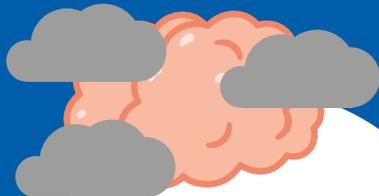
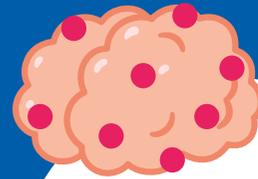


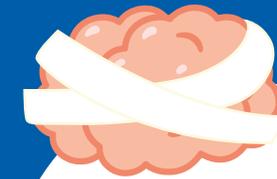
WHAT IS DEMENTIA?



Dementia is the term used for a syndrome where a person loses the ability to think, remember and make decisions.



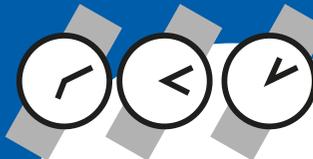
There are approximately 200 subtypes of dementia



Unfortunately dementia is incurable



All forms of dementia are fatal and it is the fifth most common cause of death in Denmark.



Every three hours in Denmark a person dies of dementia



Source: Alzheimer's Association

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THE BIG AND THE SMALL

WHO DEVELOPS DEMENTIA?

Approximately

89,000

people in Denmark have a type of dementia

45,000

people have Alzheimer's, which is the most common type of dementia

Approximately

8,000

people are diagnosed with dementia every year in Denmark

400,000

people have a loved one who has dementia

By 2040 there are expected to be

120,000–146,000

people over 60 years old who have dementia

The risk of developing dementia increases with age and can develop in people as young as

40 YEARS OLD

MORE WOMEN

than men develop dementia

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Source: Alzheimer's Association

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THREE IMPORTANT THINGS TO KNOW ABOUT DEMENTIA

1 Dementia is not a natural part of the ageing process. It is caused by damage to brain cells

2 People who have dementia experience memory loss and lose other brain functions, for example, they can lose their navigational ability and the ability to express themselves

3 It is possible to have dementia and live a good life, especially with help from the Dementia Friends programme

Source: Alzheimer's Association

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TYPICAL SYMPTOMS OF DEMENTIA

FAILING MEMORY



This particularly applies to short-term memory, e.g. to forget what happened only a short time ago, why you are in a particular shop, where the shopping baskets are or where you are going, e.g. when on the bus.

DIFFICULTY CARRYING OUT WELL-KNOWN TASKS



Problems in carrying out everyday activities such as shopping, including managing a shopping list and paying for items with a credit card or money.

PROBLEMS WITH LANGUAGE AND COMMUNICATION



Difficulty finding the right words for specific things. For example, a shopping trolley becomes “the thing you push around”. The person has difficulty reading and writing and understanding what is being said.

LOSS OF ABILITY TO NAVIGATE IN SPACE AND TIME



Problems finding your way home, recognising well-known places or getting lost, even though you have lived in the same place for many years.

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POORER JUDGEMENT

The person does not dress appropriately for the season, for example wears a winter coat when it is summer. Changes might also become apparent in the person's management of their finances and their choices in general.

CHANGES IN MOOD AND BEHAVIOUR

The person can easily become confused, angry or suspicious, seemingly without any reason.

FRAGMENTED ATTENTION

The person starts talking about one thing and then suddenly starts talking about something else because their attention is disturbed. The person typically forgets what he or she was doing.

DIFFICULTY THINKING ABSTRACTLY

Difficulty in following instructions, e.g. that the milk should be placed in the fridge with the butter and not with the groceries.

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FACTS

CONCENTRATION PROBLEMS

For example, this is seen with long and complicated explanations where the person who has dementia loses concentration and forgets what they were speaking about.

LACK OF INITIATIVE

Is passive and needs single words and encouragement and support to get started. The person may come to a standstill and perhaps does not take the initiative to ask for help.

LESS IN CONTROL OF IMPULSES

The person may speak patronisingly and hurtful to other people or leave a shop without paying.

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WHAT DOES IT FEEL LIKE TO HAVE DEMENTIA?

“I feel like many of my old friends stay away. They don’t understand the illness and do not know what to do. It is as if they forget us, and it hurts and it feels lonely.”

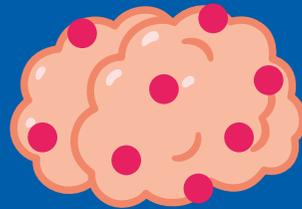
- Vibeke Rode Møller, whose husband has dementia

PEOPLE IN GENERAL KNOW MUCH TOO LITTLE ABOUT DEMENTIA

Lack of knowledge is the biggest obstacle to a dementia-friendly society

81%

of people do not know that dementia is fatal - even though it is **the fifth most common cause of death**



52%

of people do not know that dementia is caused by damage to brain cells caused by a range of medical conditions

80%

of people who have dementia and their loved ones say that in their experience, society **knows very little about dementia**



People who are affected by dementia want above all that dementia is **much better known in society**

Source: Alzheimer's Association

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people in Denmark have been diagnosed with
70,000-85.000 DEMENTIA



By 2040 it is expected that the number of people over 60 years old who have dementia will be **120,000-146,000**

Source: Alzheimer's Association

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400,000

people in Denmark have a loved one who has dementia.



Source: Alzheimer's Association

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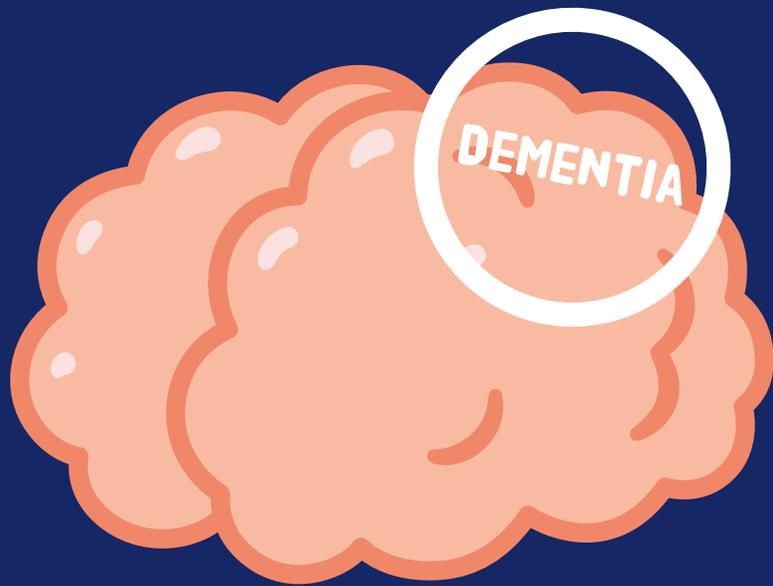
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Only about

50%

of people who have dementia
are diagnosed having dementia.

Source: Alzheimer's Association

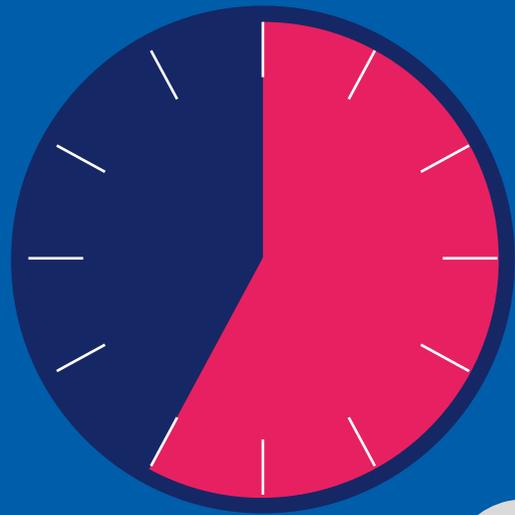
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CLOSE FAMILY MEMBERS

who live with a person who has dementia spend on average

5-7 HOURS

every day taking care of the person



Source: Alzheimer's Association

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The total annual costs relating to dementia in Denmark accounts for more than DKK

20
BILLION



Source: Alzheimer's Association

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DEMENTIA
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Dementia
**IS THE FIFTH MOST COMMON
CAUSE OF DEATH**
in Denmark.



Source: Alzheimer's Association

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USE OF LANGUAGE

“Dementia - the fifth biggest killer”

“84,000 Danes already suffer: How YOU can avoid the feared dementia”

“Lykke was told she had deadly dementia when she was just 27 years old”

TASK 1

How is dementia portrayed in the media?

“Birger is disappearing in front of Jette”

“Dementia illness: How quickly it can unfold”

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STIGMATISATION

A new study shows that 75% of people who have been diagnosed with dementia have endured negative experiences and reactions from others. For many patients it is a stigmatising theme and still a taboo in several cultures.

TASK 1

What does that tell you about stigmatisation?

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DILEMMAS

Locked doors and GPS tracking - curtails freedom or provides protection?

FACTS

During the last three years in Denmark, at least 29 people who had dementia were found dead after they left their homes.

Denmark has 98 municipalities and 86 of them state that they use dementia protection systems of one form or another, for example GPS tracking systems.

Up to 60% of all people who have dementia get lost at some point.

People who have severe dementia are not able to take care of themselves and must depend on others to keep them safe.

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