

Dementia: A Call to Action

Action 1: Create a More Dementia Aware, Inclusive Community

This action addresses the need for the general public to be more informed about dementia and how to be an inclusive, supportive, dementia friendly environment for people who are experiencing the effects of mild cognitive impairment and those who are diagnosed with dementia.

What we know:

- 42 per cent of Canadians are aware that memory loss affecting daily activities is a warning sign, only 12 per cent could identify changes in personality as a warning sign. Very few of the respondents could name any of the other eight signs.
- 64 per cent of women said they're worried or somewhat worried about developing Alzheimer's disease or another form of dementia compared to 52 per cent of men.
- 31 per cent of Canadians said what they fear most about Alzheimer's disease is loss of mental or physical ability; 25 per cent were concerned about losing their independence and becoming a burden on others.
- Canadians are divided about whether people can live well with dementia. 47 per cent disagree or somewhat disagree that people can live well with Alzheimer's disease or another form of dementia, while 47 per cent agree or somewhat agree that it is possible to live well with dementia.¹

Recommended Responses:

- Promote recognition of the warning signs of dementia and brain health strategies that may be preventative.
- Support the Dementia Friends™ initiative and broaden the scope of Age Friendly Manitoba to include resources and strategies that communities can implement to create dementia friendly communities.
- Partner with the Alzheimer Society of Manitoba and community organizations to implement Minds in Motion®, a program that promotes physical activity, socialization and cognitive stimulation for people with dementia and their family care partners in communities across Manitoba.

¹ Nanos, July 2015