

 **World
Alzheimer's
Month**

September 2021

Know Dementia

The importance of a timely diagnosis



#KnowDementia #KnowAlzheimers
#WorldAlzMonth www.worldalzmonth.org

 [@AlzDisInt](https://twitter.com/AlzDisInt)  [@AlzDisInt](https://www.instagram.com/AlzDisInt)  [/AlzDisInt](https://www.facebook.com/AlzDisInt)

ABOUT WORLD ALZHEIMER'S MONTH

World Alzheimer's Month is the international campaign by Alzheimer's Disease International (ADI) every September to raise awareness and challenge the stigma that surrounds dementia. World Alzheimer's Day is on 21 September each year.

2 out of every 3 people and 62% of healthcare practitioners globally still wrongly believe that dementia is a normal part of ageing. The impact of World Alzheimer's Month is growing, but the stigma and misinformation that surrounds dementia remains a global problem that requires global **action**.

SPONSORSHIP

WORLD ALZHEIMER'S MONTH CHAMPIONS



WORLD ALZHEIMER'S MONTH PARTNERS



WORLD ALZHEIMER'S MONTH SPONSORS



KNOW DEMENTIA, KNOW ALZHEIMER'S

The theme of the World Alzheimer's Month 2021 campaign was 'Know Dementia, Know Alzheimer's', centred primarily around the importance of a timely diagnosis, as well as the 10 warning signs of dementia. The campaign theme also highlighted the continued need to break down the stigma that still surrounds Alzheimer's disease and dementia.

To mark the launch of World Alzheimer's Month on 1 September, ADI called on the World Health Organization (WHO), governments and health agencies to address the alarming early research which suggests that COVID-19 may accelerate cognitive decline and the symptoms of Alzheimer's disease in some individuals.

ADI CEO Paola Barbarino said: "We urge the WHO, governments and research institutions across the globe to prioritise and commit more funding to research and establish resources in this space, to avoid being further overwhelmed by the oncoming pandemic of dementia. A greater understanding of the link between COVID-19 and dementia can help authorities to manage the increased prevalence of dementia and identify symptoms as early as possible".

September's campaign also tied into the theme of this year's World Alzheimer Report, 'Journey through the diagnosis of dementia'. The report, comprised of over 50 expert essays, was supported by findings from 3 key international surveys - which received responses from 1,111 clinicians, 2,325 people with dementia and carers, and over 100 national Alzheimer and dementia associations respectively, - looks at the global picture of dementia diagnosis around the world.

Thanks to Alzheimer and dementia associations around the world, awareness of dementia continues to improve. These organisations have continued to adapt and innovate to ensure that people with dementia and their carers receive the support and services they need during the ongoing COVID-19 pandemic. We would like to extend a special thank you to everyone involved in supporting this year's campaign and look forward to your support for World Alzheimer's Month 2022.

CAMPAIGN MATERIALS

World Alzheimer's Month posters, toolkits, social media banners and infographics were produced for the campaign in 2021 and adapted by members worldwide into their own languages and with their own logos. ADI developed and translated individual graphics for each of the 10 warning signs of dementia, for members to distribute during World Alzheimer's Month and beyond.

Due to the ongoing COVID-19 pandemic, many of September's campaign materials were readapted from the World Alzheimer Month 2020 campaign, which included imagery around face masks, social distancing and virtual video calling.

ADI also refreshed and updated its World Alzheimer's Month campaign guide, which included tips for social media and media outreach, a social media calendar template and advice on how to organise events, both online and in-person.



A Spanish infographic from the World Alzheimer Report 2021



One of the individual infographics for the 10 warning signs of dementia

CAMPAIGN MATERIALS

In addition to our static assets, ADI also collected video testimonials of those living with dementia and carers on their experience of the diagnosis process, based on the theme of the World Alzheimer's Month campaign. Many of these videos were also transcribed and included in the World Alzheimer Report 2021 'Journey through the diagnosis of dementia' to supplement the survey findings and expert essays.



Emily Ong from Singapore and Member of DAI, recounts the difficulties she faced undergoing a diagnosis



América Velasco Amador from Mexico discussing her mum's diagnosis experience

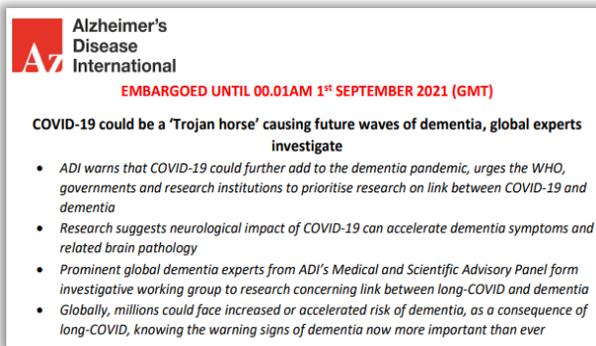
WEBSITE

For the first time ADI was also able to offer a full suite of translated campaign materials in a searchable format on the new website for download, helping to ensure that the assets were readily available to anyone who wished to use them



MEDIA

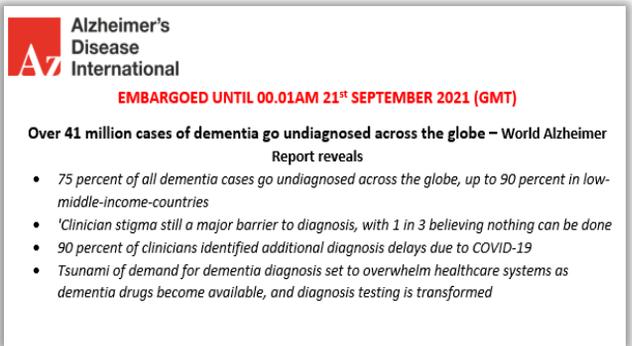
This World Alzheimer’s Month we successfully adopted a two-strand approach to our traditional media campaign, with the release of two press releases strategically released at the start of World Alzheimer’s Month (1st September) and to coincide with the World Alzheimer Report on World Alzheimer Day (21st September). Both press releases were developed to be adaptable for the needs of our members.



Alzheimer's Disease International
EMBARGOED UNTIL 00.01AM 1st SEPTEMBER 2021 (GMT)

COVID-19 could be a 'Trojan horse' causing future waves of dementia, global experts investigate

- ADI warns that COVID-19 could further add to the dementia pandemic, urges the WHO, governments and research institutions to prioritise research on link between COVID-19 and dementia
- Research suggests neurological impact of COVID-19 can accelerate dementia symptoms and related brain pathology
- Prominent global dementia experts from ADI's Medical and Scientific Advisory Panel form investigative working group to research concerning link between long-COVID and dementia
- Globally, millions could face increased or accelerated risk of dementia, as a consequence of long-COVID, knowing the warning signs of dementia now more important than ever



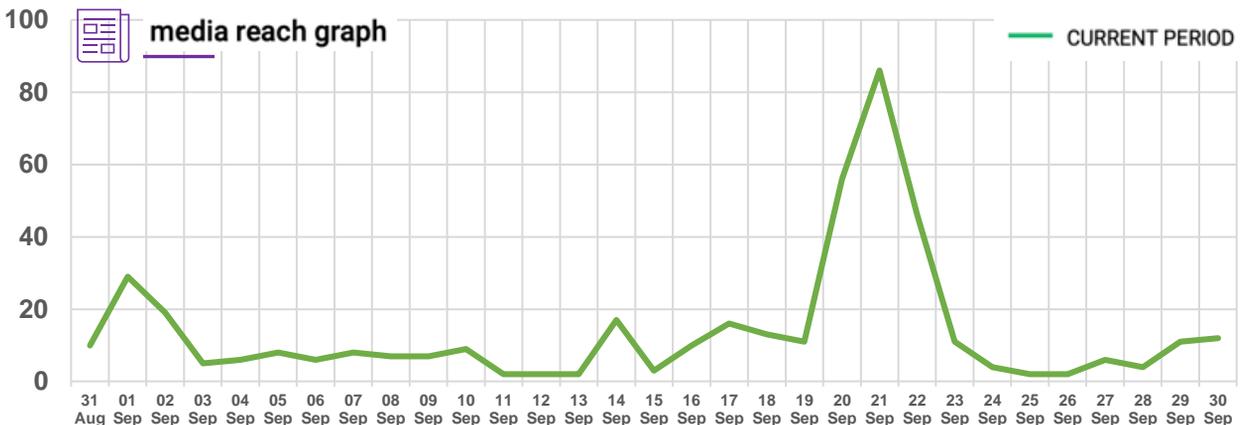
Alzheimer's Disease International
EMBARGOED UNTIL 00.01AM 21st SEPTEMBER 2021 (GMT)

Over 41 million cases of dementia go undiagnosed across the globe – World Alzheimer Report reveals

- 75 percent of all dementia cases go undiagnosed across the globe, up to 90 percent in low-middle-income-countries
- 'Clinician stigma still a major barrier to diagnosis, with 1 in 3 believing nothing can be done
- 90 percent of clinicians identified additional diagnosis delays due to COVID-19
- Tsunami of demand for dementia diagnosis set to overwhelm healthcare systems as dementia drugs become available, and diagnosis testing is transformed

Our first press release focused on the emerging evidence that COVID-19 may accelerate the development of cognitive decline and symptoms of Alzheimer’s in some individuals and the importance of a timely diagnosis

Our second press release lead with the major finding from the World Alzheimer Report that around 41 million people are undiagnosed. As well as highlighting a future Tsunami of demand for healthcare systems.



Media reach for mentions of Alzheimer’s Disease International and World Alzheimer’s Month content from the 31 August to 30 September. As expected, the main peaks of activity occurred during the release of our two press releases

MEDIA

World Alzheimer's Month 2021 received substantial and widespread media attention, despite still being in the midst of a global pandemic. A total of **461** pieces of coverage were recorded during the month. In 2020, the campaign received 200 pieces of coverage.

- Paola Barbarino was interviewed on [**Astro Awani**](#) and her World Alzheimer's Month message was broadcast on Jordan's ROYA TV network
- Radio broadcasts included interviews with [**BBC Radio 4**](#), BBC World Service, [**NBC Chicago**](#) and LBC Radio
- Print and/or online media included: [**Wall Street Journal**](#), [**The Guardian**](#), [**The Financial Times**](#), Daily Mirror (Print), [**The Times of India**](#), [**South China Morning Post**](#), [**Borneo Bulletin**](#), [**Jamaica Observer**](#), [**Straits Times**](#) and many more



Paola Barbarino on ROYA TV, Jordan (top) and clippings from the Financial Times and The Times of India (below)

Paola Barbarino was invited onto the Malaysian news channel: Astro Awani to discuss the possible link between COVID-19 and dementia.



MEDIA

Below are a greater selection of 'clippings' from the media coverage obtained during the World Alzheimer's Month campaign.



TheStar
Living with Alzheimer's: A time for learning and adjustment



No.1 제테크포탈
MONETA 뉴스
나를 잃게 되는 질병 알츠하이머병, 예방이 가장 중요



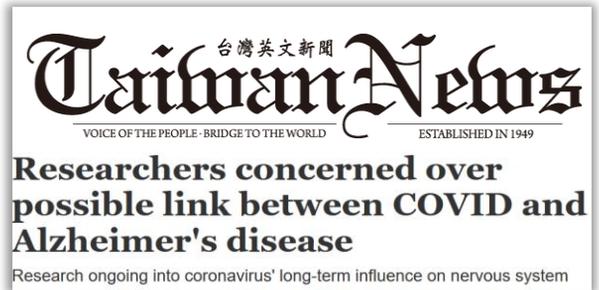
la MIA del popolo
SETTIMANALE D'INFORMAZIONE E DI APPROFONDIMENTO DELLA DIOCESI DI TREVISO
Le iniziative di Israa e Ulss 2 per la Giornata mondiale dell'Alzheimer del prossimo 21 settembre



RTV SLO | 365 BETA
Ob svetovnem mesecu in dnevu Alzheimerjeve bolezni



中時新聞網 真道理性 真愛台灣
台灣失智診斷率僅5成 醫警告「失智海嘯」將至 政府應提升診斷量能



Taiwan News 台灣英文新聞
VOICE OF THE PEOPLE · BRIDGE TO THE WORLD ESTABLISHED IN 1949
Researchers concerned over possible link between COVID and Alzheimer's disease
Research ongoing into coronavirus' long-term influence on nervous system



poradnikzdrowie
COVID-19 może wywołać objawy Alzheimera? Eksperti wyjaśniają



ഇന്ത്യാ ടുഡേ
World Alzheimer's Day | ഓർമ്മകൾ നഷ്ടപ്പെട്ടപ്പോൾ ഓർമ്മിക്കാം: ലോക അൽഷൈമേഴ്സ് ദിനം



БЕЗФОРМАТА
21 сентября - Всемирный день распространения информации о болезни Альцгеймера

Media strategy

This year we aimed to increase our traditional media and digital media output and performance, with the two-strand approach to the press release, giving us two peaks in coverage. We further focused on our digital output to maximise attention and awareness raising throughout the duration of the month. We also, once again, benefited from pro-bono support Edleman, the global communication org, with a social media masterclass for members.

SOCIAL MEDIA

The World Alzheimer's Month 2021 campaign was our best yet in terms of global reach, audience engagement and communications output, since the first campaign began 10 years ago.

HASHTAGS

We monitored multiple hashtags for World Alzheimer's Month 2021, including the translations of '#KnowDementia' and '#KnowAlzheimers' in **over 20 languages**. Across Instagram, Twitter and Facebook, we had a combined **reach of 45 million**. In 2020 and 2019, the campaign had a reach of **20 million** and **1.8 million**, respectively.

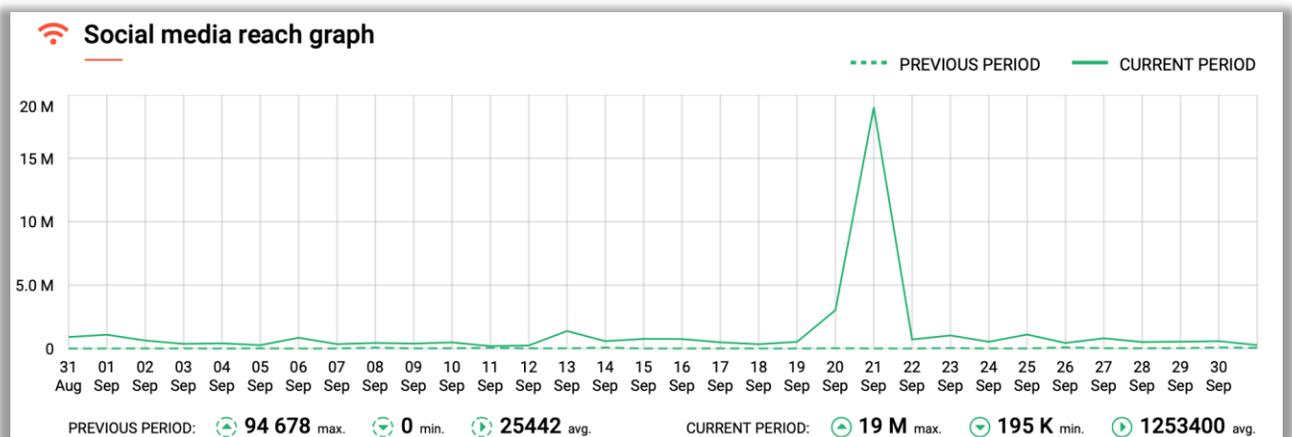
700k

Interactions

45 million
social media reach

465k

'likes'



Social media reach for ADI's main hashtags (#KnowDementia, #KnowAlzheimers, #WorldAlzMonth) from 31 August to 30 September.

20k

user generated posts
with hashtags

5.3 million

non-social reach*

19k

mentions across
non-social media

* Reach through media coverage

TWITTER

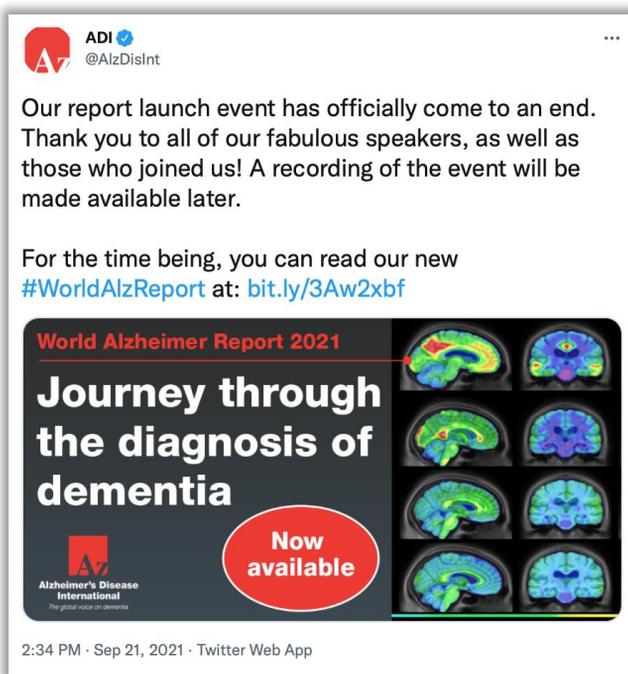
924k
organic impressions

15k
impressions
(average per day)

14k
'likes'

Our most popular organic post on Twitter was an announcement of the availability of the World Alzheimer Report 2021, following our launch event. It had **21k impressions, 520 engagements and 54 retweets.**

Our most popular paid post was a call to contact your national association if you were concerned that yourself or someone you know was showing one of the warning signs of dementia (in Spanish). It had **82k impressions, 16k engagements and 806 retweets.**



ADI's most popular organic post on Twitter during World Alzheimer's Month



ADI's most popular paid post on Twitter during World Alzheimer's Month

FACEBOOK

1.2 million
reach

156k
engagements

64k
link clicks

Our most popular organic post on Facebook was a video featuring Sarmistha from India who spoke about her experience of her mother's dementia diagnosis. It had a **reach of 8.3k and 151 engagements**.

Our most popular paid post was a call to know the warning signs of dementia and Alzheimer's disease during World Alzheimer's Month. It had a reach of **509k, 23k link clicks and 81k engagements**.

17 videos
shared

33k
minutes watched

141k
views

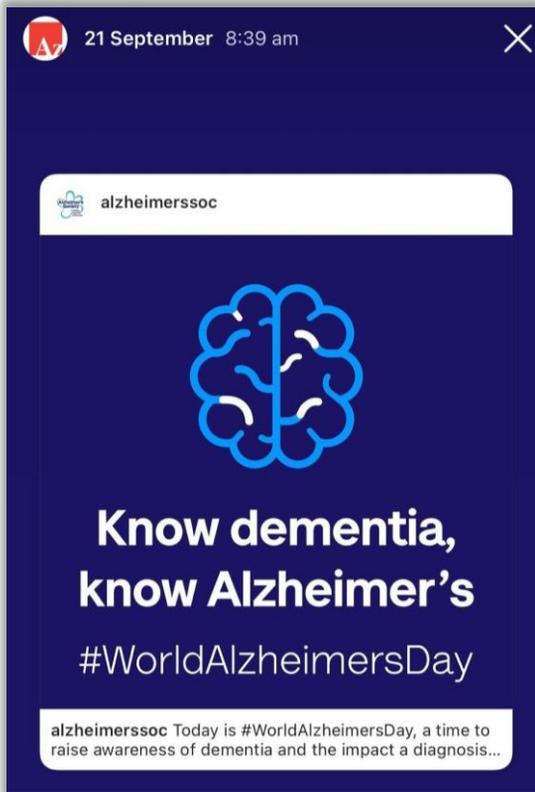


ADI's most popular organic post on Twitter during World Alzheimer's Month



ADI's most popular paid post on Twitter during World Alzheimer's Month

INSTAGRAM



ADI shares Alzheimer's Society (UK) 'Know Dementia, Know Alzheimer's' post on World Alzheimer's Day

8.3k

mentions

392

new followers

1.4k

post interactions

Our most popular post on Instagram was an announcement of the availability of the World Alzheimer Report 2021, following our launch event on 21 September. It had **1k impressions, 1k reach** and **115 likes**.

Throughout the month of September, ADI shared weekly stories of member activities taking place. ADI members on Instagram also shared their translated individual warning signs graphics throughout the month, as well as story promotions of ADI posts, 'Know Dementia, Know Alzheimer's' messaging and the World Alzheimer Report.



ADI member FEBRAZ (Brazil) shares one of the individual warning signs of dementia.

ADI MEMBERS

Throughout the month of September, in total 111 ADI members were active in spreading the campaign message of **'Know Dementia, Know Alzheimer's'**. The campaign's hashtag were translated and shared in over **20 languages**, playing an instrumental role in making the 2021 campaign the global success that it was. ADI was also able to offer bursaries to 26 members, a substantial part of which was deployed as paid social media promotion.

3.6 million
social media reach

1.1 million
non-social reach

164k
interactions

Top public profiles

	PROFILE	SOURCE	VOICE SHARE	INFLUENCE
1	 AlzDisInt		3.977%	1.6 M
2	 MTVIndia		2.368%	968 872
3	 LEAD_Coalition		2.146%	878 149
4	 alzheimerssoc		1.837%	751 588
5	 lavecinarubia		0.644%	263 400
6	 jeremycorbyn		0.596%	243 900
7	 AlzResearchUK		0.538%	220 085
8	 KKMPutrajaya		0.468%	191 584
9	 BTS_AHC		0.459%	187 800
10	 alzheimersocirl		0.445%	182 169

The most influential public profiles that engaged with the #KnowDementia and #KnowAlzheimers hashtags during World Alzheimer's Month.

4.2k
user-generated posts
with hashtags

2.8k
mentions across
traditional media

52k
'likes'

ADI MEMBERS

Throughout the month, ADI members worked in partnership with other influential organisations, persons and businesses to help spread the **'Know Dementia, Know Alzheimer's'** theme.

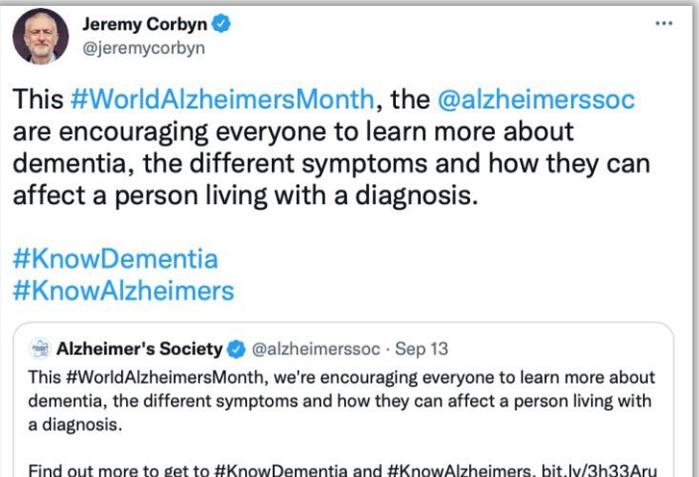
Alzheimer's and Related Disorders Society of India (ARSDI) [teamed up with MTV India](#) to provide 'Memory Karaoke' for people living with dementia.



In Puerto Rico, the Latin Grammy nominated salsa singer, Victor Manuel, participated in Asociación de Alzheimer y Desórdenes Relacionados de Puerto Rico's Memory Walk, [as well as amplified](#) the association's overall campaign.



The Alzheimer's Society (England) promoted September's hashtags throughout the month, with notable and various public figures [sharing their message](#).



ADI MEMBERS

Throughout the month, ADI members worked in partnership with other influential organisations, persons and businesses to help spread the **'Know Dementia, Know Alzheimer's'** theme.



In Pakistan, President Alif Arif addressed audience members at the President House in Islamabad on World Alzheimer's Day, where Alzheimer's Pakistan was invited to host their World Alzheimer's Day activities.



In Brunei, the Minister of Health and the Minister of Youth and Social Welfare spoke at an event in Bandar Seri Begawan for World Alzheimer's Day.

Sir David Steel, the Governor of Gibraltar, joined The Gibraltar Alzheimer's and Dementia Society (GADS)'s Memory Walk, which received widespread coverage.

Memory Walk remembers those with dementia and Alzheimer's

City Hall was lit up in purple to remember and support those with dementia and Alzheimer's on Tuesday. The event organised by the Gibraltar Alzheimer's and Dementia Society formed part of the World Alzheimer's Month events this September. Purple is the signature colour of Alzheimer's and on completion of the Memory Walk, the City Hall building was lit in purple to recognise the dementia journey and raise awareness. Scores of people joined in the walk and together they were united against dementia. Also joining the efforts were the Governor of Gibraltar, Vice Admiral Sir David Steel, and Mayor of Gibraltar, Christian Santos.



GADS Chairperson Daphne Alcántara



ADI MEMBERS

Despite the ongoing pandemic and some countries being subjected to lockdown during the month of September, buildings and monuments across the world were lit up for World Alzheimer's Day



National Stadium - Singapore



Soarano train station - Madagascar



*Izmir Clock Tower – Turkey (Left) and
Plaza Alfredo Sadel Caracas - Venezuela
(right)*



The National Monument - Indonesia



Casa Amarela in Santa Cristina - Portugal



Lottoland building - Gibraltar

Summary

KEY STATS

- 111 countries participated in World Alzheimer's Month, an increase from 97 in 2020
- Our total social media reach was 45 million, over doubling when compared to 2020.
- Our traditional media reach was 461 pieces (200 in 2020), with most being published on World Alzheimer's Day.

CONCLUSION

The increasing reach of our social media and traditional media year after year, combined with the record number of countries participating in World Alzheimer's Month demonstrates momentum that is building behind this vital awareness raising campaign. This increased reach and following allows us to spread key messages, not just throughout World Alzheimer's Month, but subsequently throughout the year. It also further allows us to highlight the work of our members and the important resources provided by them.

