

Alzheimer's Society in the South West

Dementia: the time is now

Every three minutes, someone in the UK develops dementia.

It is not a natural part of ageing – in the near future, we will be able to slow it down.

900,000

people in the UK are living with dementia

£34.7 billion

Cost of dementia to the UK economy each year

Only 2 in 3

people with dementia in the UK have received a diagnosis

How prevalent is dementia in the South West?

89,000+ people across the South West are estimated to have dementia

- Devon 20,417
- Dorset 14,279
- Somerset 9,808
- Gloucestershire 9,773
- Cornwall 9,576
- Wiltshire 7,858
- Bristol 4,410



What's our solution?



Support

We're there for people from day one, so no one has to face dementia alone



Influencing

We work with local and national government to deliver lasting change



Research

We invest in biomedical research and innovations in care that will transform lives

Anytime, anywhere

Our universal services are accessible to people wherever and whenever they need them.

- **The Dementia Support Line** is the first port of call and is open seven days a week
- **Information and signposting** via our website
- **Dementia Support Forum:** online community for peer support from nearly 800,000 users.
- **Companion Calls** from dedicated volunteers help to reduce loneliness



“ You can hear the relief in their voice as you're talking to them.

Jack, Telephone Dementia Adviser

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Our services in the South West

7,200+ people with dementia and **7800+** carers are directly supported by Alzheimer's Society services across the South West.

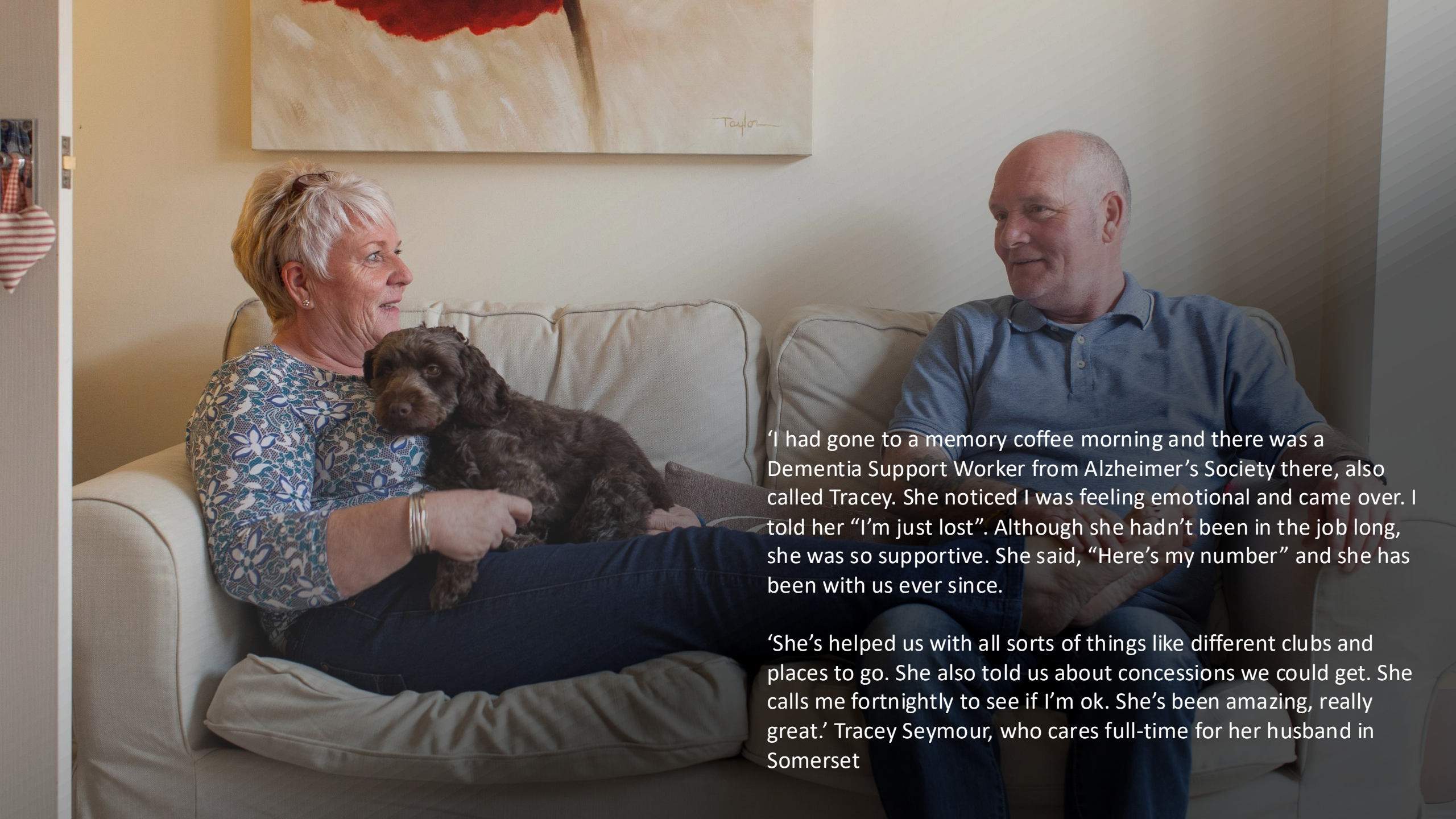
2,100+ people stay connected and active through group-based services like Singing for the Brain.

13,000+ people benefit from personalised advice and support through one-to-one services like Dementia Advisers.

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‘Mum’s been going to Singing for the Brain for over two years, and she loves it! We have also joined a choir together too. I have learned a lot about how to be a carer and about how to understand Alzheimer’s through joining these groups as well.’ **Zoe Antoniadis, who cares for her mum with Alzheimer’s disease**

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'I had gone to a memory coffee morning and there was a Dementia Support Worker from Alzheimer's Society there, also called Tracey. She noticed I was feeling emotional and came over. I told her "I'm just lost". Although she hadn't been in the job long, she was so supportive. She said, "Here's my number" and she has been with us ever since.

'She's helped us with all sorts of things like different clubs and places to go. She also told us about concessions we could get. She calls me fortnightly to see if I'm ok. She's been amazing, really great.' Tracey Seymour, who cares full-time for her husband in Somerset

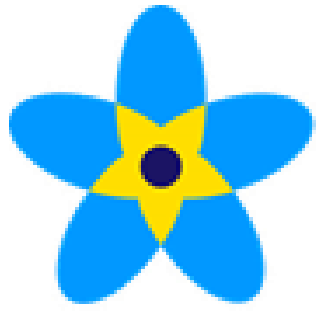


Alzheimer's Society's Dementia Friends programme is the biggest ever initiative to change people's perceptions of dementia. It aims to transform the way the nation thinks, talks and acts about the condition.



Dementia Friends is about learning more about dementia and the small ways you can help. From telling friends about the Dementia Friends programme to visiting someone you know living with dementia, every action counts.





Dementia Friends

An Alzheimer's Society initiative

Over the last year, our volunteer Dementia Friends Ambassadors have delivered over 420 sessions throughout the South-West – which have created nearly 6000 new Dementia Friends.



- Workplaces
- Community groups
- Sports Clubs
- Schools
- Youth Groups



Together we are help & hope
for everyone living with dementia

Jackie's story

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‘I heard about Dementia Friends on Radio 4 when I was driving to work. There was Dementia Friends Champions training in Birmingham, which included an information session, so I popped on a train. That got me hooked!

‘I'd absolutely recommend becoming a Dementia Friends Ambassador – we just can't do enough to put dementia on an equal footing with cancer in terms of research funding and breakthroughs.’ Jackie, a Dementia Friends Ambassador and fundraiser for Alzheimer's Society

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Research in the South West

Clearing amyloid protein from the brain

- Amyloid beta is a protein that accumulates in the brain of Alzheimer's disease patients, and is thought to be toxic in the brain.
- In the healthy brain, amyloid beta protein is broken down by enzymes like neprilylin, which stops it from building up in the brain. Lower levels of this enzyme can cause amyloid build up and increased risk of Alzheimer's disease.
- Professor Acharya's research aims to understand how the neprilylin enzyme breaks down amyloid beta, and whether we can identify a form of the enzyme that would clear amyloid more efficiently.

Lead Investigator: Professor K. Ravi Acharya
University of Bath



Influencing

Delivering lasting
change for those who
need it most



Our key influencing priorities

Make dementia a priority

Dementia must get the political attention and support it needs improve the lives of people with dementia

More funding and participation in dementia research

Accelerating research will help to develop and improve disease-modifying treatments

Improve diagnosis rates

Early and accurate diagnosis is key to ensuring access to effective treatment and support

Shape the next step of social care reform

Social care reform will lead to high quality, affordable care for everyone who needs it

We are Help and Hope

Help

- Support from day one
- Campaigning for rights
- Making dementia a priority

Hope

- Investing in research
- Increasing access to diagnosis
- Leading innovations in care and technology



**Alzheimer's
Society**

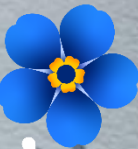
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From the very first second,
Alzheimer's Society has never
left my side.

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Pete Middleton, who lives
with dementia



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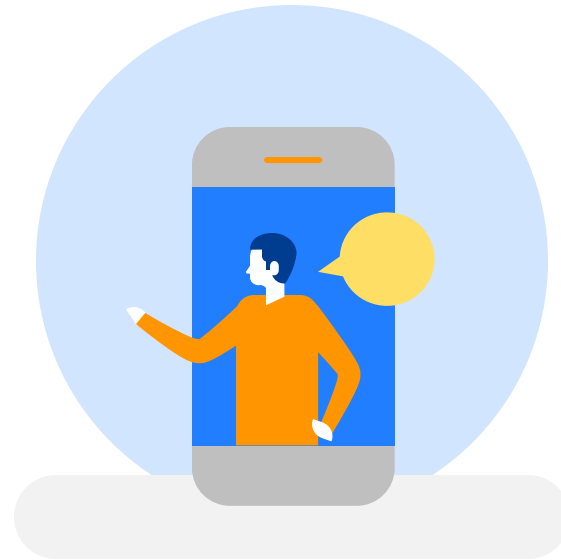
Further support

Alzheimer's Society



alzheimers.org.uk

Dementia Support line



0333 150 3456

Dementia Support Forum



[alzheimers.org.uk
/forum](http://alzheimers.org.uk/forum)

Local support



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