



## **Dementia Action Week 2021 (17-23 May) Stakeholder Briefing**

This document has been prepared to provide an overview about Dementia Action Week 2021 and how to get involved.

Main website: [www.alzheimers.org.uk/DAW](http://www.alzheimers.org.uk/DAW)

Alzheimer's Society contact: [marketing@alzheimers.org.uk](mailto:marketing@alzheimers.org.uk)

### **1. Campaign overview: Cure the Care System**

Feelings of confusion, desperation and isolation don't just affect people with dementia, they're symptoms the people closest to them experience too.

Right now, the broken social care system means that in the UK, nearly 1 million people with dementia and their families are struggling to get the support and care that they need and deserve. Decades of underfunding and neglect have led to a care system that's difficult to access, costly, inadequate and deeply unfair. The coronavirus pandemic has exposed these problems like never before.

Until things change, a dementia diagnosis will continue to claim more than one life, as families facing dementia feel its destructive effects. It doesn't have to be this way.

This Dementia Action Week Alzheimer's Society is calling on the governments of England, Wales and Northern Ireland, to cure the care system now. To provide quality social care, that is free and easy to access, no matter where you live. Because while dementia isn't curable yet, the care system is.

#### **How to support:**

- Sign the petition to reform social care [here](#).
- Visit [www.alzheimers.org.uk/curethecaresystem](http://www.alzheimers.org.uk/curethecaresystem).
- Use #CureTheCareSystem on your social media (see below).
- Share your story to show Government the impact the broken social care system has on everyday lives across the UK:  
<https://alzheimersociety.memorypage.org/curethecaresystem>

### **2. Dementia Action Week assets**

Alzheimer's Society has developed a range of resources to support local Dementia Action Week activities. All of these can be accessed via [www.alzheimers.org.uk/DAW](http://www.alzheimers.org.uk/DAW) including an order form for [printed versions](#).

- Posters.
- A5 Flyer with campaign overview.
- How to get involved check lists.



- Pre-prepared event slides for use during virtual events.
- Cure the Care System campaign film (embargoed until 17 May).
- A range of social media graphics and copy. Example Twitter copy:

Decades of government underfunding & neglect have led to a social care system that's difficult to access, inadequate and unfair. It doesn't have to be this way.

Sign @alzheimerssoc's petition to reform social care. <https://bit.ly/3t4tT3L>  
#CureTheCareSystem

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