

World  
Alzheimer's  
Day

21st Sep 2020



Launch of  
**DemKonnnect**  
Free Dementia Care App

and  
Human Chain in support of  
Persons with Dementia



# World Alzheimer's Day 2020 – Bengaluru

Theme: Unite For Dementia

Organized by Nightingales Medical Trust  
and ARDSI, Bengaluru Chapter

## World Alzheimer's Day

September is World Alzheimer's Month. World Alzheimer's Month is the international campaign every year to raise awareness and challenge the stigma that surrounds dementia. September 2020 will mark the 9th World Alzheimer's Month. World Alzheimer's Day is on 21 September each year.

2 out of every 3 people globally believe there is little or no understanding of dementia in their countries. The impact of World Alzheimer's Month is growing, but the stigmatisation and misinformation that surrounds dementia remains a global problem, that requires global action.

## #UniteforDementia

A World Alzheimer's Day campaign by Nightingales Medical Trust and the Alzheimer's and Related Disorders Society of India, Bangalore Chapter to unite and connect all those concerned with Dementia – informal and professional carers, policy makers, civil society and media with the purpose of raising awareness, fighting stigma and mobilizing volunteers as dementia friends.

Over 50 family carers, medical professionals, researchers, students, volunteers and media representatives gathered together at the 2<sup>nd</sup> Floor on UB City to *Unite for Dementia*. The DemKonnnect – Free Dementia Care App – was launched at this event. This was followed by the formation of a human chain with people holding placards and messages about Dementia and sharing of experiences by family carers.





*The gathering of people for the event*





*All safety protocols were followed*

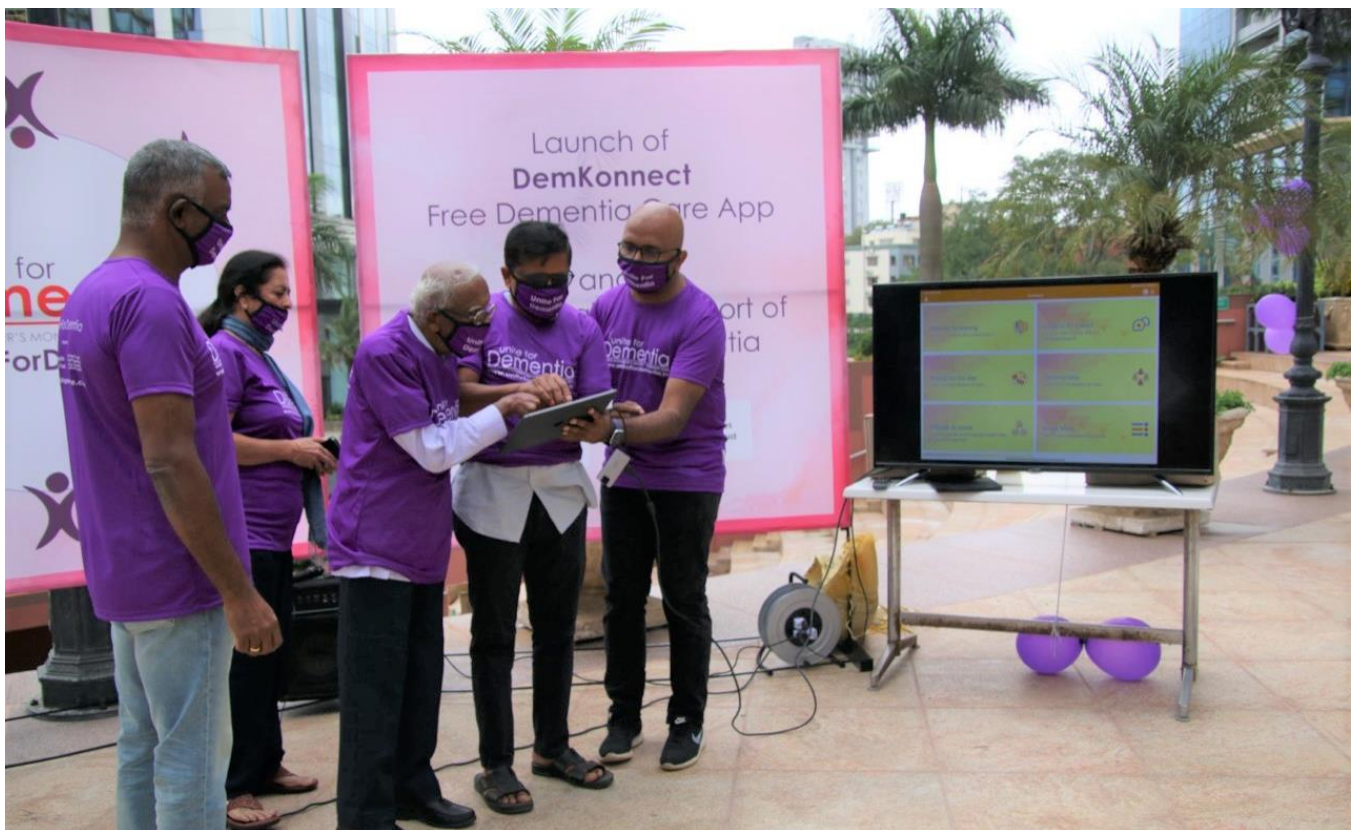


*Welcome and Opening Remarks*





*Introduction to the DemKonnnect App*



*Launch of the DemKonnnect App by Shri Lakshminarayana – A 89 year old person with Dementia – and his family*





*The Family Carers who had come for the event stop to share powerful messages from their heart*



*Participants in purple T shirts and masks, carrying placards*





*Human chain holding 52mts banner to symbolically show there are over 52 lacs Indians with dementia*





World  
Alzheimer's  
Day

Dementia  
IS NOT  
just a  
part of  
normal ageing

Make Dementia a  
PUBLIC HEALTH  
PRIORITY

Understand  
Dementia

Launch of  
DemKconnect  
Free Dementia Care App  
and  
Memory Chain in support of  
Dementia Care

REMEMBER  
those who  
CANNOT  
remember





*Family members sharing their experiences*





*Felicitation of Family Carers who had come for the event*





Let us together make Bengaluru a Dementia Friendly city!!!