

Take Action This World Alzheimer's Day

On World Alzheimer's Day, 21 September, raise awareness of one of the biggest public health challenges of our time.

Dementia is in the [top ten causes of death worldwide](#) and almost 50 million people are living with the condition across the globe. The world's economy is set to lose \$1 trillion dollars in 2018 unless dementia is tackled now. The stigma surrounding dementia exists universally and discrimination can lead to [abuse and even violence](#). So why has dementia been forgotten?

Hidden away

Globally there is a lack of understanding that dementia is not a natural part of aging but a medical condition. Dementia knows no borders, affecting every country in the world. The majority of people with dementia (58%) live in low and middle-income countries, where as few as one in ten individuals receive a diagnosis. Without public awareness, people affected by dementia are being hidden away and forgotten.

***"Due to the stigma, no one really wants to talk about dementia, everybody hides their person that has dementia, they hide them away."* Kiki Edwards, Rossetti Care, Nigeria**

Uncover dementia

To tackle the [global dementia challenge](#) we need to amplify the number of voices advocating and educating on dementia to build commitment and action at a national and international level. Dementia awareness protects vulnerable people, encourages risk reduction strategies and increases diagnosis.

Governments now have a responsibility to dramatically increase awareness, detection and diagnosis of dementia, by meeting targets of the World Health Organization (WHO) [Global Dementia Action Plan](#).

International civil society also has a role to play in addressing the stigma and delivering change for people living with dementia. We need as many voices as possible to spread the word that dementia is not a normal part of ageing, but one of the most prevalent and under-supported medical conditions the world over. That's why the [Global Alzheimer's & Dementia Action Alliance](#) (GADAA) network engages a broad spectrum of international civil society organisations seeking to champion global action on dementia.

Get involved

[World Alzheimer's Month](#) and World Alzheimer's Day is a campaign led by GADAA member [Alzheimer's Disease International](#) (ADI). It's an opportunity for organisations and individuals around the world to raise awareness, highlight issues faced by people affected by dementia and demonstrate how we can overcome them to help people receive a diagnosis and live well with dementia and to eventually find a cure.

If you do one thing this World Alzheimer's Day, please [tweet](#), and encourage others to, using the World Alzheimer's Day hashtag [#WorldAlzheimersDay](#) and World Alzheimer's Month hashtag [#WAM2017](#).