

Your Digital Toolkit

Dementia Action Week 2026

Thank you for supporting Dementia Action Week, with the theme: **It's time to talk about dementia.**

The message we want to share

Greater visibility, public support and open conversation can help reduce the stigma and discrimination experienced by people impacted by dementia. Every one of us can help create that change by talking about dementia in the rooms we're already in.

When dementia is talked about openly, it becomes easier for people to ask questions, share what they are experiencing and find the information and support they need.

Why it's time to talk about dementia

A few facts worth sharing to help start the conversation:

- Dementia is Australia's leading cause of death
- An estimated 446,500 Australians are living with dementia in 2026
- Around 1.7 million people in Australia are involved in the care of someone living with dementia
- Dementia is not a normal or inevitable part of ageing
- Around 29,000 people under 65 live with young onset dementia in Australia.

What's in your digital toolkit?

This toolkit contains resources designed to help you start conversations and raise awareness during Dementia Action Week.

Resources include:

- Social media graphics
- Email banners and signatures
- Digital posters
- Video call backgrounds
- Support resources

Make the most of your Digital Toolkit

Use the resources online in your workplace, community and social networks to:

- share information across social media
- update your email signature or banner
- promote a Dementia Action Week event
- start conversations in your workplace, community or networks
- connect people to support

Other ways to get involved in the conversation

- Host or attend a Dementia Action Week event
- Become a Dementia Friend and learn how to make your community dementia-friendly
- Contact your elected representatives to put dementia on their agenda
- Host a Cuppa Time for Dementia fundraising event
- Share the National Dementia Helpline information with your community
- Start a conversation with your GP about any memory or cognition concerns
- Talk and learn about dementia accessibility at your workplace or favourite community space.

For help with all these actions, simply visit [**dementia.org.au/dementia-action-week**](https://dementia.org.au/dementia-action-week).

When you're posting online

This Dementia Action Week, share:

- Why dementia matters to you
- A story or experience that has shaped your understanding
- Why you feel it's time to talk about dementia.

Make sure to tag Dementia Australia and use #dementiaactionweek so we, and others, can see your voice in action!

To help connect people with support

Please consider sharing the following Dementia Australia supports:

- **The Dementia Australia website:** Provides trusted information about dementia, support, services and resources, via [**dementia.org.au**](https://dementia.org.au)
- **National Dementia Helpline (1800 100 500):** Provides free and confidential information, advice and support for anyone affected by dementia 24/7, including people with memory concerns, people living with dementia, families, carers, friends and professionals. Visit [**dementia.org.au/helpline**](https://dementia.org.au/helpline) to learn more.

Thank you for helping to build understanding, reduce stigma and connect people to support.