

Leading the fight
against dementia

Alzheimer's
Society

Delivering on dementia

Our strategy 2012-17



Towards a world without dementia

We have so much to be proud of. For over three decades our staff, volunteers and supporters have worked hard towards a better future for everyone affected by dementia. We've achieved great things. Most importantly, we've made sure dementia can't be ignored.

With public awareness increasing, the spotlight is now on dementia. There will be over a million people with dementia in the UK by 2021. Dementia already costs the economy more than stroke, cancer and heart disease combined.

If we want to see the same positive advances we've seen in cancer research, treatment and care, we have to act now.

We're the organisation to lead the fight. We're the only one supporting people with dementia to live well today, while searching for a cure for tomorrow. Involving those affected by this cruel condition in everything we do, we're the people to change society's attitudes to dementia for good.

And now is the right time to push even harder towards our vision: a world without dementia.

We are the
UK's leading
support and
research
charity for
all people
affected
by dementia



Looking to the future

Our ambitious five-year strategy provides a clear direction for our charity. It sets out who we are, where we're going and how we'll reach our goals. It will help make sure that people affected by dementia remain at the heart of everything we do, and that we're there for everyone who needs us – whoever and wherever they are.

But we can't do it alone. To make the greatest possible difference we need to work in partnership. This includes delivering more of our services alongside others, training more people to deliver high quality dementia care and support, and developing more strategic partnerships that will make us even more effective in our ambitions.

Most importantly, it means that we need you – our staff, volunteers and supporters – more than ever. With your expertise, passion and dedication, we know we can move closer to a world without dementia.



Everything we do is guided by the seven things people affected by dementia have said they want to see in their lives.

1. I have personal choice and control or influence over decisions about me.
2. I know that services are designed around me and my needs.
3. I have support that helps me live my life.
4. I have the knowledge and know-how to get what I need.
5. I live in an enabling and supportive environment where I feel valued and understood.
6. I have a sense of belonging and of being a valued part of family, community and civic life.
7. I know there is research going on which delivers a better life for me now and hope for the future.

These are the foundation of our vision, mission and values, and strategic ambitions for 2012-17. Together, we'll make them a reality for everyone affected by dementia.



**What
we will
achieve for
people with
dementia
and their
carers**



Our vision

A world without dementia.

Our mission

We will:

- change the face of dementia research
- demonstrate best practice in dementia care and support
- provide the best advice and support to anyone dealing with dementia
- influence the state and society to enable those affected by dementia to live as they wish to live.

By pursuing these four goals together we'll mobilise thousands of people. With them we'll reduce the impact of dementia on lives today and create a world without dementia tomorrow.



Our values

Always informed by the needs and experiences of people affected by dementia, we:

- are **inclusive**, making sure that we reach out to and involve people from every group and community
- **challenge** ourselves and others to question the status quo, be pioneering, and embrace change
- aspire to **excellence** in everything we do
- always act with **integrity** and treat everyone with respect, dignity and fairness
- **enable** others to make a meaningful contribution and realise their potential.



Our four strategic ambitions for 2012-17

1

Demonstrate the way in dementia care and support

We'll use our extensive experience and expertise to provide high quality, inclusive and innovative services – either directly or in partnership – that people with dementia and their carers want and need. We'll lead the way, and help and encourage others to improve and develop their services.

By 2017, we'll have made sure that all our services demonstrate best practice. Working with local communities, we'll develop new services as well as maintaining those we are best placed to provide.

2

Be the foremost contact point for anyone dealing with dementia

We'll make sure everyone dealing with dementia knows we're here for them, with information, advice and support they can trust – whether they have dementia themselves, are a family member, carer or a health or social care professional. Our support will reach people wherever they live.

By 2017, we'll be the preferred provider of dementia information and training across the statutory, private and voluntary sectors. We'll also champion innovative assistive technologies, such as memory or mobility aids, that improve daily living.

3

Lead partnerships and investments in research to improve care, advance prevention, and move closer to a cure

We'll continue to develop, publish and contribute to pioneering research into the cause, cure, care and prevention of dementia. Working with other researchers, we'll ultimately find a cure for dementia.

By 2017, our leading research in the laboratory, in clinical trials and into support services will be changing lives. We will help establish new partnerships with UK and EU funders to increase dementia research overall.

4

Campaign for people affected by dementia to be able to live the lives they want

We're an authority on dementia issues. We'll use this position to campaign for change that will improve all aspects of care and support. From influencing health and social care commissioners to improving public understanding of dementia, we'll help people to live well in their own homes, residential care or hospital. We'll lead the way in developing dementia-friendly communities in our villages, towns and cities.

By 2017, we'll have made sure that at least 75% of people believed to have dementia are formally diagnosed, that diagnosis comes at an earlier stage of the disease, and that there is adequate government funding for good quality care and support for all.



Playing your part

We can't deliver on dementia without you.

We need to make sure our values are part of everyday life at Alzheimer's Society. It's only through the actions, talent, passion and dedication of all our staff and volunteers that we'll defeat dementia. We'll invest in training and supporting our people and continually improve the way we work to maximise what we can achieve.

We can only achieve our bold ambitions by increasing our income. We must reach all those who want to deliver on dementia with a compelling case for support. We will show how support through donations of time and money will change the lives of people affected by dementia in local areas. And we'll always keep our supporters informed of the difference their generosity has made.

By all playing
our part, we
can move
towards a
world without
dementia

Our vision is a world without dementia

You can find out more about Delivering on Dementia
at alzheimers.org.uk/strategy

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