

Increasing Awareness of Dementia

Alzheimer's is a degenerative disease which includes 50% of the people within the dementia syndrome (which also has Huntington's and Parkinson's). All three diseases cause damage to different sets of brain cells.

In January, the Alzheimer Society of Canada announced that while awareness about dementia has increased, stigma and negative attitudes around it continue to persist. The Society is kicking off a new social awareness campaign “**I live with dementia. Let me help you understand.**” to spark conversations and encourage Canadians to see dementia differently.

A recent, Leger-led survey, revealed that 46% of respondents would feel ashamed or embarrassed if they had dementia, while 61% of those surveyed said they would expect to face discrimination of some kind.

“These results validate our thinking, that stigma is one of the biggest barriers for people with dementia to live fully with dignity and respect,” says Pauline Tardif, CEO at the Alzheimer Society of Canada. “The findings underscore the work we must still do to end stigma once and for all. There is no shame in having dementia. We can’t let negative perceptions stand in the way of people with dementia seeking help and support. Life without discrimination is a right for anyone affected by this disease.”

To tackle stigma, the Alzheimer Society is letting the experts do the talking—people living with dementia. People like Roger Marple. For this proud father and grandfather, who developed young onset Alzheimer’s three years ago at age 57, his diagnosis was a tough pill to swallow. But with time, Roger overcame his initial shock and sadness. He had too many dreams to pursue. “I still do things that have meaning in my life, like getting out, playing golf and travelling. I’ll continue to enjoy life for as long as I possibly can to the best of my abilities. Isn’t that what we all aspire to do?”

Roger and others invite Canadians to share their inspiring stories on a dedicated campaign website, where visitors will also find tips on how to be more dementia-friendly, activities to test their knowledge, and other resources to take action against stigma and be better informed about a disease that has the potential to impact every single one of us.

Today, over half a million Canadians have dementia and in less than 15 years, an estimated 937,000 Canadians will have dementia. Only 1-in-4 people with Alzheimer’s disease have been diagnosed. Alzheimer’s and other dementias are the top causes for disabilities in later life.

To help stop stigma and read the full survey, please visit the website: ilivewithdementia.ca – and use the campaign’s hashtag [#ilivewithdementia](https://twitter.com/ilivewithdementia) to help spread the word.

c/o Alzheimer Society of Peterborough

Apsley Voice, February 2018

February
Frolic
FEATURING:
Montana Sky
with special guests:
Tom & Gary Out

February 24th
8pm-12am
\$20 per ticket
Silent Auction
50/50 Draw
Age of majority event
Food provided by: Jen Shee

North Kawartha
Community Centre
340 McFadden Rd.
Apsley, ON

TICKETS:
Community Care
Apsley Office
168 Burleigh St.
Apsley ON
Tel: (705)-656-4589

Annual General Meeting of the North Kawartha Food Bank

February 21, 2018

The North Kawartha Food Bank will be holding its Annual General Meeting on Wednesday, February 21st, 2018 at the Food Bank starting at 10:00 a.m. ***This meeting is open to the public.*** We are located at 135 Burleigh St. (near the soon to be defunct RBC Bank Branch).

If you are curious about the workings of the Food Bank or are interested in joining our team of volunteers, **this invitation is for you.**

For more information, please contact Diane Rothnie at 705-313-0550.

Bringing the Voices of the Kawarthas to You