

What is the 'Worried about your memory?' campaign?

The Worried about your memory? campaign aims to increase public understanding of the early signs of dementia, and encourage people with memory concerns to visit their GP.

Currently only [43% of people](#) in the UK living with dementia have a diagnosis. There is a huge amount of stigma and misunderstanding about dementia and its symptoms, and people often delay seeking help when they are concerned about their memory problems.



More information >

What are we doing?

- Worried about your memory? is part of our [Early Diagnosis](#) campaign.
- We have produced a range of [materials](#) which help people to recognise the early signs of dementia and encourage people to visit their GP with memory worries.
- Copies of the materials are available [free of charge](#) to members of the public, and for health and social care professionals to distribute to their patients.
- We regularly mail Worried about your memory? materials to over 9000 GP practices in England Wales and Northern Ireland
- Local Alzheimer's Society staff and volunteers use Worried about your memory? materials to raise awareness of dementia in their area

More information

- Find out more about the [Early Diagnosis](#) campaign
- To order free copies of the leaflets, booklets and posters please email waym@alzheimers.org.uk
- If you are a [health professional](#), you can find further dementia resources [here](#).
- Join our [Campaigners' Network](#) and help increase diagnosis rates in your area. Contact campaignersnetwork@alzheimers.org.uk to find out more.

Worried about your memory? materials

What are the campaign materials?

- [Information leaflet](#) that distinguishes between the memory loss that we all experience as we get older, and the symptoms that make it necessary to seek help.
- [Information booklet](#) with further information on dementia
- The booklet is also available in [ten other languages](#) , on audiotape and in Braille
- [Information poster](#) for display (electronic poster also available).
- Branded leaflet dispenser, which can hold up to 200 leaflets.
- A CD-Rom, 'Dementia: Management in Primary Care', to support GPs in the diagnostic process



Who can use them?

Anyone can order Worried about your memory? materials, and all materials are available free of charge.

We would particularly recommend Worried about your memory leaflets to the following outlets:

- GP practices
- Pharmacies
- Hospitals
- Memory clinics
- Community centres
- Libraries
- Housing Associations

More information

- Order materials through our [publications catalogue](#)
- Email waym@alzheimers.org.uk with your request

- [Download](#) leaflets and booklets from our website

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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