



ALZHEIMER'S AND RELATED DISORDERS SOCIETY OF INDIA
HYDERABAD DECCAN

Dementia It's time for action!



Dementia

Dementia is a general term used to describe brain disorders that primarily affect a person's memory and behaviour. Alzheimer's disease accounts for 50-60% of all cases of dementia. Other types of dementia include vascular dementia, dementia with Lewy bodies and fronto-temporal dementia. While dementia mainly affects older people, there is growing awareness of cases that start before the age of 65 years.



Symptoms

- Memory loss • Difficulty performing familiar tasks • Problems with language • Disorientation to time and place • Poor or decreased judgement • Problems with keeping track of things • Misplacing items • Changes in mood or behaviour • Changes in personality • Loss of initiative

Dementia is surrounded by myth and stigma and in many parts of the world is still thought to be a normal part of ageing. Many people believe that if you have dementia, nothing can be done about it. This is not true. While there is currently no cure for most dementia, there is a wealth of advice, support and information made available by Alzheimer associations around the world.

World Alzheimer's Day

World Alzheimer's Day™, on 21 September each year, is the only day on the calendar to unite people with dementia, carers, and Alzheimer associations around the world. World Alzheimer's Day is a global campaign to raise awareness of dementia and challenge stigma. World Alzheimer's Day is coordinated by Alzheimer's Disease International (ADI), the international federation of Alzheimer associations worldwide, to attract the attention of the international news media and the world's policy makers. Together we aim to unite our efforts, skills and motivation to secure a better life for people with dementia and their carers.



World Alzheimer Report 2010

On World Alzheimer's Day 2010 Alzheimer's Disease International will release the second of two reports looking at the global impact of dementia. This report will highlight the economic cost of dementia worldwide, giving an idea of the true impact the disease currently has on the world's economy. World Alzheimer Report The 2009 report - which includes the most comprehensive prevalence study of dementia to date and looks at levels of mortality, disability, strain of carers and dependency - is available at www.alz.co.uk/WAD2010. The 2010 report will be available from 21 September 2010.



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World Alzheimer's Day
21st September

What will you do?

The International Longevity Centre-India(ILC-I) is planning to do and has been doing to mark the occasion of World Alzheimer's Day on 21st September 10.

Here, I would like to submit a point of view that my organization and myself hold with regard to this occasion. Alzheimer's is a disease that is truly one which strips an individual who is afflicted by it, of his dignity. This is a disease that, given, the rise in its numbers globally, needs to be considered throughout the year and not just by marking one day of the year for it. It is in this context that we would like to create awareness about AD throughout the year.

Dr. S. D. Gokhale,
Hon. President,
ILC-I.



Priti Gopal Datta Ray
Secretary and Director (Policy & Programme)
ARDSI Calcutta Chapter

On the World Alzheimer's Day this year, as in every year, I shall pray to God for well being of all those experiencing dementia and their families.

This year, I'll probably be in Delhi to attend Dementia Summit organised by ARDSI, and very much miss my very own daycare family members in Kolkata. I shall continue making people aware, to the best of my ability, of Alzheimer's and other dementia diseases, which takes away Man's pride consciousness, and tell them: "Remember those who cannot remember". I shall say a special prayer to the Almighty: "Give us life with unbroken memory and consciousness."



Mrs. Rukhsana Ansari
Secretary ARDSI,
Hyderabad Deccan Chapter

ARDSI Hyderabad Deccan will organize a Memory Walk as part of its WAD 2010 events. The Memory Walk, will be both a public awareness initiative at a mass scale and a community event to express solidarity and support to persons with dementia. It is expected to draw a gathering of 450-500 people from all walks of life and all age groups.



Sreekanth P Krishnan
Secretary Trivandrum Chapter

On world Alzheimer's day 2010 will try to educate the younger generations about the disease and the care to be given to their grandparents or elders in their community through schools colleges and educate them to identify at least one person who they feel that having Alzheimer's disease. Also try to organise a 24X7 help line for those getting care at home including visits, advices, moral support for primary carers and a self help group of carers who support one Alzheimer's patient.



Yogesh Shah,
M.D., FAAFP, CMD

Yogesh Shah, M.D., FAAFP, CMD, is associate dean for global health at Des Moines University (DMU). He is triple board certified in family medicine, geriatrics and hospice and palliative medicine.

Along with global health work and assisting students, Dr. Shah has special interest in early detection and treatment of Alzheimer's disease.



It's time for action!

There are currently 36 million people worldwide living with dementia and this number is expected to rise to 66 million in 2030 and 115 million in 2050. Dementia has a devastating impact and not only affects the lives of those who have it, but also families, carers and societies in all parts of the world. Lack of awareness and understanding has resulted in insufficient resources to address this crisis. It is clear that immediate action is needed. It is vital that the following six principles are adopted to make Alzheimer's disease and other dementias a global priority:

- Promote awareness and understanding of the disease
- Respect the human rights of people with the disease
- Recognise the key role of families and carers
- Provide access to health and social care
- Stress the importance of optimal treatment after diagnosis
- Take action to prevent the disease through improvements in public health

Everyone can help towards achieving these goals, but it is essential that we act now!

