



**Dementia  
Friends  
India**

An initiative of  
Alzheimer's and Related Disorders  
Society of India



## Dementia Friends, India

Alzheimer's & Related Disorders Society of  
India and Nightingales Medical Trust

*The Dementia Friends movement was launched in India under the aegis of the Alzheimer's and Related Disorders Society of India in association with Nightingales Medical Trust, on Thursday, the 19<sup>th</sup> of September 2019 at the Baldwin Methodist International School. Mr. Javagal Srinath, former Indian cricketer and current ICC match referee was the chief guest and campaign ambassador. Over 1500 staff and students of various prominent educational institutions were sensitized and signed up to become Dementia Friends.*

The Dementia Friends program is a global movement with an objective to change the way the world thinks, acts and talks about dementia. Started by the Alzheimer's society of England and Wales, this movement has spread to over 50 countries and reached over 17 million persons. This movement aims to create a climate of kindness and understanding, so that everyone affected by dementia feels part of society. Via the Global Dementia Friends Network, countries are working together to share, support and collaborate for a truly global dementia-friendly movement.

### **What is dementia?**

The word 'dementia' describes a set of symptoms that may include memory loss and difficulties with thinking, problem-solving or language. These changes are often small to start with, but for someone with dementia they have become severe enough to affect daily life. A person with dementia may also experience changes in their mood or behaviour. Dementia is caused when the brain is damaged by diseases, such as Alzheimer's disease or a series of strokes. Alzheimer's disease is the most common cause of dementia, but not the only one. The specific symptoms that someone with dementia experiences will depend on the parts of the brain that are damaged and the disease that is causing the dementia.

Gradually this disorder causes increasing stress among the immediate caring family members. Caregivers find it difficult to take a break from their continuous care cycle, sometimes even to shop or take a vacation.

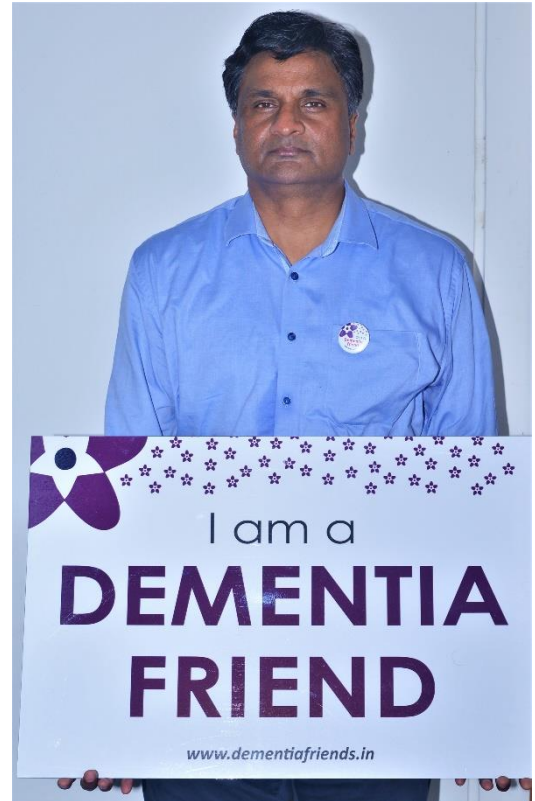
### **About the organizers:**

Nightingales Medical Trust (NMT) is a registered not-for-profit organization providing various innovative need-based support systems for the well-being of Senior Citizens and persons with dementia. Alzheimer's and Related Disorders Society of India (ARDSI) is a non-profit voluntary organization engaged in the care, support, training and research of dementia since its inception in 1992. It has 22 chapters across India, and the Bangalore chapter is promoted by the Nightingales Medical Trust.

## The Launch:

The Dementia Friends India movement was launched at Baldwin International School auditorium. Rev. Sebastian, the District Superintendent, Ms. Shaila Wesley, the Manager, Ms. Asha Das, the principal, Dr. Akash Rayal, the academic head, Rev. Mathew George, the treasurer of the Baldwin Methodist Education Society, Ms. Leena Rodney, principal in-charge of the international school, Dr. Joshua Samuel, principal of the Baldwin Methodist College, Dr. Radha S Murthy, Managing Trustee of Nightingales Medical Trust and president of the ARDSI, Bangalore Chapter and Mr. S. Premkumar Raja, Hon. Secretary of Nightingales Medical Trust and Secretary of the Bangalore Chapter of ARDSI were present along with Mr. Srinath at the launch.

Mr. Srinath spoke passionately on his experience as a Dementia Carer and urged the staff and students to care for their parents and grandparents. He wished that everyone would care for their elders at home and wished the students to carry the message of Dementia care in their circles.



## 1500 Dementia Friends:

The first campaign of the Dementia Friends India movement is titled “Creating a Dementia-Friendly Generation”. In line with this, following the launch, a 45-minute awareness session of Dementia and possible ways to contribute to the cause was conducted for the students and teachers. The same was conducted at Mount Carmel PU College, Hasanath College for Women, Goodwill PU College and RBANMs PU College. All participants were given a badge and a booklet with information about Dementia. The institutions were also honoured for their contribution to the cause with a plaque. The total number of persons who signed up to become Dementia Friends on the launch day was 1470 – the largest number on a single day.









### Future Plans:

The organizers wish to continue such programs at different schools and colleges. The aim is to create 10,000 Dementia Friends in the first year alone.

We invite persons and institutions interested in Dementia friends Programme to log on [www.dementiafriends.in](http://www.dementiafriends.in) or mail us at [dementiafriendsindia@gmail.com](mailto:dementiafriendsindia@gmail.com)