



# TIME TO ACT ON DEMENTIA

**World Alzheimer's  
Month 2024**

Campaign toolkit



**PAHO**



Pan American  
Health  
Organization



World Health  
Organization  
ORGANIZATION OF THE AMERICAS

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# About

## Alzheimer's Disease International

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Alzheimer's Disease International (ADI) is the international federation of 105 dementia and Alzheimer associations from around the world and is in official relations with the World Health Organization (WHO). **ADI's vision is prevention, care and inclusion today, and cure tomorrow.**

ADI believes that the key to winning the fight against dementia lies in a unique combination of global solutions and local knowledge. As such, ADI works locally by empowering Alzheimer and dementia associations to promote and offer care and support for people with dementia and their care partners, while working globally to focus attention on dementia and campaigning for policy change from governments.



## Pan American Health Organization

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The Pan American Health Organization (PAHO) is the specialized international health agency for the Region of the Americas. It works with countries throughout the Region to improve and protect people's health. PAHO engages in technical cooperation with its 35 member countries to fight communicable and noncommunicable diseases and their causes, to strengthen health systems, and to respond to emergencies and disasters. PAHO is committed to ensuring that all people have access to the health care they need, when they need it, with quality and without fear of falling into poverty. Through its work, PAHO promotes and supports the right of everyone to good health.



# About World Alzheimer's Month



September 2024 marks the 13th anniversary of World Alzheimer's Month, The international campaign to raise awareness and challenge stigma. which is organised by ADI in collaboration with PAHO.

People from all across the world take part in advocacy, fundraising and awareness raising events, such as Memory Walks for World Alzheimer's Month, with many working to raise general awareness and call for further support for those most affected in their communities. The campaign also features on social media and in newspapers, television and radio.

Only through increased awareness will more people seek out information, advice and support. With the potential to improve diagnosis rates, encourage further research, including around areas such as risk reduction, and handle the growing demand of access to treatment and care, World Alzheimer's Month has never been more important.



## How we talk about World Alzheimer's Month

The impact of this campaign is growing but the stigmatisation and misinformation that surrounds dementia remains a global issue.

It is important that we present a **positive image and consistent message** about World Alzheimer's Month across all associations, groups and organisations around the world, **amplifying the voices of people living with dementia, their carers and families.**

Normalising the language around dementia, and showing what can be done, is the key to change.

We therefore ask that any organisations or associations, interested in getting involved with World Alzheimer's Month, use the following text when describing the month:

*"September is World Alzheimer's Month, an international campaign to raise dementia awareness and challenge stigma. Each year, Alzheimer and dementia associations, alongside all those involved in the treatment, care and support of people living with dementia, from around the world unite to organise advocacy and information provision events, as well as Memory Walks and fundraising days."*



# Campaign theme

## Time To Act On Dementia

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The focus of this year's World Alzheimer's Month campaign, '**Attitudes to dementia**', centres on understanding and addressing the current perceptions and attitudes towards dementia, aiming to address the stigma and misinformation around the condition to ultimately build a more dementia friendly society.

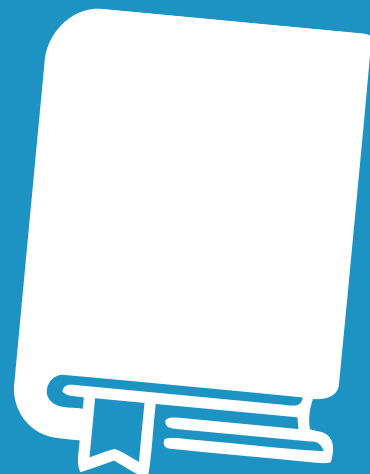
The 2024 campaign will build on the joint 2019 campaign organised by ADI and PAHO on the same theme, with a particular focus across the 35 Member States of PAHO.

With the number of people living with **dementia set to almost triple by 2050**, it has never been more important to challenge the stigma around dementia and promote a better understanding of the condition, working together to reduce the impact of dementia on individuals, families and global society as a whole.



## World Alzheimer Report 2024 Available 21 September

This year's World Alzheimer Report will build on the 2019 "Attitudes to dementia" report, acting as a five year follow up to establish how the perception and attitude towards dementia has changed over this period. The report will be formed by survey responses from across the globe from people living with dementia, carers, healthcare practitioners and the general public. The report launch will be organised by ADI and include representatives from PAHO.



# Key messages

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The following messaging relates to the campaign theme, designed to target four groups: policy makers; carers and people living with dementia; healthcare practitioners and the general public.



## Policy makers

- Dementia is a growing public health concern with as many as 10.3 million people living with the condition in the Americas. National Dementia Plans allow governments to prepare, adapt and care for those living with dementia and their carers.
- September is World Alzheimer's Month, 30 days of global awareness raising, advocacy and action. In 2017, all WHO Member States agreed to participate in one public awareness campaign on dementia each year. Awareness raising campaigns can help address misinformation and stigma surrounding the condition and promote risk reduction.
- Health and care systems will need to adapt in order to ensure that those living with Alzheimer's disease can access the best available treatment.



## Carers and people with dementia

- If you care for someone living with dementia, remember to take care of yourself. The number of informal care hours spent globally are equal to 67 million full-time care workers.
- If you or someone you care for lives with dementia, you are not alone. PAHO/WHO and Alzheimer and dementia associations can provide support and guidance for coping with looking after a loved one with dementia.
- Women provide a substantial proportion of informal care to people with dementia, with around two thirds of primary caregivers overall being women.

# Key messages



## Healthcare practitioners

- Dementia is not a part of normal aging. This World Alzheimer's Month we are calling on healthcare practitioners to raise awareness, help tackle misconceptions and stigma and pay attention to early signs of dementia in their patients and provide them with counselling and resources.
- Low levels of awareness, alongside stigma and discrimination can prevent or delay concerned individuals speaking to their health care practitioners about dementia. An accurate diagnosis of Alzheimer's or dementia can help unlock treatment, care and support options and assistance to enable those living with a diagnosis to live independently for as long as possible.
- Almost 62% of healthcare providers worldwide wrongly think that dementia is part of normal aging.





# Key messages



## General Public

- 1 in 4 persons thinks that there is nothing that can be done to prevent dementia, yet evidence suggests that 40% of dementia could be delayed or prevented by modifiable risk factors.
- Let's break the silence on dementia! Stigma and discrimination can prevent people from seeking help and lead to isolation and loneliness in those living with this condition and their carers. Let's normalize conversations and raise awareness around the condition. Every three seconds, someone in the world develops dementia.
- If you or someone you know is showing signs and symptoms of dementia it is important to speak to your doctor. There are estimated to be 10.3 million people living with the condition in the Americas, however many people do so without a formal diagnosis. An accurate diagnosis of dementia can help improve access to treatment, care and support to enable those living with a diagnosis to live independently for as long as possible.
- Know the most common warning signs of dementia:
  - Memory loss
  - Difficulty performing familiar tasks
  - Problems with language
  - Disorientation to time and place
  - Poor or decreased judgement
  - Problems keeping track of things
  - Misplacing things
  - Changes in mood and behavior
  - Challenges understanding visual and spatial information
  - Withdrawal from work or social activities
- This World Alzheimer's Month we are raising awareness of dementia and challenging misconceptions around the condition.

# Campaign materials

We have created a series of social media cards and posters you can download [here](#) and use to support this year's campaign. Additional materials focused on the key findings of the World Alzheimer Report 2024, which will be published on World Alzheimer's Day, 21 September, will become available on that day.

ADI and PAHO recognize the importance of diversity in our materials which is why these assets attempt to reflect the diversity of the Pan American region, including materials to encompass those with other disabilities, in addition to dementia.



## Posters and social media assets



# Campaign materials

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## Social media

The official hashtags for this campaign will be:

- [#TimeToActOnDementia](#)
- [#TimeToActOnAlzheimers](#)

The social media accounts for ADI and PAHO can be found below:



### Facebook

[/PAHOWHO](#)

[/AlzDisInt](#)



### Instagram

[/opspaho](#)

[/AlzDisInt](#)



### YouTube

[/PAHOTV](#)

[/AlzDisInt](#)



### LinkedIn

[/pan-american-health-organization](#)

[/AlzDisInt](#)



### X (previously known as Twitter)

[/PAHOWHO](#)

[/AlzDisInt](#)



## Press release

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For World Alzheimer's Month 2024 ADI and PAHO will develop a press release, that will focus on the general purpose of the awareness raising campaign and theme. It will be available to be used by Member States.



# Key Contacts

The contact details for Alzheimer's Disease International and the Pan American Health Organization can be found below, alongside key national contacts.



Alzheimer's Disease International  
Lewis Arhurton  
l.arhurton@alzint.org



Pan American Health Organization  
Claudina Cayetano  
cayetanoc@paho.org

## ADI member associations

Country	Name	Email
Argentina	Asociación Lucha contra el Mal de Alzheimer (A.L.M.A.)	info@alma-alzheimer.org.ar
Bahamas	The Bahamas Alzheimer's Association	bahamasalz242@gmail.com
Barbados	Barbados Alzheimer's Association	barbadosalzheimersassociation@caribsurf.com
Bolivia	Asociación Alzheimer Bolivia (AAB)	aalzheimerb@bolivia.com
Brazil	Federação Brasileira das Associações de Alzheimer (Febraz)	febraz@febraz.org.br
British Virgin Islands	Virgin Islands Alzheimer's Association	bvialzaware@gmail.com
Canada	Alzheimer Society of Canada (ASC)	info@alzheimer.ca
Chile	Corporación Alzheimer Chile	corp.alz.chile@gmail.com

# ADI member associations cont.

Country	Name	Email
Colombia	Asociacion Colombiana de Alzheimer y Otras Demencias (ALZDECOLOMBIA)	alzdecolombia2017@gmail.com
Costa Rica	Asociación Costarricense de Alzheimer y otras Demencias Asociadas (ASCADA)	ascada.de@gmail.com
Cuba	Sección Cubana de la Enfermedad de Alzheimer	scual@infomed.sld.cu
Dominica	Dominica Dementia Foundation	dominicafoundation@gmail.com
Dominican Republic	Asociación Dominicana Alzheimer y Similares	asociaciondominicanaalzheimer@gmail.com
Ecuador	Fundación TASE (Trascender con Amor, Servicio y Excelencia)	info@fundaciontase.org
El Salvador	Asociación de Familiares Alzheimer de El Salvador	jrlopezcontreras@yahoo.com
Grenada	Grenada Alzheimer's Association	corp.alz.chile@gmail.com
Guatemala	Asociación Grupo Ermita Alzheimer de Guatemala	administracion@ermitaalzheimer.org.gt
Honduras	Asociación Hondureña de Alzheimer	ashalzalzheimer@gmail.com
Jamaica	Alzheimer's Jamaica	info@alzheimersjamaica.org
Mexico	Federación Mexicana de Alzheimer, A. C. (FEDMA)	alzfedma@gmail.com

# ADI member associations cont.

Country	Name	Email
Nicaragua	Fundación Alzheimer de Nicaragua (FADEN)	f.alzheimernic@yahoo.es
Panama	Asociación de Apoyo a los Familiares de Pacientes con Alzheimer y Otras Enfermedades Demenciales (AFAPADEA)	afapadepty@gmail.com
Peru	Asociación Peruana de Enfermedad de Alzheimer y Otras Demencias (APEAD)	alzheimer2109@gmail.com
St Kitts and Nevis	Alzheimer's Association of St Kitts and Nevis	alzskn@gmail.com
St. Vincent and the Grenadines	St. Vincent and the Grenadines Alzheimer's Disease and Dementia Association	Svg.alz1@gmail.com
Suriname	Stichting Alzheimer en Overige Dementieën Suriname	stg.alzheimer.suriname@gmail.com
Trinidad and Tobago	Alzheimer's Association of Trinidad and Tobago	alztrinbago@gmail.com
United States	Alzheimer's Association	info@alz.org
Uruguay	Asociación Grupo Ermita Alzheimer de Guatemala	audasur@gmail.com
Venezuela	Fundación Alzheimer de Venezuela	alzheimer.ven@gmail.com



# PAHO Member States

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Antigua and Barbuda • Argentina • Bahamas • Barbados • Belize • Bolivia • Brazil • Canada • Chile • Colombia • Costa Rica • Cuba • Dominica • Dominican Republic • Ecuador • El Salvador • Grenada • Guatemala • Guyana • Haiti • Honduras • Jamaica • Mexico • Nicaragua • Panama • Paraguay • Peru • Saint Lucia • St. Vincent and the Grenadines • St. Kitts and Nevis • Suriname • Trinidad and Tobago • United States of America • Uruguay • Venezuela

## PAHO Country office contact information

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Country	Name	Phone
Eastern Caribbean Countries Anguilla Antigua and Barbuda Barbados British Virgin Islands Dominica French Guiana Grenada Guadeloupe Martinique Montserrat Saint Kitts and Nevis Saint Lucia Saint Vincent and the Grenadines	Dr. Amalia Del Riego	1-246 434-5200

# PAHO Country office contact information cont.

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Country	Name	Phone
Argentina	Dr. Eva Jane Llopis	+54 11 4319-4200
Aruba	Dr. Gabriel Vivas Francesconi	1-868 622-4202 1-868 622-5445 1-868 622-4217
The Bahamas	Dr. Eldonna Boisson	1-242 326-7299
Belize	Dr. Karen Lewis-Bell	501-2 22448-85 or 501-2 6038793
Bermuda	Sr. Ian Stein	1-876 970-0016
Bolivia	Dr. Alma Morales	591-2 2979730
Brazil	Dr. Socorro Gross Galiano	55-61 3251-9595
Canada	Public affairs team	mediateam@paho.org
Cayman Islands	Sr. Ian Stein	1-876 970-0016
Chile	Dr. Luis Fernando Leanes	56-2 437-4600

# PAHO Country office contact information cont.

Country	Name	Phone
Colombia	Dr. Gina Tambini	57-1 314-4141
Costa Rica	Dr. Alfonso Tenorio	506 2521-7045
Cuba	Dr. Mario Cruz Peñate	53 7831 8944; 7831 0245; 7838 2526; 7838 2527
Curazao	Dr. Gabriel Vivas Francesconi	1-868 622-4202 1-868 622-5445 1-868 622-4217
Dominican Republic	Sr. Alba Maria Roperó Álvarez	+1-(809)-562-1519
Ecuador	Dr. Sonia Quezada Bolaños	593-2 3801830
El Salvador	Dr. Giovanni Escalante	503 2511-9500
Guatemala	Dr. Lilian Reneau-Vernon	502 2329-4200
Guyana	Dr. Daniel Albrecht	592 225-3000
Haití	Dr. Oscar Martin Barreneche	509 2814 3002, 2244-7675

# PAHO Country office contact information cont.

Country	Name	Phone
Honduras	Ms. Ana Emilia Solís Ortega	504 2276-9600
Jamaica	Sr. Ian Stein	1-876 970-0016
Mexico	Dr. José Gerardo Moya Medina	52-55 5980-0880
Netherlands Antilles	Dr. Gabriel Vivas Francesconi	1-868 622-4202 1-868 622-5445 1-868 622-4217
Nicaragua	Dr. Ana Elena Chévez	505 2289-4200
Panama	Dr. Ana Rivière Cinnamon	507 262-0030
Paraguay	Dr. Marcelo Korc	+595 21 411-4000
Peru	Dr. Maureen Birmingham	51-1 319-5700
Puerto Rico	Dr. Raúl Castellanos Bran	1-787-765-2929 Ext. 3602
Saint Maarten	Dr. Gabriel Vivas Francesconi	1-868 622-4202 1-868 622-5445 1-868 622-4217

# PAHO Country office contact information cont.

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Country	Name	Phone
Suriname	Mr. Yafflo W. Ouattara	597 471-676
Trinidad and Tobago	Dr. Gabriel Vivas Francesconi	1-868 622-4202 1-868 622-5445 1-868 622-4217
Turks and Caicos	Dr. Eldonna Boisson	1-242 326-7299
United States of America	Public affairs team	mediateam@paho.org
Uruguay	Dr. María Dolores Pérez-Rosales	598 2707-3590
Venezuela	Mr. Cristian Morales Fuhrmann	58-212 206-5022





**PAHO**



Pan American  
Health  
Organization



World Health  
Organization  
REGIONAL OFFICE FOR THE  
Americas



Alzheimer's  
Disease  
International