



Thursday 16 May 2019

## Discrimination to be the focus of Dementia Action Week in September

Discrimination experienced by people living with dementia, their families and carers will be the focus of this year's national Dementia Action Week\*, 16-22 September.

Dementia Australia CEO, Maree McCabe said the annual national awareness campaign will be centred around a national survey to inform and increase our understanding of the experiences and perspectives around discrimination, and what can be done to bring about positive change.

"Currently, there are more than 447,000 Australians living with dementia, and this number is expected increase to almost 1.1 million by 2058," Ms McCabe said.

"Dementia will impact most of us throughout our lives in one way or another, and it is time to bring that conversation to the forefront, and acknowledge the impact dementia has on those living with the disease, their families and carers and across the community."

For Dementia Action Week, Dementia Australia will recognise and participate in World Alzheimer's Day on 21 September with activities aimed at raising community-wide awareness and support for people living with dementia.

In addition to the Australia wide survey, a national event will kick start the conversations, and DIY event kits for community organisations and community minded individuals will be developed.

"The overarching aim of the campaign will be to encourage all Australians to become more aware of dementia, to get a better understanding of what it is like to live with dementia and to learn how we can support people of all ages, living with all forms of dementia, their families and carers," Ms McCabe said.

"Too many Australians do not know where to turn, and there is a perception in the community that nothing can be done following a diagnosis of dementia.

"It is important for people to understand that with the right support, information and services this can make a life-changing difference to people living with dementia."

More information about how to get involved will be available shortly. Make sure you're the first to know by entering your details at <https://www.dementia.org.au/dementia-action-week/show-your-support>.

Dementia Australia is the national peak body and charity for people, of all ages, living with all forms of dementia, their families and carers. It provides advocacy, support services, education and information. An estimated 447,000 people have dementia in Australia. This number is projected to reach almost 1.1 million by 2058. Dementia Australia is the new voice of Alzheimer's Australia. Dementia Australia's services are supported by the Australian Government.

**National Dementia Helpline 1800 100 500**

**Interpreter service available**

(The National Dementia Helpline is an Australian Government Initiative)

**Dementia is a National Health Priority Area**

[www.dementia.org.au](http://www.dementia.org.au)

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When talking or writing about dementia please refer to [Dementia Language Guidelines](#).

\*Dementia Action Week will replace the annual Dementia Awareness Month campaign.