



**Dementia-inclusive  
Community**

# **Promoting dementia-inclusive communities**

A strategic communications toolkit



**World Health  
Organization**  
Western Pacific Region



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Community**

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# About this toolkit



## Why this toolkit?

This toolkit aims to support the planning of a communication campaign to support dementia-inclusive initiatives at the community level.

A dementia-inclusive community comprises groups, families and individuals who are able to:

- (a) identify people at risk for and with dementia;
- (b) provide support to people with dementia;
- (c) organize or provide dementia-related activities.



## Who is this toolkit for?

This toolkit was designed for community leaders and organizers, programme managers, health advocates, and health promotion, education and communication specialists.

## How to get started?



### MAKE A PLAN

Set your goals and vision to promote a dementia-inclusive community.



### MAKE A TEAM

Build a team and look for partners.



### MAKE IT HAPPEN

Apply relevant toolkit strategies to your community context.



### MAKE IT SPREAD

Establish partnerships with other organizations in the community (religious groups, nongovernmental organizations, neighbourhood associations, etc.) and encourage different members of the community to join.



### MAKE IT LAST

Promote sustainability by measuring progress, evolving the programme and sharing success with others.

# **01** Introduction

# Introduction

## What is healthy ageing?

As individuals age, they may undergo changes that impact their ability to perform normal daily activities. Healthy ageing refers to maintaining functional ability to support well-being into older age.

For older adults, a healthy and fulfilling life is characterized by the following:

- independence and autonomy;
- sense of identity and role in their community;
- sense of belonging to their community;
- feeling of safety;
- sense of being respected; and
- potential for personal growth.

## What is dementia?

Dementia is a syndrome characterized by deterioration in memory, thinking, behaviour and the ability to perform everyday activities. It is a major cause of disability and dependency among older people worldwide, affecting individuals, carer, families, communities and societies.

It is important to note that dementia is not a normal part of ageing. People with dementia often live for many years after their symptoms begin, requiring long-term care and support.

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