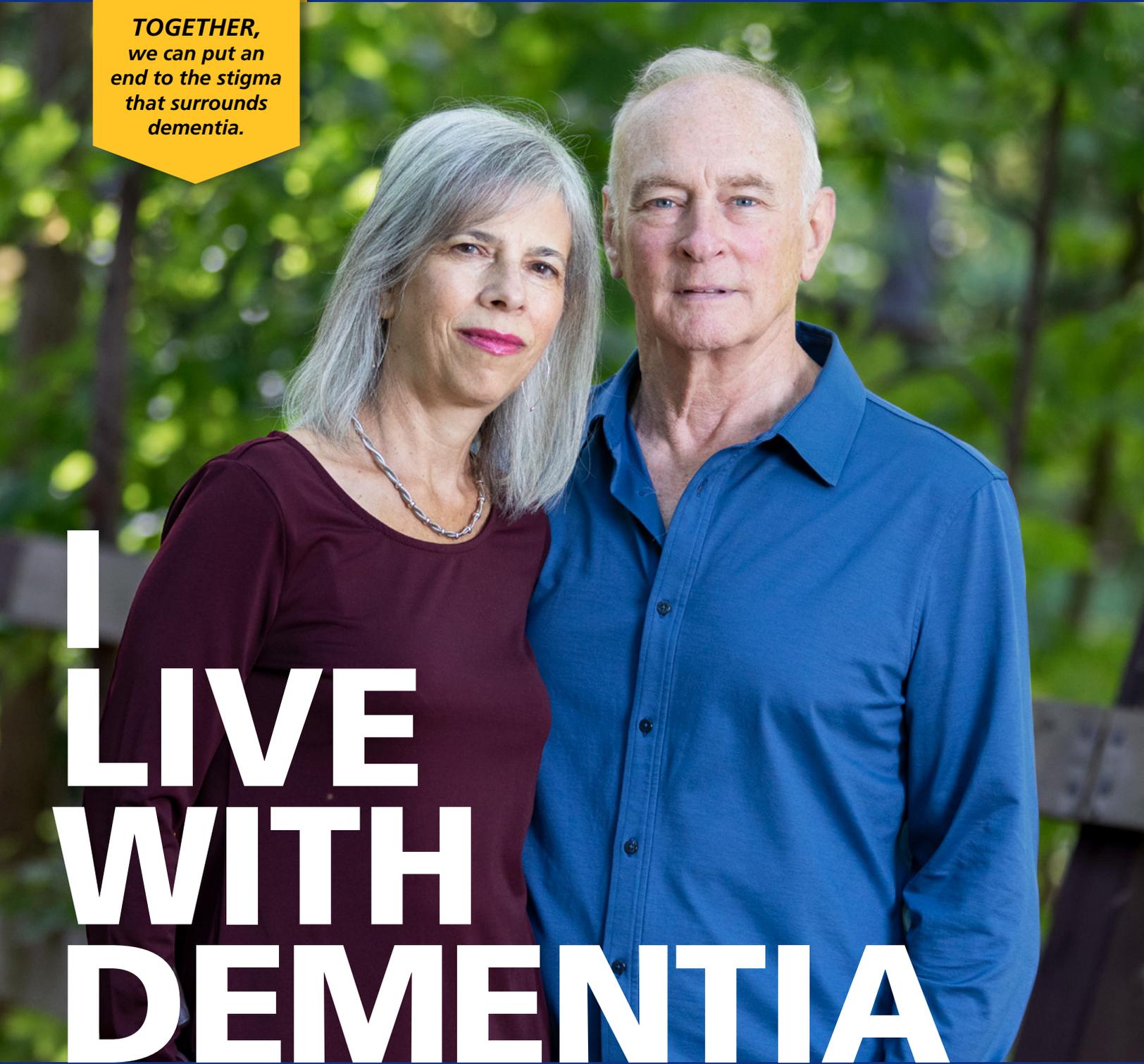


TOGETHER,
we can put an
end to the stigma
that surrounds
dementia.



**I
LIVE
WITH
DEMENTIA**

Let me help you understand.

How to get the most out of this toolkit.

Thank you for participating in this year's campaign. Take a moment to become familiar with what's inside this toolkit, and get ready to promote the campaign in January.

Together, we're making a real difference right across Canada.

The screenshot shows a web browser window with the URL ilivewithdementia.ca. The page features the Alzheimer Society logo in the top left. The main heading reads "I LIVE WITH DEMENTIA" in large, bold, white letters over a background image of an elderly woman with short blonde hair and glasses. To the right of the image, it says "YOU ARE IN NEWFOUNDLAND AND LABRADOR" with a dropdown arrow. Below the image, there are three yellow buttons: "READ OUR STORIES", "HOW YOU CAN HELP", and "FIND US NEAR YOU". A mouse cursor is pointing at the "READ OUR STORIES" button. At the bottom, the Alzheimer Society logo is repeated, along with the copyright notice: "©2020 Alzheimer Society of Canada. All rights reserved. Contact us | Donate".

Alzheimer Society

ACCESSIBILITY A A A FRANÇAIS CONTACT US

YOU ARE IN NEWFOUNDLAND AND LABRADOR

I LIVE WITH DEMENTIA

SHARE THIS:

January is Alzheimer's Awareness Month

It's time to eliminate the stigma that Canadians living with Alzheimer's disease and other forms of dementia face every day. It starts with understanding. Take a moment to get to know some of the people who have generously shared their experiences. Read their stories. Learn about their lives. Then find out how you can take action.

[READ OUR STORIES](#) | [HOW YOU CAN HELP](#) | [FIND US NEAR YOU](#)

Alzheimer Society

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Dementia facts

- Today, more than half a million Canadians are living with dementia. In less than 12 years, that number will reach almost one million.¹
- 1 in 5 Canadians have experience caring for someone living with a form of dementia.¹ Among them, 52% have personally experienced stigma and discrimination.²
- 65% of those diagnosed with dementia over the age of 65 are women.¹
- 87% of caregivers wish that more people understood the realities of caring for someone with dementia.²
- The cost of care for people with dementia is five times greater than for those who do not have dementia.¹
- 51% of Canadians admit to using some type of stigmatizing language about dementia, such as telling dementia-related jokes or referring to someone as senile/crazy/demented.²
- Only 5% of Canadians say they would bother to learn more about dementia if someone close to them were diagnosed.²



Source:

¹Prevalence and Monetary Costs of Dementia in Canada, Alzheimer Society of Canada, 2016.

²Canadians' attitudes towards dementia, Leger 2017

How you can help

During Alzheimer's Awareness Month, Alzheimer Societies across Canada are encouraging all Canadians to reflect on their attitudes towards people living with dementia. Here are six easy ways you can make a difference and help reduce dementia stigma:

Learn the facts. Share your knowledge about dementia with others, including family and friends, especially if you hear something that isn't true. Talking about dementia lessens our fear and increases understanding.

Don't make assumptions. Dementia is a progressive disease and affects each person differently. A diagnosis doesn't mean the person will have to stop their daily routine or give up working right away.

Watch your language. Do you use statements like "she's losing her marbles," or "he has old-timer's disease?" Don't make light of dementia. We don't tolerate racial jokes, yet dementia jokes remain common.

Treat people with dementia with respect and dignity. A person's ability to do things we take for granted will change as the disease progresses. But no matter what stage of the disease, they are still the person they always were, with unique abilities and needs.

Be a friend. People with dementia don't want to lose their friends nor do they want to stop doing activities they enjoy. Be supportive. Stay in touch and connected. Social activity helps slow the progression of the disease and lets people with dementia know you care.

Speak up! Don't stand for media stereotypes that perpetuate stigma and myths. Call or write your local radio or television station or newspaper. Media is a powerful force in affecting how we act and think.

For more tips, visit ilivewithdementia.ca.

Shattering the myths

There are many myths surrounding dementia, some of which you'll find here. Once you understand the myths, you'll be prepared to face the reality of dementia.

MYTH:
Alzheimer's disease and dementia are the same thing.

Reality:

Dementia is not a specific disease; rather, it is an overall term for a set of symptoms that are caused by disorders affecting the brain. There are many different causes of dementia, including Alzheimer's disease, strokes (causing vascular dementia), Lewy body disease and Pick's disease (causing Frontotemporal dementia).

MYTH:
Dementia only affects older people.

Reality:

While age is the biggest risk factor and most people with dementia are over the age of 65, it can affect people in their 50s, 40s and even 30s. Most people do not develop dementia as they age; dementia is not a normal part of aging.

MYTH:
Memory loss means dementia.

Reality:

People naturally forget things from time to time. When memory loss affects day-to-day function, it is important to visit a doctor to determine the cause. Many forms of dementia do not have memory loss as their first symptom, so any unexplained changes in mood, behaviour or ability should be checked out by a doctor.

Shattering the myths (continued)

There are many myths surrounding dementia, some of which you'll find here. Once you understand the myths, you'll be prepared to face the reality of dementia.

MYTH:

All people who have dementia become violent and aggressive.

REALITY:

Dementia affects each person differently and not all become aggressive. Loss of memory and an increasing inability to understand what is happening around them can cause people with dementia to express their frustration through their behaviour. Taking steps to make the environment as comfortable and calming as possible can avoid many upsetting situations for both the person with dementia and people nearby.

MYTH:

People with dementia cannot understand what is going on around them.

REALITY:

This can vary from person to person and from time to time. Although the person's ability to communicate verbally may become impaired as the dementia progresses, it is important to try to reach the person, often through the senses, such as by touch or listening to music. All persons with dementia have the right to be treated with respect.

MYTH:

A diagnosis of dementia means life is over.

REALITY:

It's possible to live well with dementia for a good period of time. Dementia is progressive—meaning the symptoms will gradually get worse—but progression is different for each individual, and a diagnosis doesn't mean that the person will fast-forward to the later stages overnight. Many people with dementia live meaningful, active lives for a number of years. Eating a heart-healthy diet, exercising regularly, staying socially connected and doing things that challenge your brain can help slow the disease progression.

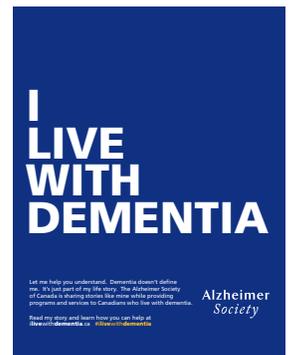
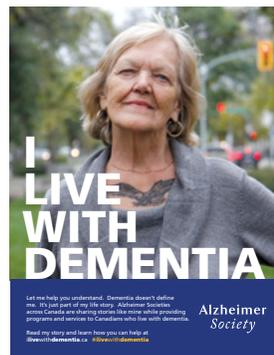
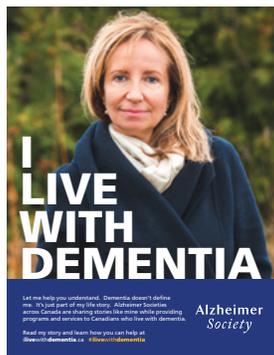
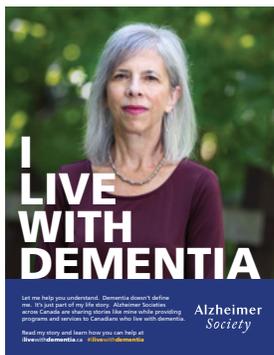
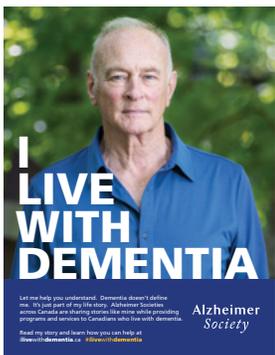
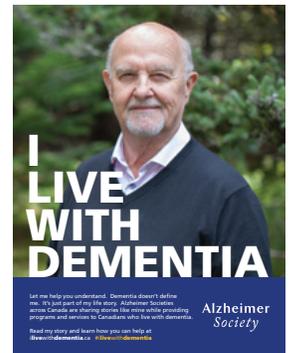
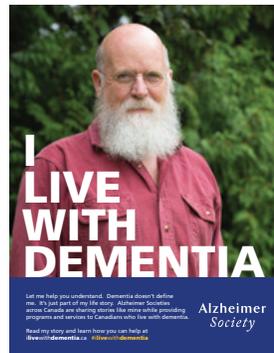
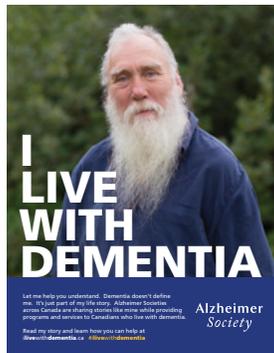
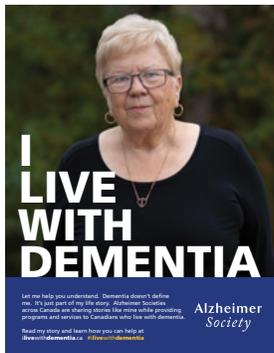
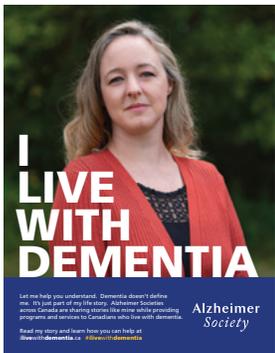
Take Action

Below you'll find posters and social posts to help promote this year's campaign. You can use any of these assets to help us help Canadians understand that dementia doesn't define those living with the disease.

Posters

Getting the most out of the posters:

- Distribute the posters to colleagues and friends
- Ask your local library or community centres to display the posters
- Ask your community government office, local retailers or post office to display the posters



Social media

The more you share on social media, the more awareness you can raise! The power of this medium is exponential and you'll be reaching people not just in your community, but across Canada and even around the world.

Getting the most out of social media:

- Use the sample posts provided in this Toolkit
- Update your cover photos for additional exposure
- Update your bio link on Instagram to www.ilivewithdementia.ca
- Ask your friends and family to share and help spread the word
- Post regularly throughout the month of January
- Follow the Alzheimer Society of Canada's social channels and share/re-tweet their posts

 [Facebook: @AlzheimerCanada](https://www.facebook.com/AlzheimerCanada)

 [Twitter: @AlzCanada](https://twitter.com/AlzCanada)

 [Instagram: @alzheimercanada](https://www.instagram.com/alzheimercanada)

Social Post #1

Copy and paste the text into your post.



Facebook post #1

January is Alzheimer's Awareness Month and this year I'm taking action. Join me by visiting ilivewithdementia.ca to learn more about the disease and the many ways you can make a difference. #ilivewithdementia



Twitter post #1

January is #AlzheimersAwarenessMonth and this year I'm taking action. Join me by visiting ilivewithdementia.ca to learn more about the disease and the many ways you can make a difference. #ilivewithdementia #alzheimersawareness #dementiaawareness #cdnhealth



Instagram post #1

January is Alzheimer's Awareness Month and this year I'm taking action. Join me by visiting ilivewithdementia.ca to learn more about the disease and the many ways you can make a difference. #ilivewithdementia #alzheimersawarenessmonth #alzheimersawareness #dementiaawareness



Facebook/Instagram Stories Post #1

Social Post #2

Use this post if you know someone with dementia. Copy and paste the text into your post.



Facebook post #2

This Alzheimer's Awareness Month, join me and thousands of other Canadians nationwide to stand up for the rights of people living with dementia. Visit ilivewithdementia.ca to learn more. #ilivewithdementia



Twitter post #2

This #AlzheimersAwarenessMonth, join me and thousands of other #Canadians nationwide to stand up for the rights of people living with #dementia. Visit ilivewithdementia.ca to learn more. #ilivewithdementia



Instagram post #2

This Alzheimer's Awareness Month, join me and thousands of other Canadians nationwide to stand up for the rights of people living with dementia. #ilivewithdementia #alzheimersawarenessmonth



Facebook/Instagram Stories Post #2

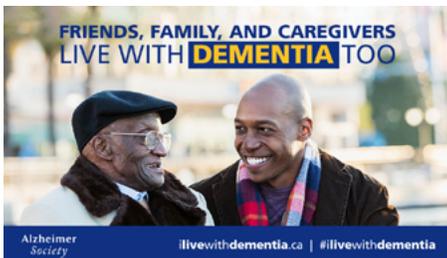
Social Post #3

Copy and paste the text into your post and fill in the blanks.



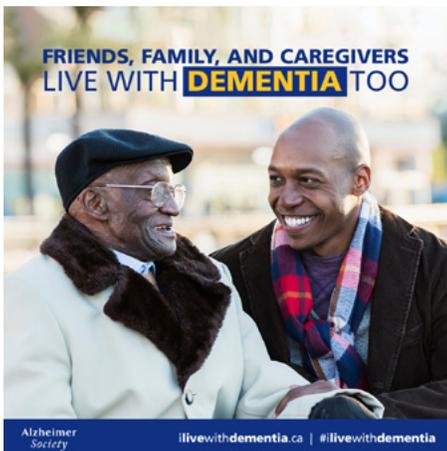
Facebook post #3

January is Alzheimer's Awareness Month. As many of you know my _____ was diagnosed with dementia. Please take a minute to visit ilivewithdementia.ca, read stories from people living with dementia, and find out how you can help. #ilivewithdementia



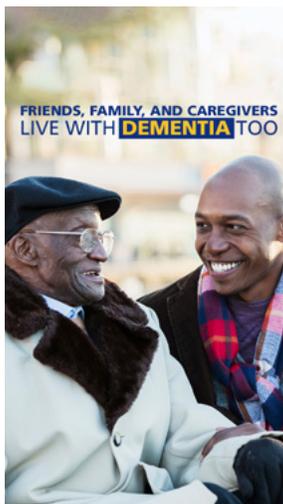
Twitter post #3

January is #AlzheimersAwarenessMonth! As many of you know my _____ was diagnosed with dementia. Please take a minute to visit ilivewithdementia.ca, read stories from people living with #dementia, and find out how you can help. #ilivewithdementia



Instagram post #3

January is Alzheimer's Awareness Month. As many of you know my _____ was diagnosed with dementia. Please take a minute to visit ilivewithdementia.ca. You'll be able to read stories from people living with #dementia and find out how you can help. #ilivewithdementia #alzheimersawarenessmonth #alzheimersawareness #dementiaawareness



Facebook/Instagram Stories Post #3

Social Post #4

Copy and paste the text into your post.



Facebook post #4

Did you know that every person experiences dementia differently? It's not always what you see in movies and on TV. Want to join me in making a difference this Alzheimer's Awareness Month? Visit ilivewithdementia.ca to learn more. #ilivewithdementia



Twitter post #4

#DYK everyone experiences #dementia differently? It's not always what you see in movies & on TV. Want to join me in making a difference this #AlzheimersAwarenessMonth? Visit ilivewithdementia.ca. #ilivewithdementia



Instagram post #4

Did you know that every person experiences dementia differently? It's not always what you see in movies and on TV. Want to join me in making a difference this Alzheimer's Awareness Month? Visit ilivewithdementia.ca to learn more. #ilivewithdementia #alzheimersawarenessmonth #alzheimersawareness #dementiaawareness



Facebook/Instagram Stories Post #4

Social Post #5

Copy and paste the text into your post.



Facebook post #5

This Alzheimer's Awareness Month @AlzheimerCanada is sharing stories to help Canadians understand Alzheimer's disease and other forms of dementia. Read them here: ilivewithdementia.ca #ilivewithdementia



Twitter post #5

This #AlzheimersAwarenessMonth @AlzCanada is sharing stories to help Canadians understand Alzheimer's disease and other forms of dementia. Read them here: ilivewithdementia.ca #ilivewithdementia #alzheimersawareness #dementiaawareness



Instagram post #5

This Alzheimer's Awareness Month @AlzheimerCanada is sharing stories to help Canadians understand Alzheimer's disease and other forms of dementia. Read them by visiting ilivewithdementia.ca. #ilivewithdementia #alzheimersawarenessmonth



Facebook/Instagram Stories Post #5