Dementia – a global challenge
In the time it takes you to read this sentence, a new person will have developed dementia. At least 47.5 million people live with dementia worldwide and this number is growing by 9.9 million each year – the equivalent of a new case every 3 seconds.

Studies are increasingly showing that dementia is the most feared disease amongst adults. Yet it is possible to live well with the condition if the rights and needs of people with dementia are upheld and if work continues to recognise dementia as a public health priority.

An estimated 58% of people with dementia live in low or middle income countries. With numbers predicted to rise to 131.5 million by 2050, the cost (currently US$818 billion worldwide) will add significant financial strain to vulnerable countries’ budgets. People living with dementia and their families frequently face stigma and discrimination and in some parts of the world can even face violence. Both the financial and human cost of dementia makes it a core development issue that can’t be ignored.

On the global stage momentum is beginning to build through improved collective working on research, policy making and community action. Dementia is recognised by the World Health Organisation (WHO) as a public health priority and in May 2016 the WHO Executive Board agreed to develop a draft Global Plan of Action on Dementia for consideration by the 70th World Health Assembly in May 2017. Civil society collaboration is needed to cement recent gains, working in partnership with UN agencies, champion governments and other actors.

What is GADAA?
The Global Alzheimer’s & Dementia Action Alliance (GADAA), founded by Alzheimer’s Society, Alzheimer’s Disease International and others, is seeking to harness the power of civil society to act on dementia. By working together civil society can amplify the number of voices advocating and educating on dementia to build commitment and action at a national and international level and to share best practice and learning.

Through GADAA we’re connecting a broad spectrum of civil society organisations and actors interested in working in partnership on the issue. From international development organisations, health-focused NGOs, disability rights champions, faith based groups, women’s organisations and beyond, the impact of dementia is cross-cutting and we all have a role to play. As the GADAA network grows, together we can make the world a better place for people living dementia, both now and in the future.

Join the movement!
We need as many voices as possible to spread the word that dementia is not a normal part of ageing. It’s a condition that can and will be tackled through collective action. Joining GADAA is free and your commitment is welcome – big or small. By simply joining the GADAA network you will be demonstrating your support for action against dementia. By spreading the word via your networks you can help amplify the message even further. You may be able to share in-kind support, knowledge and ideas; perhaps seek to work on joint initiatives with other GADAA members. Through the GADAA network we aim to champion global action on dementia and to support NGOs in responding.

To join GADAA contact:
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Alzheimer’s Society, Alzheimer’s Disease International, Age International and Dementia Alliance International form the GADAA Steering Committee. Alzheimer’s Society hosts the GADAA secretariat.