Dementia Awareness Month 2018
Small actions. Big difference.

MEDIA AND COMMUNICATIONS TOOLKIT

Australians are being encouraged to get involved in Dementia Awareness Month this September to help improve the lives of people living with dementia, their families and carers.

Dementia Awareness Month is Dementia Australia’s national awareness-raising campaign held every year throughout September. This year’s theme is Small actions. Big difference.

The feature activity of Dementia Awareness Month is the Small actions. Big difference. Roadshow, featuring local Dementia Advocates, Dementia Australia Ambassadors and some of Australia’s leading researchers. There will other ways people can get involved in Dementia Awareness Month, including a number of events happening across the country throughout the month.

Dementia Australia is the peak body for people with dementia, their families and carers. It provides advocacy, support services, education and information. More than 400,000 people have dementia across Australia. This number is projected to reach more than 1.1 million by 2058.

Dementia Awareness Month theme 2018

The theme for Dementia Awareness Month 2018 is Small actions. Big difference. This theme aims to highlight the small actions people can take to create a big difference for people impacted by dementia, their families and carers.

For Dementia Awareness Month 2018, we are asking the community to pledge their support by becoming a Dementia Friend, and make a positive difference to the lives of people living with dementia, their carers and families through increased awareness and support.

Through the Dementia Friends program, we want to transform the way we think, act and talk about dementia. Join us and thousands of others who have already signed up to become a Dementia Friend, head to dementiafriendly.org.au and start making a difference today.

Who are we targeting for Dementia Awareness Month?

The audience for Dementia Awareness Month includes:

- People living with dementia, their families and carers
- The general public
- The media
- Health care professionals
- Business and organisations

The National Dementia Helpline and Dementia Awareness Month are funded by the Australian Government.
What is included in this media kit:

1. Key Dementia Australia media contacts
2. Suggested media release copy
3. Key messages for Dementia Awareness Month
4. How to support Dementia Awareness Month on social media
5. Tips for reporting on dementia and dementia language guidelines
6. Key facts and statistics for media

1 Key media contacts

For all media enquiries relating to Dementia Awareness Month please contact:

Email: DementiaAustraliaMedia@dementia.org.au
Phone: Sophie McGuirk 0435 532 214

2 Suggested media release copy

[Insert organisation or name] is joining the rest of the nation this September in supporting Dementia Australia’s national awareness-raising campaign, Dementia Awareness Month 2018. This year’s theme is **Small actions. Big difference**.

Throughout Dementia Awareness Month, Dementia Australia will be highlighting the small actions people can take to create a big difference for people impacted by dementia, their families and carers.

For Dementia Awareness Month 2018, communities are being encouraged to pledge their support by becoming a Dementia Friend and make a positive difference to the lives of people living with dementia, their carers and families, through increased awareness and support.

Through the Dementia Friends program, we want to transform the way we think, act and talk about dementia. Join thousands of others who have already signed up to become a Dementia Friend. Head to [dementiafriendly.org.au](http://dementiafriendly.org.au) and start making a difference today.

There are other ways people can get involved in Dementia Awareness Month, including a number of events happening across the country throughout the month.

The feature activity of Dementia Awareness Month is the **Small actions. Big difference**. Roadshow, featuring local Dementia Advocates, Dementia Australia Ambassadors and some of Australia’s leading researchers.

Across the country there will be local events to raise awareness about dementia and encourage participants to become a Dementia Friend. Head to [dementia.org.au](http://dementia.org.au) to find out more.

**Dementia Awareness Month 2018 – Learn more. Attend an event. Show your support. Become a Dementia Friend.**
3 Key messages for Dementia Awareness Month

- September is Dementia Awareness Month. Visit dementiafriendly.org.au and sign up to become a Dementia Friend today.
- The theme for this September’s national Dementia Awareness Month is Small actions. Big difference. and will highlight the small actions people can take to create a big difference for people impacted by dementia, their families and carers.
- Dementia Awareness Month is Dementia Australia’s national awareness-raising campaign held every year throughout September.
- For Dementia Awareness Month 2018, we are asking the community to pledge their support by becoming a Dementia Friend and make a positive difference to the lives of people living with dementia, their families and carers, through increased awareness and support.
- Through the Dementia Friends program, we want to transform the way we think, act and talk about dementia.
- Dementia Australia’s Dementia Friends program is an easy-to-access and informative online resource available to anyone interested in knowing more about dementia and being empowered to do small, everyday things that can make a big difference to a person living with dementia.
- Becoming a Dementia Friend is as simple as going to the website dementiafriendly.org.au and watching three videos that explain dementia and feature interviews with people impacted by dementia.
- Becoming a Dementia Friend makes you aware of the small, everyday actions you can do to support people living with dementia to remain included, accepted and connected within their own community.
- With compassion and understanding, you can positively change the life of someone living with dementia.
- Join us and thousands of others who have already signed up to become a Dementia Friend.
- Anyone can become a Dementia Friend. Already thousands of people, including Dementia Australia Ambassadors, politicians, businesses, communities and individuals have signed up and pledged their support for people with dementia.
- It starts with you. Head to dementiafriendly.org.au and start making a difference today.
- The flagship activity of Dementia Awareness Month is the Small Actions. Big Difference. Roadshow, with key events across the country featuring Dementia Advocates, Dementia Australia Ambassadors and some of Australia’s leading researchers. Head to dementia.org.au to register for an event near you.
- There will be a number of local events throughout the country. Head to dementia.org.au to find out more.
- Be part of something special. Find out more about Dementia Awareness Month at dementia.org.au

Dementia Awareness Month 2018 – Learn more. Attend an event. Show your support. Become a Dementia Friend.
4 Support Dementia Awareness Month on social media

CONNECT WITH US AND SHOW YOUR SUPPORT!

Twitter @DementiaAus
Instagram @dementia_australia
Facebook Dementia Australia
LinkedIn Dementia Australia
Hashtag #dementia2018

Facebook cover photo – Change your Facebook cover image for September and encourage others to do the same. This will help raise awareness about dementia.

Twitter cover photo – Change your Twitter cover image for the month of September and encourage others to do the same. This will help raise awareness about dementia.

Email signature – Add our Dementia Awareness Month 2018 logo to your email signature to help raise awareness and encourage others to do the same.

Social media tile – Use our social media tile for your posts to help raise awareness and encourage others to do the same.

Social media images are available HERE

SUGGESTED SOCIAL POSTS

Twitter (140 characters)
Your small actions make a big difference. Join @DementiaAus this Dementia Awareness Month, become a Dementia Friend and help us transform the way we think, act and talk about #dementia. Visit dementia.org.au #dementia2018

Facebook
Your small actions can make a big difference. Join @DementiaAustralia during Dementia Awareness Month in September, become a Dementia Friend and help transform the way we think, act and talk about #dementia. Become a Dementia Friend at dementia.org.au today. #dementia2018

Instagram
Small actions. Big difference. Join @dementia_australia in becoming a Dementia Friend, and help transform the way we think, act and talk about dementia. Become a Dementia Friend at dementia.org.au today. #dementia2018

Call 1800 100 500 For language assistance 131 450
dementia.org.au #dementia2018

September is Dementia Awareness Month. Together, we can all make a positive difference to the lives of people living with dementia, their families and carers. Become a Dementia Friend and help us transform the way we think, act and talk about dementia. Small actions can make a big difference.

Learn more. Attend an event. Show your support. Become a Dementia Friend.
5  Tips for reporting on dementia in media

MEDIA REPORTING ON DEMENTIA  for important things to remember when reporting on dementia.
CLICK HERE  for Dementia Language Guidelines

Dementia key facts and statistics for media

CLICK HERE  for Key Facts and Statistics for Dementia

6  More information and resources

- Download our HELP SHEETS  to find out more about dementia. These Help Sheets are also available in more than 40 languages.
- Videos about dementia are available to view HERE.
- For more information on resources available view HERE.