**What are the symptoms?**

- Difficulties with everyday tasks
- Confusion in familiar environments
- Difficulty with words and numbers
- Memory loss
- Changes in mood and behaviour

**Who is affected?**

- Nearly 10 million new cases every year
- One every 3 seconds
- 50 million people worldwide
- Set to triple by 2050

**What is the cause?**

- Conditions that affect the brain, such as Alzheimer’s disease, stroke or head injury

**What does it cost?**

- 2015: US$818 billion; estimated costs to society in 2015
- 2030: US$2 trillion

**Majority of people who will develop dementia will be in low- and middle-income countries**

**Families and friends provide most of the care**

Carers experience physical, emotional and financial stress
The Global Action Plan on the Public Health Response to Dementia 2017 - 2025

Vision
A world in which dementia is prevented and people with dementia and their carers live well and receive the care and support they need to fulfil their potential with dignity, respect, autonomy and equality.

Goal
To improve the lives of people with dementia, their carers and families, while decreasing the impact of dementia on them as well as on communities and countries.

The seven action areas and targets

1. **Dementia as a public health priority**
   - By 2025, 75% of countries have national policies, strategies, plans or frameworks for dementia

2. **Dementia awareness and friendliness**
   - By 2025, 100% of countries have a functioning public-awareness campaign on dementia
   - By 2025, 50% of countries have at least one dementia-friendly initiative

3. **Dementia risk reduction**
   - Risk reduction targets identified in the Global action plan for prevention and control of noncommunicable diseases 2013-2020 are achieved

4. **Dementia diagnosis, treatment & care**
   - By 2025, 50% of people with dementia are diagnosed, in at least 50% of countries

5. **Support for dementia carers**
   - By 2025, 75% of countries provide support and training for carers and families

6. **Information systems for dementia**
   - By 2025, 50% of countries routinely collect data on core dementia indicators

7. **Dementia research and innovation**
   - Global research output on dementia doubles between 2017 and 2025