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Changing Minds: Innovations in Dementia Care and Dementia-Friendly Communities

Wednesday, November 29, 2017

Write! Tweet! Post!

If you're interested in writing either an op-ed style article for our website or the session report, or a personal reflection blog post while you're here this week, please let Salzburg Global Communication Associate Oscar Tollast know or email your submission directly to otollast@salzburgglobal.org.

If you do intend to write for your own organization either while you're here or after the session, please make sure to observe the **Chatham House Rule** (information on which is in your Welcome Pack). If you're in any doubt, do not hesitate to contact Oscar.

We'll be updating our website with summaries from the panels and interviews with our Fellows, all of which you can find on the session page: www.SalzburgGlobal.org/go/587.

You can also join in the conversation on Twitter with the hashtag [#SGSHealth](https://twitter.com/SGSHealth) and see all your fellow Fellows and their organizations on Twitter via the list www.twitter.com/salzburgglobal/lists/SGS-587.

We're updating both our Facebook page www.facebook.com/SalzburgGlobal and our Flickr stream www.flickr.com/SalzburgGlobal with photos from the session during this week and also after the session. (If you require non-watermarked images for your own publication, please let Oscar know.)

We will also be posting photos to Instagram www.instagram.com/SalzburgGlobal. Use the hashtag [#SGSHealth](https://twitter.com/SGSHealth) and we might feature your photos in the newsletter!



@absolutraia: Welcoming Session already exciting! thrilled! #salzburgglobalseminar @SalzburgGlobal



Albert Mulley, Veronique Roger, and John Lotherington set the scene on the first day of the session

Making a Difference in People's Lives

Policymakers, clinicians, carers and service users from around the world have convened at Schloss Leopoldskron, Salzburg, to tackle one of the most serious and growing health challenges for health care.

Around 40 participants from 14 countries met on Tuesday afternoon for the start of the Salzburg Global session, *Changing Minds: Innovations in Dementia Care and Dementia-Friendly Communities*.

This session is part of Salzburg Global's multi-year series *Health and Health Care Innovation in the 21st Century*. It is being held in partnership with The Dartmouth Institute for Health Policy & Clinical Practice, and the Mayo Clinic.

For the next few days, participants will discuss the challenges people living with dementia experience and explore ways in which to better support them and their families.

To set the scene, the six-day program began yesterday with a panel discussion involving session co-chairs Albert Mulley and Veronique Roger.

Roger, director of the Mayo Clinic Center for the Science of Health Care Delivery, described Salzburg Global as a "unique setting" to reflect on "really important critical health issues." She suggested global well-being would require more than the input of the health care system. This view was

echoed by Mulley, managing director for global health care delivery science at The Dartmouth Institute, when he suggested there were other factors to consider.

Mulley said there was a false assumption that the more money spent and the more done on health care interventions would lead to better health and well-being for all. Mulley said social determinants, behavior, and genes provided a far greater contribution.

Taking these views into account, participants began to consider questions they would like answered during this week's program. This included: What do we mean by a dementia-friendly community?

While the meaning and term continue to be debated among participants, several did agree any chance of making progress in this field was dependent on political will and that people living with dementia also had to be involved in the process.

In many countries, there is still much to be done in building awareness around dementia and helping people understand the seriousness of the issue. Cultural differences have to be taken into account when reviewing what actions might be effective in different regions.

These talking points, and more will continue to be analyzed in the days ahead as the session continues.



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Hot Topic:

“How can we raise further awareness of dementia and improve the lived experience of people with dementia and their families?”

Tomás De La Rosa and Mirva Villa

“[We can do this] by asking the people that live with dementia and their family. Ask them what it is that they would like from a supportive community, and ask them what works but also what doesn’t work... People are very paternalistic and will give what they think we on the ground need, and what we on the ground need is actually sometimes something very much different to what we’re offered.”

Jayne Goodrick

Champion for Dementia Friends, Join Dementia Research, and Health Education England Dementia Workforce Advisory Group, UK. Also supports her husband Christopher Roberts, and her mother, who both have a diagnosis of dementia.

“If we want to create awareness with dementia we’ve got to be able to interact with people who are living with dementia. But aside from that, we have to get to a level where we are able to disseminate the information, right down to the remote villages, I’m from Nigeria, so I’m coming from the background where 75 percent of clinicians don’t diagnose dementia. So we have to get the information right down to the village level. If we don’t do that, I don’t think we are communicating with anybody.”

Babatunde Agbaje

Consultant on health insurance and health care financing to the Oyo State Government and Oyo State Health Insurance Agency, Nigeria

“We cannot continue making activities in order to improve dementia conditions if we don’t include the people who have dementia. On the other hand, I think that the governments must be included in the ideas that we have, in order to develop better conditions for dementia.

Further awareness must include education. Education is one of the most important things that we need to include, but not education just for

professionals or for people who have family with dementia. Education on dementia must be in schools, in the different levels of education that we have, adjusting it to primary and superior education, in order for younger people to know what really is dementia, and that they can be familiar with this condition.”

Erika Salazar

Medical Director at Universidad Latina de Costa Rica, Costa Rica

“I think the most challenging issue as I see it is to go beyond just raising awareness about the public health and societal burden of the disease to the importance of acting upon it, and that responsibility is a shared responsibility. So, if we think about dementia-friendly communities, which is obviously the theme that we’ll be discussing all week, how do you define dementia-friendly community? Whose responsibility is it to create a dementia-friendly community? How do you sustain dementia-friendly communities? How do you really foster the effective sort of synergy between health care systems and dementia-friendly communities? These are really critical pragmatic questions that we have to resolve if we want to improve the well-being of people living with dementia.”

Veronique Roger

Founding Director of the Center for the Science of Health Care Delivery at Mayo Clinic, USA

“There probably needs to be a better social media campaign and better information about dementia in a more holistic way, probably telling more stories about people. I think that works well, and I think sometimes we’re afraid to do that because there’s stigma in lots of communities and people don’t want to talk about it.”

Margaret Mulley

Senior manager at the Dartmouth Institute for Health Policy and Clinical Practice



#FacesOfLeadership

“The simplest answer is that [caregiving] is an issue that affects all of us; it’s not just a narrow niche. This is us. We care for our families, and it’s a lot of work. It’s a huge social issue which has been unfortunately deeply overlooked. It’s a big missing piece, and I and my colleagues are excited to work on this because we have the potential to have a huge impact, and we’re bringing in very different talents and backgrounds to this issue of family caregiving than the traditional world of medicine and social work.”

Rajiv Mehta

Project Director and lead investigator at Atlas of Caregiving, USA

Rajiv Mehta explains why he is passionate about working with family caregivers. Atlas of Caregiving is a San Francisco-based non-profit dedicated to studying the hidden activities of family caregivers and discovering ways to help them do their work more easily.

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