

Alzheimer's and related neurodegenerative diseases have profound impact on the person with dementia, their carers and families, the local community, and the broader society. The World Health Organization (WHO) projects the number of persons living with dementia to triple from 50 million in 2017 to 152 million by 2050. In the absence of disease-modifying therapies that can reverse dementia in those already affected, significant advances in dementia support and the science of dementia care are critically needed for the health and wellbeing of those directly and indirectly impacted by dementia.

In addition to direct personal care, community-based solutions can mitigate the medical and social impact of dementia including stigma, neglect, and social isolation by promoting meaningful engagement, timely dementia diagnosis, respect for personhood, and accurate information.

We, the participants of Salzburg Global Seminar's session on *Changing Minds: Innovations in Dementia Care and Dementia-Friendly Communities* (November 28 to December 3, 2017), call for action and committed support of dementia inclusive and friendly communities across the world.

Read more online:
salzburgglobal.org/go/587

The Salzburg Statement on Innovations in Dementia Care and Dementia-Friendly Communities

A CALL TO ACTION

Now is the time for action. We call for innovative, transformative, and globally-relevant solutions within our own communities that look beyond drugs, healthcare, or a cure. We call for the creation of "Dementia Inclusive and Friendly Communities." Alzheimer's Disease International defines a dementia friendly community as a place or culture in which people with dementia and their carers are empowered, supported and included in society, understand their rights and recognize their full potential.

Improving the lives for those impacted by dementia is within reach when we turn attention to our community. Working with communities around dementia can reduce stigma, neglect, and social isolation, and can promote opportunities for engagement, transportation, safety, and information and social support. However, effective community based solutions takes committed support, and most importantly action across multiple sectors.

This Call to Action is directed at local and national governments and policymakers, medical and other human services providers, researchers, artists, advocates, educators, faith communities, businesses, schools, and neighborhoods. Each of these groups are also members of a community who live alongside persons with dementia, their care partners and families.

We call on community and health care leaders, entrepreneurs, policymakers, researchers and advocates to:

- Work collaboratively and alongside people impacted by dementia to design and implement innovative community-based solutions to improve the wellbeing of persons living with dementia and their care partners.
- Initiate and support the transformation toward "Dementia-Inclusive and -Friendly Communities."
- Promote community-based solutions that can be translated across the boundaries of households, health and social service systems, municipalities, and nations.

We call on health professionals to:

- Ensure increased access to a timely and honest dementia diagnosis using words and language that enable and empower individuals.
- Place a high value on community-based programs and social services by being informed about what is available and sharing this information with those living with the disease and their families.

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We call on researchers and policymakers to:

- Invest in rigorous qualitative research to define quality of life and wellbeing from the perspective of people with dementia.
- Develop more accurate measures of quality of life and wellbeing of people with dementia and their care partners, as well as measures that demonstrate the role of community in supporting people with dementia and their care partners.
- Implement rigorous evaluations of Dementia Friendly Communities, including structural readiness, person-centered outcomes, and community-level impact in order to ensure better transparency, dissemination, and transfer of best practices and collaborative tools from community to community.
- Support policies that utilize the resources and capacity of the community to the greatest extent possible.

ENDORSEMENTS

Individuals

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