

Global Action Plan on the Public Health Response to Dementia

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Civil society

How can you contribute to change?

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As a member of civil society, you can play a key role in improving the lives of people with dementia, their carers and families by:

- Raising public awareness related to dementia and advocating on behalf of people with dementia, their carers and families.
- Supporting people with dementia in self-advocacy to ensure full inclusion in society.
- Calling on government to protect the rights, freedoms and wishes of people with dementia and their carers, provide better dementia prevention, diagnosis, treatment and care, and invest in dementia research and innovation.

More specifically, you can:

Influence government policy-making by:

- Providing input into the development and implementation of national and/or sub-national dementia policies, strategies, plans and legislation.
- Calling on government to invest resources to implement national dementia plans and actions.

Raise public awareness by:

- Organizing and participating in global, regional and national dementia awareness and friendliness campaigns such as World Alzheimer's Month.
- Developing or supporting national and local initiatives in collaboration with people with dementia, their carers and families to enhance the understanding and acceptance of dementia in the community, public and private sectors.

Foster improvements in health and social care delivery and risk reduction by:

- Partnering with government and other stakeholders to develop training programmes on dementia for health and social care providers, including for risk reduction and for identification and treatment of carer stress and burnout.
- Promoting community-based rehabilitation to enable people with dementia to maintain their autonomy and dignity.

Support people with dementia, their carers and families by:

- Advocating for the protection of rights of people with dementia and their carers by government, including the provision of social and disability benefits, and the development of policies and legislation against discrimination.
- Representing and involving people with dementia, their carers and families in the development of dementia policies, legislation, strategies, plans and care planning.
- Disseminating accessible, evidence-based information and training tools to people with dementia, their carers and families to enable them to make informed choices about their care.

Enhance dementia research and innovation by:

- Advocating for a national research agenda on dementia prevention, diagnosis, treatment and care.
- Identifying opportunities for and encouraging people with dementia, their carers and families to participate in ethical research to ensure that the national research agenda and health technologies respond to their needs.

Who can you partner with?

- National, sub-national and local **government** to implement dementia policies and plans, improve access to health and social care and train health and social care providers.
- The **World Health Organization** and other **United Nations agencies** for access to evidence-based information.
- **Nongovernmental organizations**, such as Alzheimer's Disease International, Dementia Alliance International and other mental health and ageing organizations, **community-based organizations** and **people with dementia, their carers and families** to advocate for their rights, freedoms and dignity, and promote dementia awareness, understanding and acceptance.
- Health and social **care providers** to deliver evidence-based, culturally-appropriate and human rights-oriented health and social care services for people with dementia and their carers.
- **Private sector** to improve access to health and social care services.
- **Philanthropic organizations** and private donors for financial support.