

# Understand Together: part of the National Dementia Strategy

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**National Dementia Office**  
**Dementia Innovation Seminar**



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*The National Dementia Strategy seeks to progress the dual and overarching principles of **personhood** and **citizenship** by enabling people with dementia to maintain their identity, resilience and dignity and by recognising that they are valued, self-determined citizens who along with their carer, have the right to be fully included as active citizens in society.*

*In essence, the will, preferences and priorities of people with dementia (and their families as appropriate) should inform the supports and services that are provided for them.*

# Six Areas of Priority Action

1. Better awareness and understanding
2. Timely diagnosis and early intervention
3. Integrated services and supports for people with dementia and their family carers
4. Training and education
5. Research and information systems
6. Leadership

# National Dementia Office

Our vision is that people with dementia and their family carers receive the supports and services they need to fulfil their potential and to maintain their identity, resilience and dignity as valued and active citizens in society.

# Better Awareness and Understanding



***The campaign aims to increase awareness and understanding about dementia. The campaign also aims to inspire individuals and communities to take steps to embrace and include people affected by dementia in Ireland.***



# Aims

- Increase awareness & reduce stigma
- Promote understanding and empathy
- Highlight risk and prevention
- Improve understanding among health professionals
- Create more inclusive and supportive communities for people with dementia and their loved ones

# ➔ Phase 1

Sept 2016 - March 2017

# ➔ Phase 2

March 2017 - March 2018

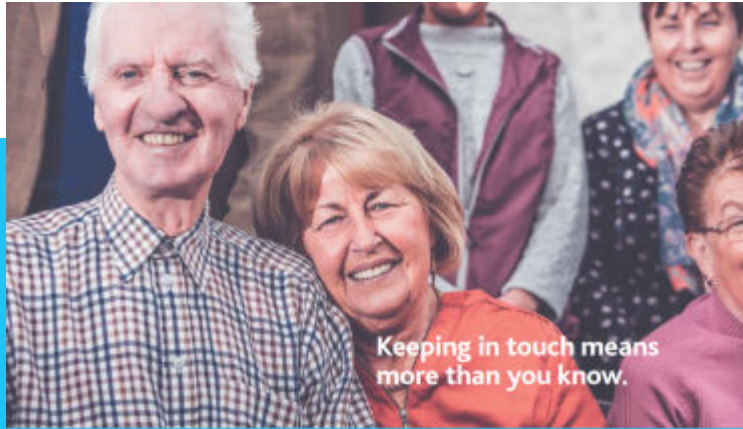
# ➔ Phase 3

Post March 2018 - build out

<https://youtu.be/tOCrXqSfxwk>



**DEMENTIA IS  
CAUSED BY DISEASE**  
IT'S NOT A NORMAL PART OF AGEING



Keeping in touch means more than you know.

Stand together with the 55,000 people living with dementia in Ireland. Visit [understandtogether.ie](http://understandtogether.ie) or call 1800 341 341



**dementia**  
understand together



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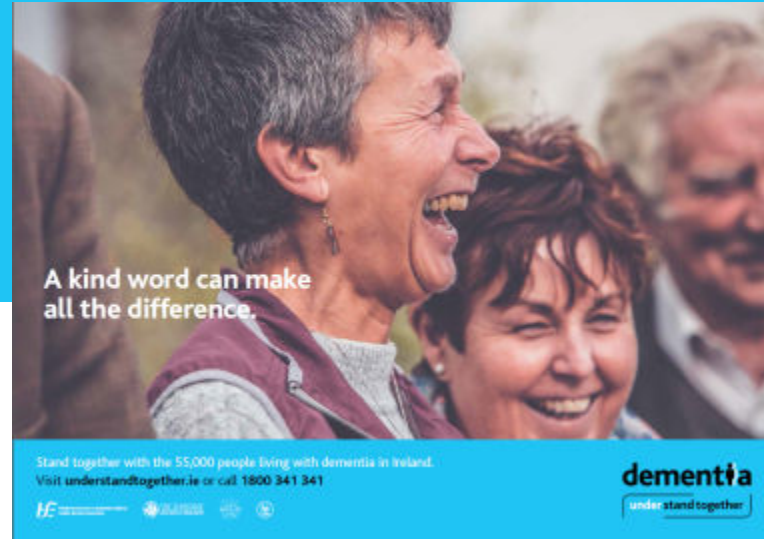


11 people a day develop dementia. People just like you.

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**dementia**  
understand together



A kind word can make all the difference.

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**dementia**  
understand together

## Phase 2

- Build on phase 1 i.e. promoting better awareness of what dementia is and isn't, its prevalence, who it affects.
- Shift in focus to how people with dementia and loved ones can live well and how everyone can play a part in making this happen.



**Dementia  
under stand together**

# Objectives

- Communities are better adapted to support the day to day experience and inclusion of people with dementia
- People are inspired and enabled to provide small practical supports for people with dementia and their families, as part of our shared community life

# Objectives

- Businesses and organisations are continuing to sign up to support the campaign and training their staff and adapting their services to better include people with dementia and their loved ones
- Signposting and pathways through HSE and health services, community supports available are clearly set out for people with dementia and their carers (and community).



# Meeting the Objectives

- Communicating core messages through TV, radio and social media
- Continuing to develop the Understand Together website; additional information on dementia, directory of services and repository of good practice

- Connecting with local organisations, groups and community initiatives to explore potential for sharing learning and practice
- Building capacity in the community e.g. identifying people who can deliver dementia awareness education in their communities in partnership with Elevator, developing toolkits for community groups

# How to Get Involved

Contact the National Dementia Office if

- You are involved in a service or community initiative which supports or is inclusive of people with dementia, and you would like to share your learning and your model.
- You are interested in becoming involved in or establishing an initiative in your local community/area.

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Get in  
touch