

Dementia Friendly Community Campaign

"Dementia Friends" Information Session

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 organise 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. In view of the positive feedback and support received from different sectors of the society since the implementation of the Campaign, SWD has extended the Campaign till March 2023.

SWD has commissioned the Hong Kong Alzheimer's Disease Association to conduct "Dementia Friends" Information Sessions in the territory under the 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 18 million people from different countries/ cities around 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.