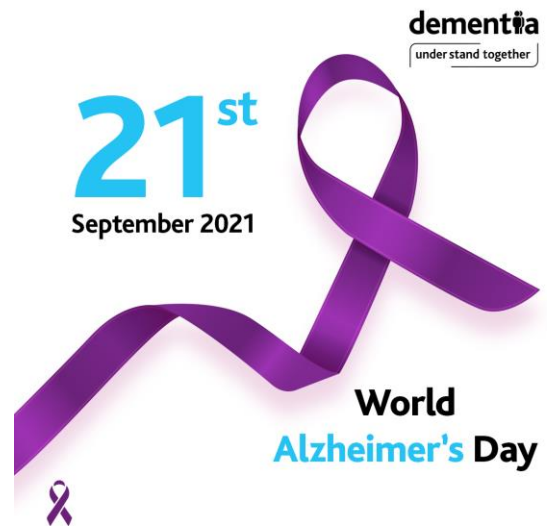
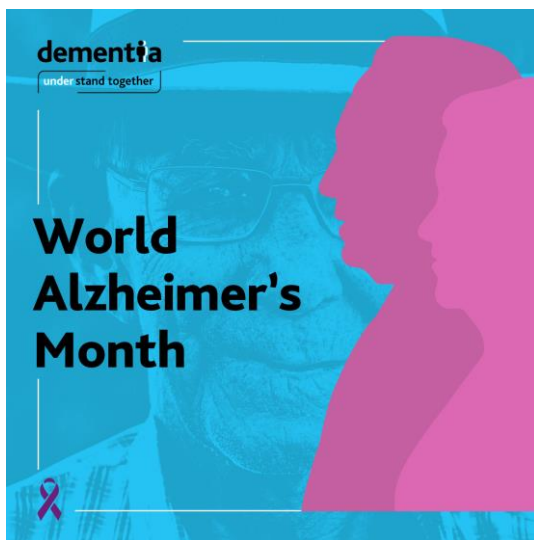


World Alzheimer's Month, Sep. 2021

Partner Pack for Organisations and Community Champions



The Dementia: Understand Together campaign, led by the HSE in partnership with The Alzheimer Society of Ireland, Age Friendly Ireland, Age and Opportunity, and the Dementia Services Information and Development Centre, is encouraging everyone to take simple actions to raise awareness for dementia and support people with dementia and their families in their communities.

World Alzheimer's Month

takes place from the 1st - 30th of September, 2021

Every September, people come together from all around the world to raise awareness and to challenge the stigma that persists around dementia. September 2021 marks the 10th year of this vital global awareness raising campaign.

September 21st is World Alzheimer's Day.

The focus for this year's World Alzheimer's Month campaign is diagnosis, stimulated by recent developments, and potential breakthroughs, in both dementia treatment and diagnostics.

In conjunction with this, we are encouraging people to recognise the potential warning signs of dementia and to understand the importance of a timely dementia diagnosis, motivating concerned individuals to seek out information, advice and support - ultimately with the aim of challenging the stigma that surrounds its diagnosis.

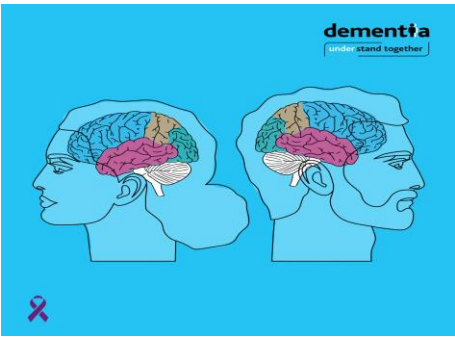
It is only through a truly collective effort that we can raise much needed awareness and challenge the stigma and misinformation that still surrounds dementia, and we are calling on everyone to do something during September, however small or large, to support the 'Know Dementia, Know Alzheimer's' campaign.

We welcome your support in raising awareness for World Alzheimer's Month by posting or sharing key messages.

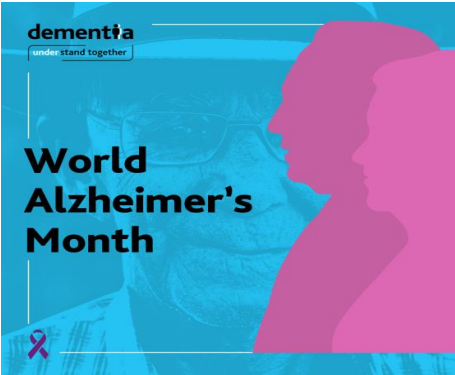
Link: <https://www.understandtogether.ie/about-dementia/>
Hashtags: #WorldAlzMonth #UnderstandTogether

You can find these creatives and additional video graphics (twitter and facebook sizes) [here](#)

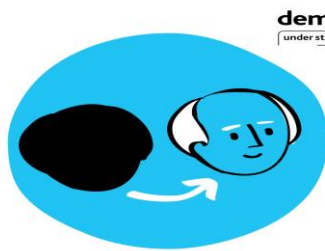
World Alzheimer's Month's theme this year is 'Diagnosis'. Learn more about dementia at the link below.
#WorldAlzMonth
#UnderstandTogether



September is World Alzheimer's Month. We encourage you to recognise the potential warning signs of dementia and to understand the importance of a timely dementia diagnosis
this #WorldAlzMonth
#UnderstandTogether



Learn how you can help and provide support to others this
#WorldAlzMonth
#UnderstandTogether



**See the person,
not the dementia**



Find out more about early signs and diagnosis of dementia.

#WorldAlzMonth

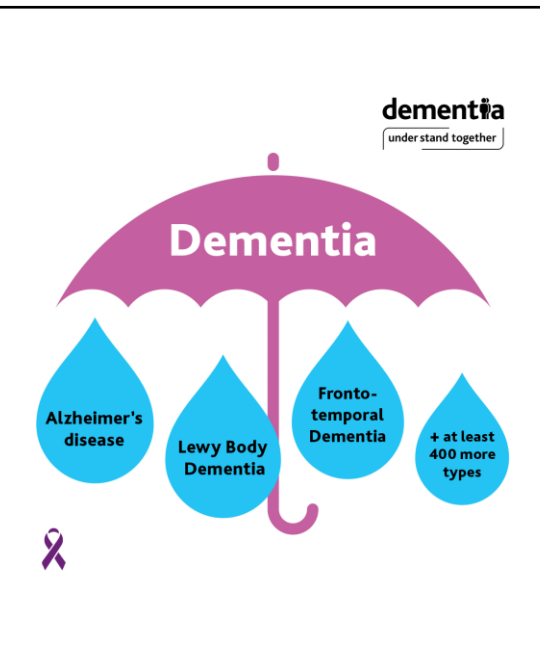
#UnderstandTogether



There are over 400 types of dementia, and every person's experience will differ. Early diagnosis means that you can receive treatment and support that may slow down the symptoms and help you live well for as long as it is possible.

#WorldAlzMonth

#UnderstandTogether

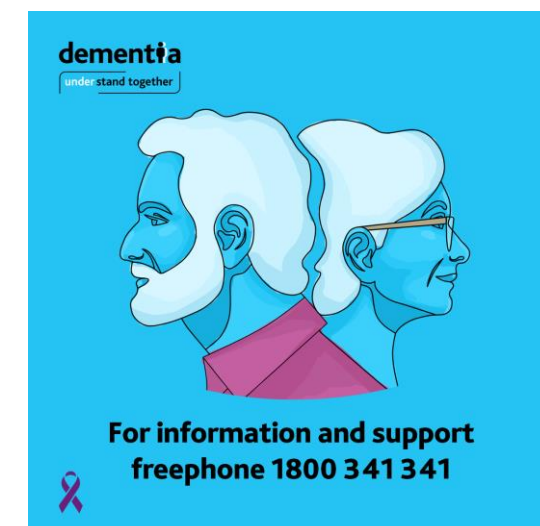


If you're living with dementia or caring for a loved one and are in need of support the Alzheimer Society of Ireland's National Helpline can help.

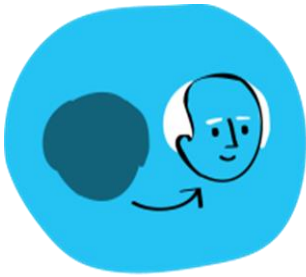
Please call 1800 341 341 for information and support.

#WorldAlzMonth

#UnderstandTogether



In addition to posting or sharing key messages for the month of September, we encourage you to take these 6 simple actions to help us create dementia inclusive communities across the country. Thank you.



**See the person,
not the dementia**



**Talk about
dementia**



**Stay in
touch**



**Ask how you
can help**



**Support the person
to keep up hobbies
and interests**



**Make sure your
service or space
is easy to use**

For more information on the Dementia: Understand Together Campaign please visit www.understandtogether.ie

dementia
understand together