



World Alzheimers Month 2019

Campaign toolkit



[Click here for digital resources](#)

The facts

80% of New Zealanders know or have known someone with dementia.

The number of people living with dementia in New Zealand will triple by 2050.

At most, only half of those affected ever receive a diagnosis, which means they are not getting the help and support they need.

Dementia is associated with around as many deaths as cancer (27% of total deaths).

Dementia is expensive with associated health and social care costs almost matching the combined costs of cancer, heart disease and stroke.

With the right support, it is possible to live well with dementia.

Make dementia top of mind



This year, we are calling on New Zealanders to take action and make dementia top of mind. During September, that could be anything from sharing the news online or signing the Dementia Declaration, to becoming a Dementia Friend or joining a Memory Walk. We all have our part to play. The time for action, truly, is now.

Social media



Like us on Facebook
[alzheimersnewzealand](https://www.facebook.com/alzheimersnewzealand)



Follow us on Twitter
[AlzheimersNZ](https://twitter.com/AlzheimersNZ)

Hashtags

Throughout September we will be using the following hashtags on Twitter and Facebook:

[#WorldAlzMonth](#)

[#Makedementiatopofmind](#)

[#MemoryWalk](#)

[#Letswalktoremember](#)

#Letswalkfordementia

#WearPurple

#DementiaFriends

#DementiaFriendlyNZ

Share your posts with us by tagging **@Alzheimers New Zealand** on Facebook and **@AlzheimersNZ** on Twitter.

Spread the word:

[Click here](#) to download our posters and social media graphics.

September is World Alzheimers Month. 80% of us know or have known someone with dementia. The number of New Zealanders living with dementia is expected to triple by 2050. This September, let's make dementia top of mind. Take action today here <https://www.alzheimers.org.nz/get-involved/world-alzheimers-month>

Wear Purple

Help raise awareness of dementia by donning your best purple threads this September.

On the day, be sure to share a photo of your purple outfits and tag your social media photos and posts with **#WearPurple** and **#WorldAlzMonth**.

[Click here](#) to download the Wear Purple graphics.



Spread the word:

80% of Kiwis are affected by dementia in some way. This World Alzheimers Month, we're wearing purple to raise awareness of dementia in New Zealand. Will you join us?

#WearPurple <https://www.alzheimers.org.nz/get-involved/world-alzheimers-month/wear-purple-for-world-alzheimers-day>

Memory Walks

Join one of our Memory Walks taking place all around NZ to raise awareness for people affected by dementia. This year, thousands of Kiwis will be walking to show their support for all those living with dementia.

Memory Walks are a great activity for people of all ages and abilities.

[Click here](#) to find your nearest event.



[Click here](#) to download our social media graphics.

Spread the word:

Memories are precious. Join a Memory Walk and help raise awareness for people affected by dementia. Let's walk to remember. Let's walk for dementia. Find out more and get involved here: <http://www.alzheimers.org.nz/memorywalk>

Come along to a Memory Walk and walk to show your support for people with dementia and their families, friends and care partners. Memory Walks are a great activity for people of all ages and abilities. Let's walk to remember. Let's walk for dementia. Find out more and get involved here:

<http://www.alzheimers.org.nz/memorywalk>

Cuppa for a Cause



Be a superhero. Make your next cuppa count. Raise vital funds to support people with dementia in NZ by hosting a Cuppa for a Cause - as simple as putting the jug on and getting the bickies out. Just get together with your fellow superheroes and ask for a donation to help support people living with dementia.

It's easy:

Step 1: Download our [event pack](#) and [spread the word](#) with social media content and posters

Step 2: Pick a date and share with friends, family and whānau. Create an event on Facebook, share via email or spread the word the old fashioned way, with some of our printed posters.

Step 3: Hang up your cape, pop the jug on and enjoy!

Step 4: Make your donation with our [simple online form](#), just remember to tick the option 'I am giving for Cuppa for a Cause'. If you'd like to make your donation via online banking, bank deposit or by cheque, please reference 'Cuppa for a Cause'.

If you've collected cash, simply count the coins, deposit the funds into an account and make your payment using the online form. Or you could pop by and drop it in to your local organisation.

[Click here](#) to download promotional materials for Cuppa for a Cause, including an event pack, posters and social media graphics

Spread the word:

Be a superhero. Make your next cuppa count. Raise vital funds to support people with dementia in NZ by hosting a Cuppa for a Cause - as simple as putting the jug on and getting the bickies out. Find out more here: <https://www.alzheimers.org.nz/get-involved/host-a-cuppa-for-a-cause>

Become a Dementia Friend



By becoming a Dementia Friend you are joining a growing community of people helping to make NZ a kinder, more understanding place for people living with dementia. It will only take you 20 minutes.

What does a Dementia Friend do?

A Dementia Friend learns about dementia and simple ways to help people living with dementia by completing a short programme online.

Being a Dementia Friend doesn't have to take lots of your time - your action can be as simple as being kind and helpful to people during your day, wearing the badge or wristband or dropping round for a cuppa and a chat with someone living with dementia. Simple, small actions really do help!

A bigger action might be giving up a couple of hours a week to help someone you know with dementia or to volunteer for your local organisation. Being a Dementia Friend doesn't have to take lots of time. Simple small actions can make a huge difference.

[Click here to become a Dementia Friend](#)

Spread the word:

Are you a Dementia Friend yet? A Dementia Friend is someone who learns a bit about dementia and how they can help. Big or small, your action will count. Join today

<https://demfriendsnz.firebaseio.com/#/home>

The Dementia Declaration



Another great way to take action during September is to pledge your support for the Dementia Declaration. You can do this by adding your signature and promoting the online [ActionStation](#) page.

Spread the word:

The Dementia Declaration is the result of people affected by dementia in NZ getting together and identifying what they need to live well.

If you believe people with dementia should be seen, valued, appreciated and loved for who they are, it would be great if you could take a moment of your time to pledge your support for the Dementia Declaration here. Thank you.

<https://our.actionstation.org.nz/petitions/pledge-your-support-to-the-dementia-declaration>

Thank you for reading.

If you have any questions about the campaign, please email Harriet Payne on comms@alzheimers.org.nz