

# A creative online campaign on Dementia Awareness and Education

*Developed pro bono by*



*For*



Lanka Alzheimer's Foundation



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#KnowDementia #KnowAlzheimers

*She can't  
remember.*

*Why?*



She can't remember. Why?





*It could be*  
***Dementia***

**Not just old age.**



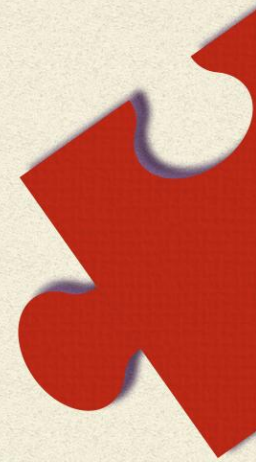
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#KnowDementia #KnowAlzheimers



It could be Dementia.  
Not just old age.





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**Putha,**  
*I still didn't get  
my breakfast.*

**Do you  
experience  
this?**



If you experience this frequently with an elder in your family, it could be dementia.

Forgetfulness especially of immediate or recent events such as not having eaten is a sign of dementia.

This could lead to frequent quarrelling with caregivers and family members.





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If you experience this frequently with an elder in your family, it could be dementia.

Disorientation about where one is, the day or time, or losing one's way in familiar surroundings is another symptom of dementia and may occur as the disease progresses.





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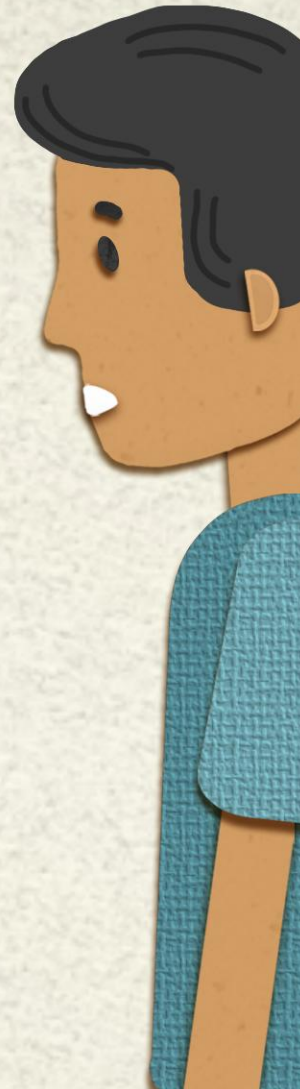
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**Putha,**  
*can you help me  
set the alarm?*

**Do you  
experience  
this?**



Situations where the elder begins to be unable to do familiar things such as cleaning, cooking, organising things, problem solving or concentrating are also symptoms of dementia.

With progression of the condition the elder may eventually need assistance with basic self-care.



# Dementia

*Whom does it affect?*



We are all at risk of dementia as we age. One in three of us will get it if we live to be 90 years.

However, Dementia is not a normal part of aging. Many people live past this age without any signs of dementia.

Sometimes younger people in their 40s and 50s too can develop dementia. So dementia can strike us at any point as we age.



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**200,000+**  
*reported cases in Sri Lanka and rising*



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Sri Lanka currently has over 200,000 reported cases of dementia, and this figure is expected to rise to around 460,000 by 2050 due to our rapidly aging population.

Dementia knows no social, economic or ethnic boundaries.





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# *How can you know for sure?*

**Detection & Memory Screening.**



Doctors diagnose dementia and its cause by asking questions about the person's medical history, doing a physical and mental status examination, and through lab and imaging tests.

A Memory Screening test is also useful to pick up dementia early. You can get a memory check free of charge at the Lanka Alzheimer's Foundation. It involves answering questions and doing simple tasks. For more information, contact 0112 667 080/2.





# What can you do to Prevent?

## Risk Factors & Prevention



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There are several risk factors that affect the likelihood of developing dementia. We cannot do anything about age or family history.

However, there are other practices such as a healthy diet, regular exercise, preventing and managing high blood pressure and diabetes, avoiding alcohol and nicotine and making sure we have adequate essential vitamins that can to help reduce the chance of getting it or delaying its onset.







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*Get a good night's sleep.*

Helps prevent Dementia.



Getting a good night's sleep is highly beneficial for your memory. A tired mind and lack of sleep prevents you from paying attention to information. Being well rested primes your brain to connect and learn.

So, establish a routine and seek to get 6-8 hours of sleep each night.



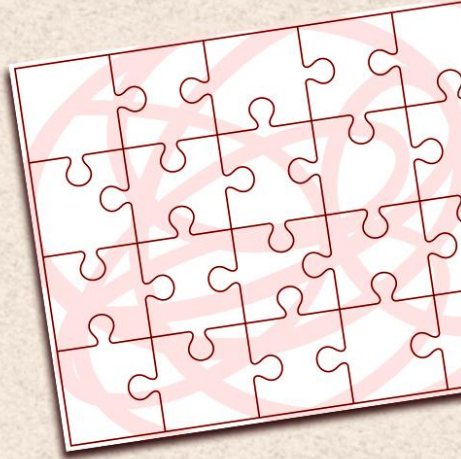


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*Read.  
Solve.  
Play.  
Repeat.*



Reading a book, solving puzzles, engaging in board and memory games, playing a musical instrument, writing on a regular basis and social connectedness can have a powerful effect on delaying dementia.

Similarly, being physically active - walking, running, swimming, dancing and sports can improve brain health.





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## *Doing things with others.*

**Social contact and group activity.**



Group activity and pleasant social interactions keep the person with dementia stimulated and not become withdrawn or isolated.

Lanka Alzheimer's Foundation provides person-centered therapeutic activities at its Activity Centre led by volunteer care-givers. To find out more call 0112 667 080/2.





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*Be patient,  
be understanding.*

Do's for the Caregiver.



Caregiving needs patience and an understanding of the condition and how it affects the person they care for. They need to allow the person to do as much as they can by themselves and help them in the things they cannot do alone.

Listening attentively, speaking calmly, reassuring the person, being non-confrontational and keeping well-loved objects to help the person feel more secure are some things the caregiver can do.

They could also reach out to Lanka Alzheimer's Foundation at 0112 667 080/2 to join a Caregiver Support Group.