



## Blue Button Movement

On September 23rd in collaboration with Nightingales Medical Trust organised the Blue Button Movement at Sankey Tank -Malleswaram Gate, Bengaluru at 8 a.m.

The Blue Button carries a deep symbolism for those affected by Dementia. The ability to button one's own clothes is a sign of independence. The loss of this ability is an early indicator of the onset of Dementia. The Blue Button marks this poignant moment when loved ones shift from caregivers to care receivers. The interconnected threads in the Button represent the Alliance, coming together for hope and support. The Blue Button movement is a component of DIA's broader initiative to foster inclusivity within our society. The Blue Button, featured in DIA's logo, serves as a symbol commemorating the significant moment when those who once provided care become recipients of care themselves. It pays tribute to the numerous challenges faced by individuals living with dementia and their families, likened to the many lost buttons along their journey. The threads that unite the button represent the collaboration and "Alliance" among diverse stakeholders dedicated to addressing the issue of dementia collectively. Our aspiration is for the Blue Button movement to evolve into a nationwide campaign in the coming years, fundamentally altering the perception of dementia, shifting it away from a focus on the loss of independence and towards a vision of interdependence. Participants were united to form a human chain, symbolizing the blue button like a shield -a unifying emblem urging society to recognize the impact of dementia, empathize, and proactively offer support. Conducted a Memory walk while carrying placards and distributing informative pamphlets on dementia, this movement aims to raise awareness but also to lay the groundwork for compassionate action and a society that is well-informed.

We had the privilege of hosting our Chief Guest Dr. Ashwathnarayan C.N., who serves as the MLA for the Malleshwaram Assembly Constituency and former Deputy Chief Minister. Additionally, our guest of honour was Ms. Surabhi Santosh, a renowned Indian actress, model, classical dancer, and lawyer, known predominantly for her work in Kannada and Malayalam cinema. Together, they played a pivotal role in launching the Blue Button movement.





