





RACE

ALZHEIMER'S AWARENESS CAMPAIGN



World Alzheimer's Day is an international campaign to raise awareness and highlight issues faced by people affected by dementia. It's an opportunity for people and organisations to demonstrate how we can overcome these issues and help people live well with dementia.

Alzheimer's and Related Disorders Society of India (ARDSI) Bangalore Chapter and Nightingales Medical Trust (NMT) has been observing this day every year through various meaningful programs to create awareness about Alzheimer's disease, remove stigma attached to it and to build appropriate support systems and advocate for the rights of those afflicted. This year the efforts were enriched by the involvement of **Rotary Club Downtown**, which came forward to support and organize a very innovative way of creating awareness – **the Bengaluru Race.**

The conceptualization was by Rotary Downtown with inputs from the ARDSI and NMT team. The journey of a person with Alzheimer's is very challenging. Activities of daily living which we take for granted become a challenging task for a person with Alzheimer's. To help us to understand and empathise with a person with Alzheimer's , there is a need to undertake tasks which challenge the mind and body. The Bengaluru Race attempted to put forth tasks which involved the participants to plan , identify various locations and traverse with the use of metro to visit each identified point , take selfies, pick their completion ticket and report to the starting point.

Extensive efforts were put in to sell tickets for the event .Tickets for the events were sold on bookMyShow and efforts were made to raise enthusiasm amoung collge students to participate in large numbers. More than 600 enthusiastic youngsters assembled to participate in the race at the St. Josephs Insitute of Management . Donned in purple T shirts , they were all rearing to go .After a brief introduction to the event and the cause , the rules of the race were explained to the participants and all were made to assemble is an organised way. The race was flagged off District Governor for 2020-2021 Rtn. Fazal.

Youngsters had to take the metro to reach Vidhan Soudha the first clue. The other clues were located inside the cubbon park and included the Mark Cubbon's staute near High court, , Press Club , Central Library and the Maharaja Chamrajendra Wodeyar's statue . Volunteers from a corporate volunteered to be the marshalls at all the five clue points and encouraged the participants . They also helped in distributing information about Alzhiemr's disease and sensitise the public as various part s of cubbon park.

All the participants mostly college students enthusuatically participated and completed the race . Three youngsters , Vishal R , Manjunath P and Adithya Kamath were declared the winners and were presented with a cheque. The participants shared that the race was unique , challenging and fun. The confusion and difficulty they faced as part of the race helped them to experience the difficulty that a person suffering from Alzheimer's faces every day.

The rules of Bengaluru Race being explained and participants assembled for the to flag off



The Bengaluru Race begins



Participants taking selfies at various clue points as part fo the race rules



The winner Manjunath , Vishal (1st Runners up), and adithya (2nd Runner's up)



Concluding address and vote of thanks



Press coverage - The Hindu -22nd Sept 2019

Bengaluru runs for Alzheimer's

SPECIAL CORRESPONDENT BENGALURU

To mark World Alzheimer's Day observed on September 21, the Rotary Club of Bangalore Downtown in association with Alzheimer's and Related Disorders Society of India (ARDSI), Bangalore Chapter, and Nightingales Medical Trust organised 'Bengaluru Race'.

The campaign, in tune with the global campaign on Alzheimer's awareness, sought to make people talk about dementia and end the stigma by recognising and accepting the disease. This is part of a series of awareness programmes rolled out

What is dementia?

Dementia is a progressive neurodegenerative brain disorder that affects memory, language, problem-solving abilities, and progressively affects the ability to function independently. The most common type of dementia is Alzheimer's disease.

since 2016 to make "Bengaluru a dementia friendly city by 2025," said Radha S. Murthy, managing trustee

of Nightingales Medical

The race required participants to deduce clues, navigate within various areas of Cubbon Park through the use of Metro rail only, and locate five historical locations in the park. The participants had to take selfies at the historical locations mentioned on the envelope, which they received at the start of the event, and complete the race and return to the starting point.

More than 600 people participated. The event was flagged of at 9.15 a.m. from St. Joseph's Institute of Management, M.G. Road.

Malyalam Manorama 25th Sept 2019



This campaign was in tune with the global campaign on Alzheimer's awareness and sought to make people talk about Dementia and end the stigma by recognizing and accepting the disease. This was also a part of a series of awareness programmes rolled out since 2016 to make "Bengaluru a dementia friendly city by 2025".

The event was announced in the World Alzhimer's Month Campaign website.