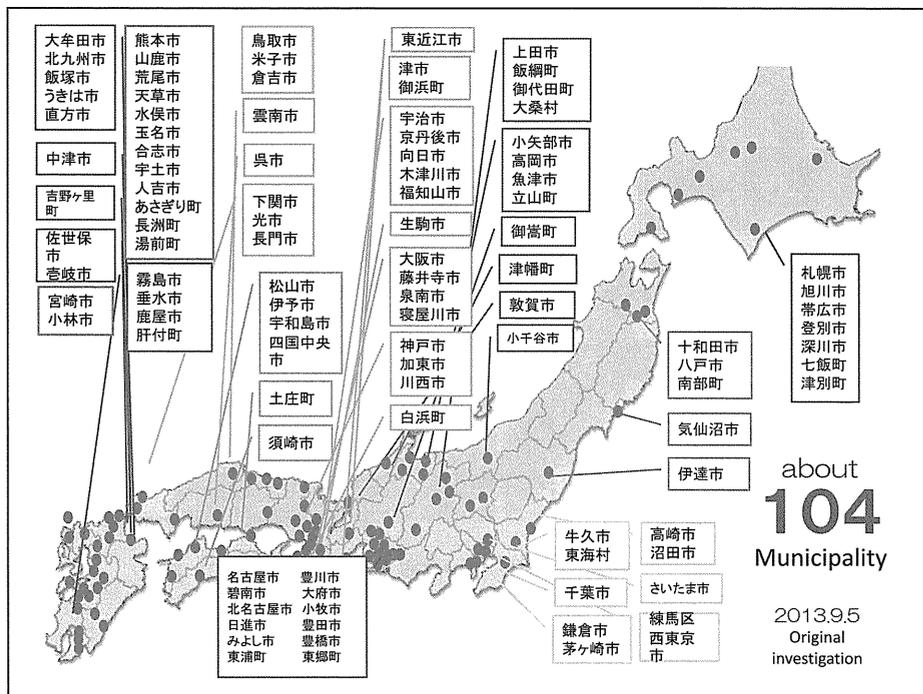


Omuta City SOS Network for Elderly People (Sample by Omuta police station)

year	2007	2008	2009	2010	2011	2012	2013
Number of the missing person reports	129	134	132	143	106	123	156
The number of use of SOS network	30	20	14	16	20	24	23

※Exclusion: Missing persons from the wide area

year	2010	2011	2012	2013
Number of the missing person reports	143	106	123	156
dementia ⇒	16	24	24	24
Number of protected of persons with dementia	112	121	169	138



Picture-book classroom in Elementary and Junior high school 2004~2014






- The number of students who attended : 7492
(without '04, '14)
- Elementary school which have it every year : 9 / 21 school
- Junior high school which have it every year : 9 / 11 school

Intergenerational exchange
Participation in community development

Changes in the perception of elementary and junior high school students for dementia and the elderly(after classroom)

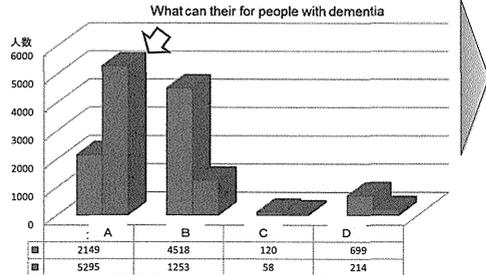
Q. Do you think that you can support something to people with dementia by yourself?

A: Yes, I know what to do.

B: Yes, but I don't know what to do

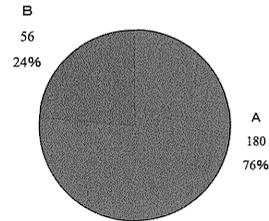
C: No, I don't think so

D: I don't understand



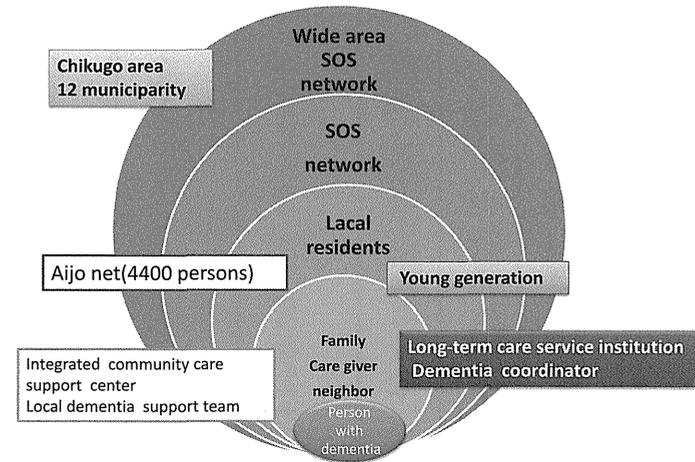
The Students who understand the support for people with dementia specifically has increased ,after picture classroom.

Q. Did you support for people with dementia by yourself in rural community?



As a result of having followed all students of Yoneo junior high school after learning in 1-2 half a year '07, 76% students performed the community activities.

Regional Development of Society in which everyone can wandering in easy and safety even dementia



Basic policy : Person-centard care and life support

セッション-4

認知症に関する理解の促進や教育の推進

(15:30~17:30)

スカイ スタジオ

認知症に関するスティグマを防止するため、啓発活動が重要であるが、啓発を実際の行動変容につなげるための様々な新たな取組が行われており、その可能性を探る。

認知症に関する診断、予防、ケアの知識・技術については、保健医療介護関係者に広く浸透することが重要であり、一部の専門家からより広範な関係者への知識の共有が必要である。また、すでに高齢化に直面している国から今後認知症問題へ直面する国々への知識・経験の共有が重要である

【座長】本間 昭 (社会福祉法人浴風会認知症介護研究・研修東京センター)

【座長】Marc Wortmann (国際アルツハイマー病協会)

Gillian Ayling (保健省,英)

Sabine Jansen (アルツハイマー協会,独)

Michael Splaine (国際アルツハイマー病協会)

Tasanee Tantirittisak (プラサット神経研究所,タイ)

新田 國夫(医療法人社団つくし会)

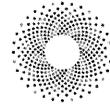
斉藤 訓子(日本看護協会)

永田 久美子(社会福祉法人浴風会認知症介護研究・研修東京センター)

遠藤 英俊(独立行政法人国立長寿医療研究センター)



Department of Health



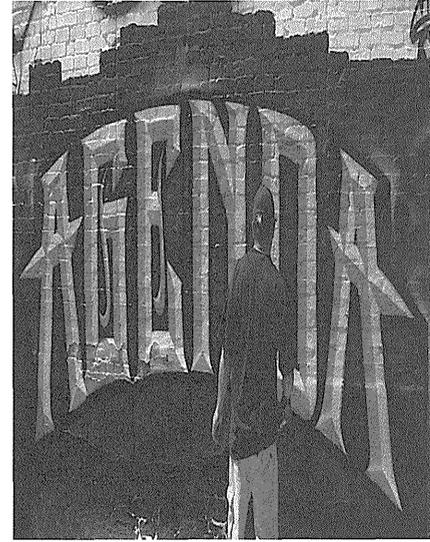
Global action against dementia

Enhance Awareness & Education in the Society

Gill Ayling

Head of Global Action Against Dementia
Department of Health, UK

5th November 2014



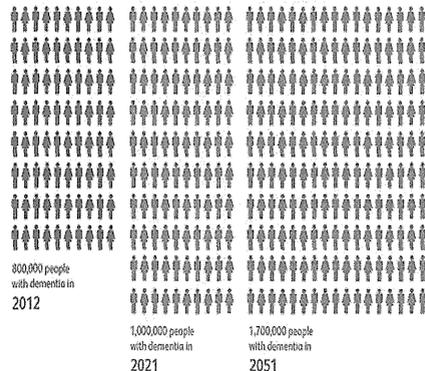
- Key Facts & Figures
- Prime Minister's Challenge
- Importance of Education
- Public awareness to reduce stigma
- Practical Action
- New Models

2

Key Facts & Figures

Future projections

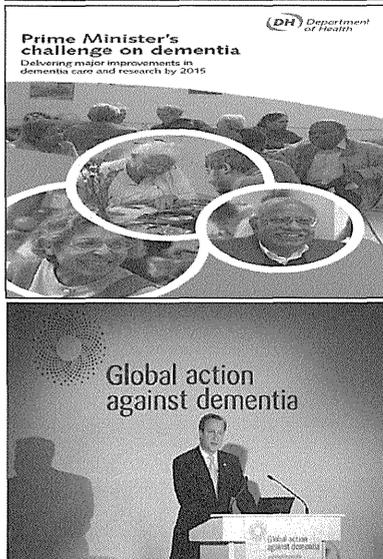
The number of people in the UK with dementia will double in the next 40 years. = 10,000 people



- Dementia is one of the biggest **global** challenges we face today & is one that we as a society simply can't afford to ignore.
- Globally there are **44 M** people living with dementia, set to double by 2030 and triple by 2050 & estimated costs of **\$604 billion**, rise to **\$1 trillion** by 2030.
- In the UK there are **800,000** people who have dementia, this number will double in the next 30 years.
- Among the over 55s, dementia is feared more than any other illness.
- **550,00** carers of people with dementia.
- Costs an estimated **£19 billion** a year – higher than the costs of cancer, heart disease or stroke.
- Huge variation in services.

3

The Dementia Journey – The PM's Challenge



- National Dementia Strategy Feb 2009
- Prime Minister's Challenge March 2012
 - Increase diagnosis rates
 - Raise awareness & understanding
 - Double funding for research by 2015
- G8 Summit December 2013
 - Cure or disease modifying therapy by 2025
 - Support improvements in care and services
 - Through civil society, reduce stigma, exclusion and fear
- Global Action Against Dementia 2014 onwards
- We need to champion, pioneer & innovate in order to defeat dementia, not just in our own countries but all over the world in order to galvanise a truly long term, global response.

4

Importance of Education

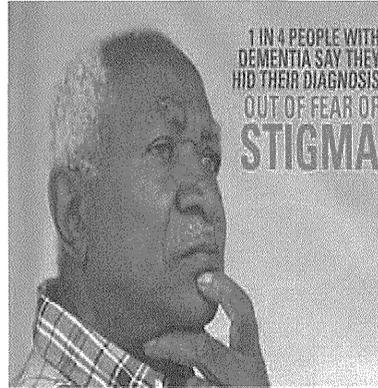


Learning and education resources

- The best possible care is not a replacement for a treatment, but through innovative care we can really change the experience of people with dementia & their carers over the next 10 years.
- Therefore, as we await a cure, education & training is key to improving the way we:
 - think about dementia
 - reduce stigma
 - increase our awareness & understanding &
 - Most importantly improve care & outcomes
- The nature of dementia means that managing the condition can pose unique and sometimes difficult issues for staff in hospitals and in the community and also for carers.
- Care for people with dementia needs to start in education to create dementia-aware workforce & communities.

5

Public Awareness to Reduce Stigma



They expressed concerns that their thoughts and opinions would be "discounted and dismissed," and that they would be "treated more positively" if they did not reveal their diagnosis.

*According to the ADI 2012 World Alzheimer's Report

- While public awareness of the existence of dementia has increased, that has **NOT**, as yet, led to a greater acceptance of individuals who are coping with dementia.
- Nearly 1 in 4 people with dementia (24%) hide or conceal their diagnosis citing stigma as the main reason.
- **40%** of people with dementia report not being included in everyday life & **three quarters** don't feel society is geared up to dealing with people with dementia.
- People living with dementia commonly experience loneliness, isolation, anxiety & depression.
- **"I am afraid to tell others that I have dementia. Therefore, other people are always impatient toward me, and sometimes make fun of me"**
- If there was no stigma, we might recognise people with dementia as being different, but still make every effort to include them as members of society.

6

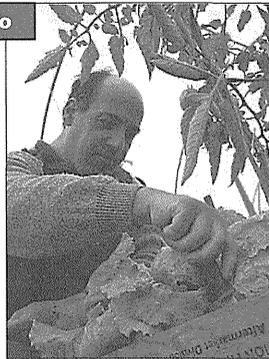
Change Attitudes and Raise Awareness

From

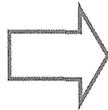


Lonely, isolated, people in care homes

To

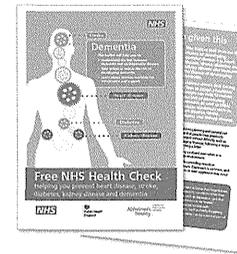


Engaged & alive individuals actively involved in life



7

Practical Action



• **Dementia Friends Campaign** Social movement aimed at raising awareness, improving understanding & attitudes – **over 500,000**.

• **Dementia Friendly Communities - 70 DFC's** working to break down stigma across towns & cities.

• **Health Check** – helping to raise awareness, understanding and improve timely diagnosis – **400,000 leaflets**, **48%** received a dementia health check

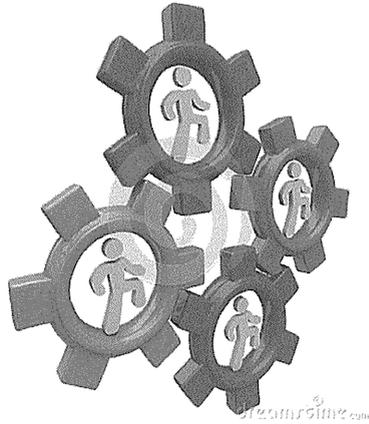
• **House of Memories** – promotes the need & value for compassion, respect and dignity in care & support – **5,000 people trained** www.liverpoolmuseums.org.uk/memoryap

• **National Dementia Training** – promoting education & awareness, improving timely diagnosis, & providing support throughout the dementia journey – **358,000 by March 2015**



8

New Models



- Global Action Against Dementia is becoming a reality, with countries working together to change lives.
- We need to make sure that the very best care & treatment is available to all no matter what their circumstances or background.
- We need to make sure that the very best ideas, models & techniques are shared globally so that best practice is available around the world
- Based on the practical actions I have highlighted, some of the models we could use in order to improve education, reduce stigma and raise awareness include:
 - Harnessing people power
 - The power of the crowd
 - Partnerships
 - Universal Advocacy

9

Harnessing People Power



10

The Power of the Crowd



COMMUNITIES

FAMILIES

PARTNER ORGANISATIONS

BUSINESS

3rd SECTOR

CITIZENS

11

Partnerships



12