To: WHO  
From: The Norwegian Health Association  
Date: 12.03. 2015  
Subject: Actionpoints as input to the First WHO Ministerial Conference on Global Action Against Dementia (Geneva, 16-17 March 2015)

The Norwegian Health Association is a voluntary, humanitarian organization with volunteer-led health and dementia groups throughout Norway. Our goal is to combat cardiovascular disease and dementia by funding research, preventative measures, providing information and influencing government and politicians. Norwegian Health Association promotes the interests of people with dementia and their relatives. Our work is funded by voluntary donations.

The Norwegian Health Association has the following general statements listed according to the official agenda we have been given that we would like to share at the First WHO Ministerial Conference on Global Action against dementia, in Geneva 16.-17. March 2015.

1. Call upon all nations to enhance and promote the awareness of dementia to the general public and health care workers focusing on knowledge transfer and the holistic societal economic challenge linked with the burden of dementia.
2. Support and endorse intra- and inter-disciplinary research collaboration within the dementia field by nudging excellent research groups within academia, the private sector and care organizations in partnerships to think “out of the box”, work together, sharing data and knowledge openly and transparently.
3. Applaud partnerships and sharing of work-force, knowledge and data within the pharmaceutical industry and across national borders globally.
4. Convert the strong theoretical evidence about risk – reduction into practice focusing on the manifest heart-brain relation and include dementia in the international NCD-strategy.
5. Strengthening timely diagnoses, post-diagnostic support and person centered care for persons with dementia.
6. Call upon all nations to willingly set aside financial resources in order to finance the global challenge of dementia.
7. Include patients with dementia, their careers and care organizations as partners on equal levels in all activities linked to dementia.
To: WHO  
From: The Norwegian Health Association  
Date: 12.03. 2015  
Subject: Memo about our activities as input to the First WHO Ministerial Conference on Global Action Against Dementia (Geneva, 16-17 March 2015)

The Norwegian Health Association is a voluntary, humanitarian organization with volunteer-led health and dementia groups throughout Norway. We have developed a number of experienced-based low-cost activities and accomplishments that are well-functioning and that might be used as models for similar actions to be copied by other countries in order to meet some of the challenges with dementia that the global community is facing.

1. **Patient, career and public involvement**

The Norwegian Health Association is the only national official organization for patients with dementia and their careers in Norway. The Norwegian Health Association works actively to involve and include patients with dementia and their careers on equal basis having a continually dialogue about all activities concerning either of them. The arena for dialogue is within our local branches and working groups for people with dementia. The Norwegian Health Association has actively promoted such patient and career involvement in the ongoing development of the next version of the *Norwegian Dementia Plan* (2016-2020). Their statements raised on dialogue-meetings arranged on 7 occasions during November -December 2014, all over Norway, are acknowledged as important and valuable knowledge in the working process of the making of a new Norwegian national dementia strategy.

2. **Dementia friendly society**

The Norwegian Health Association actively promote that Norway should be a *Dementia friendly society* by focusing on an active commitments by the mayors of the 428 Norwegian municipalities to enhance the attention and awareness about dementia. The main goal is that the public sector and every Norwegian citizen will adjust to support and include persons living with dementia actively in their own surroundings as long as possible.

3. **Support groups, career schools and education**

The Norwegian Health Association in collaboration with the Norwegian National Advisory Unit on Ageing and Health have since several years back been arranging support groups and schools for family caregivers for persons with dementia. These educational programs focus on how the immediate family members might counsel, guide and support the person with dementia through all stages of the dementing illness, and on how they can take care of themselves in the care burden situation. At the same time, the focus has been to give all employees of the municipal health and social services the necessary knowledge through various educational measures.
4. **Post-diagnostic support**

The Norwegian Health Association is actively promoting that all persons getting diagnosed with dementia should have a standing offer of continuous contact with a skilled and dedicated person in the municipality providing post-diagnostic service which should encompass an understanding of dementia and adequately managing symptoms, guide and support community connections, planning for future care and planning for future decision-making on a personalized manner. Additionally, the Norwegian Health Association has an ongoing project building a corps of dementia volunteers all over Norway, engaged in doing leisure activities together with the person with dementia where they have common interest resulting in shared joy and happiness.

5. **Information and education**

The Norwegian Health Association has a solid experience in spreading evidence-based information and education about dementia through all channels to the general public, governmental bodies, politicians and other stakeholders.

6. **Dementia helpline**

The Norwegian Health Association runs a *Dementia Helpline* providing information and emotional support to people with dementia, their families, friends and professionals. The helpline is staffed by trained dementia nurses. The Dementia helpline can provide information right away on many questions or concerns. We also send out free brochures to careers, family members or people with dementia.

7. **Timely and accurate diagnosis**

Encouraging early recognition of symptoms and help-seeking is vital. In Norway there are good models for diagnostic work-up in primary and secondary health care levels linked to the primary care services (dementia coordinator/municipality teams, physicians) and “Memory Clinics” expounded by the Norwegian National Advisory Unit on Ageing and Health. All national healthcare educational bodies are urged to implement aspects of these methods in their curriculum. Timely and accurate diagnosis is a requisite for personalized treatment, care and post-diagnostic support.

8. **Norwegian national guidelines for diagnostic work-up, treatment, care and post-diagnostic support**

The Norwegian Health Association is actively engaged in the development of the ongoing work establishing national guidelines for diagnostic work-up, treatment, care and post-diagnostic support. The Norwegian Health Association sees to that the guidelines are evidence–based and include input from patient-and career voices.

9. **The Norwegian Dementia Research Program**

The Norwegian Health Association runs the *Norwegian Dementia Research Program* where we particularly encourage and fund dementia research that fall within the remit of our research
strategy and where we try to bridge the gap between different research cultures and enhance knowledge transfer. Our aim is to establish a sustainable network and platforms for collaboration and link basal scientist and clinical researchers interested in the dementia field.

10. Human rights, dignity and respect

The Norwegian Health Association has an overall focus on meeting every individual with dignity and respect and endorses ethical reflection and guidance based on the human right principles in municipal health and social services. Good quality services are ensured through professionally qualified staff, who meet the individual on their proper bases, taken their cognitive reserve into account and who can translate reliable knowledge into proper practice. Employees of the health and care services face difficult situations every day requiring knowledge of proper practice, awareness of their own values and attitudes and venues for guidance, reflection and sharing experiences.

11. Policy and advocacy

The Norwegian Health Association has a strong policy voice in Norwegian political system. We have contact with the Department of Health and the Directorate of Health on regular basis. We also follow the Norwegian Parliament closely, and try to build relationships with as many MPs as possible. Concerning our dementia-related work, our aim is to assure a better everyday life for people with dementia and their family careers by conducting campaigns and deliver updated information, policy work, preventive activities and funding research.