

Dementia Friendly Community Campaign

"Dementia Friends" District Information Sessions

Background

Policy Agenda of the Chief Executive's 2017 Policy Address announced a series of new measures were proposed to enhance the provision of appropriate care and support service in the community to people living with dementia. The Social Welfare Department (SWD) has launched a three-year "**Dementia Friendly Community Campaign**" (the Campaign) in September 2018. 11 District Social Welfare Offices will organize activities in district level to enhance public understanding and awareness on dementia, so as to build up a friendly community to people with dementia and their families.

The Social Welfare Department (SWD) has commissioned the Hong Kong Alzheimer's Disease Association to conduct Dementia Friends information sessions in the territory under the Dementia Friendly Community Campaign, to promote public awareness of dementia as well as encourage care and support for persons with dementia and their carers, with a view to building a dementia friendly community in Hong Kong.

At present, more than 14 million people from 23 countries/ cities all over the world have registered as Dementia Friends. The SWD aims to enhance the public's understanding of dementia and promote care about persons with dementia and their carers through the central and 11 district-based Dementia Friends information sessions. Participants can register as Dementia Friends upon completion of the sessions to actively support the Campaign.