

# Our Strategy 2012-2017

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Alzheimer's Society has a new five year strategy called Delivering on Dementia. It has been based on what people affected by dementia have told us they want to see in their lives. In developing our strategy, we listened to a range of people - professionals carers, volunteers, staff and others; as well as drawing on our own knowledge and research.

It focuses on four strategic ambitions:

- Demonstrate the way in dementia care and support.
- Be the foremost point of contact for anyone dealing with dementia.
- Lead partnerships and investments in research to improve care, advance prevention and move closer to a cure.
- Campaign for people affected by dementia to be able to live the lives they want.

[Download a copy of our strategy booklet](#)

Alzheimer's Society National Dementia Helpline

England, Wales and Northern Ireland: 0300 222 11 22

9.00am-5.00pm Monday-Friday

10.00am-4.00pm Saturday-Sunday

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