

1 IN 3 PEOPLE BORN
IN THE UK TODAY
WILL DEVELOP DEMENTIA.

Help & Hope

Our strategic vision
for ending the
devastation of dementia



Alzheimer's
Society

It will take a society to beat dementia

Our strategic vision

Dementia is the UK's biggest killer and one of the greatest health challenges of our time.

It is rare to meet someone who hasn't personally witnessed the devastation of this condition.

Our mission is to end that devastation.

This is how we'll do it.



A scandal in plain sight

Dementia is a terminal medical condition caused by progressive diseases of the brain. It puts overwhelming strain on individuals, families, our economy, and our health and social care system.

And the problem is only getting worse.



Despite this, dementia has never been prioritised.

Late diagnosis. Inadequate treatment. Fragmented, costly care and support. These are the scandals that compound the cruelty of dementia, and they are unfolding daily before our eyes.

None would be accepted for any other major health condition – so why do we tolerate them for dementia?

“
In years to come, we'll look back and ask ourselves: how did we accept this for dementia? **”**

Michelle Dyson

CEO of Alzheimer's Society

“
I was diagnosed over the phone by a secretary, with no explanation, no follow-up and no written information. Five years later, I have never had a single review. **”**

Person living with dementia

Fighting the injustice

Faced with such sustained and systemic inertia, is it any wonder that the 1 million people living with dementia in the UK are so in need, and so desperate for change?

At Alzheimer's Society, we share their deep dissatisfaction with the status quo. We are proud to stand by them, and the millions more caring for them, or grieving loved ones lost to dementia.

Their suffering, sadness and determination for change is the reason for our existence.



“
**We stand at the
 threshold of a new
 era in the battle
 against dementia.**

Lord Darzi

Paul Hamlyn Chair of Surgery
 at Imperial College London

”

A better future is within reach

For too long, the conversation around dementia – societally and politically – has been one of distraction, denial and defeatism. A problem too complex, and too painful, to solve.

Until recently, so was cancer. But through a combination of national ambition, early detection and a belief that better is possible, we've made transformational progress in awareness and treatment.

Dementia demands the same approach. If we take it, we can create a future where many people delay or prevent the onset of dementia altogether. Where diagnosis happens much earlier – even before the onset of symptoms – thanks to easy, affordable detection. And where revolutionary treatments are available to all – including drugs that slow down progression, to the point that one day symptoms may never appear.

These breakthroughs are not the stuff of science fiction. They are real possibilities, born of progress that is happening now. It is imperative that we make them a reality.

Together, we can and will create a world where dementia no longer devastates lives.

Reasons to believe

Recent Lancet Commission research, part-funded by Alzheimer's Society, has shown that as many of 45% of global dementia cases could be prevented or delayed through modifiable risk factors.

In 2025 a blood test to diagnose Alzheimer's disease was trialled on the NHS for the first time ever, as part of a multi-million pound clinical translation pilot co-funded by Alzheimer's Society.

In 2024, the first ever disease-modifying treatments for Alzheimer's disease – based on discoveries originally made in Alzheimer's Society-funded research – were approved as safe and effective by the UK medicines regulator.

A galvanising force for change

The only way to end dementia's devastation is to transform the whole system of health and social care: from the broadest public health campaigning to personalised treatment, care and support.

But that system is vast, complex and costly. It is unrealistic to think that any one charity, acting alone, can offer up a simple solution. Especially when the problem itself is similarly massive and multi-faceted.

We need a smarter approach. We will always continue to deliver essential support to people in the present day, equipping them to have the best experiences of dementia within the realm of what's possible. But we will also seek to spark exponential improvement in what that looks like.

We will do this by developing galvanising solutions that span risk reduction, detection, treatment and care – the four key ingredients of a world where dementia no longer devastates lives.

We will seed progress through investment in the catalytic forces of diagnostics, research and data. We will show what's possible through pioneering innovations in technology and service design. And we will deliver targeted interventions to address the most pressing areas of systemic injustice and neglect.

We can't do it alone. To accelerate progress, we must lead and work with those who possess the skills, knowledge and passion to reduce the prevailing helplessness around dementia, while building the hopefulness needed to achieve enduring change.

**It will take a society to beat dementia.
Alzheimer's Society.**

Examples of how we are reducing helplessness – while building hopefulness



Our world-leading dementia support services and resources play a vital role in helping hundreds of thousands of people each year prevent crises and retain their independence for longer



The Manchester Brain Health Centre, co-funded by Alzheimer's Society, is pioneering a new multidisciplinary approach to supporting people in the earlier stages of cognitive decline – aiming to transform how dementia is diagnosed, slowed down and prevented



Our groundbreaking Dementia Research Nurses, funded by Alzheimer's Society in partnership with the UK Dementia Trials Network, are significantly expanding the number and diversity of participants taking part in clinical trials – a vital accelerator of scientific breakthroughs

Our vision

A world where dementia no longer devastates lives. No matter who you are or where you live, your chance of dying from diseases that cause dementia will be reduced; and if you develop dementia, you will live longer with a better quality of life.



To achieve our vision, and using cancer as our blueprint, we will galvanise change in the health and social care system so that:

Our goals:

By 2030

By 2050



Risk reduction

More people have access to the tools and knowledge needed to reduce their risk.

Fewer people develop dementia.



Detection

Diagnosis happens earlier and more accurately.
Data helps to identify specific health inequalities in diagnosis.

Everyone receives an early and accurate diagnosis.
More people have the disease detected at pre-symptomatic stages.



Treatment

Everyone eligible can get NICE-approved treatments and interventions.
New pharmacological treatments are available on the NHS.

Everyone has access to a personalised treatment pathway post-detection and access to safe, effective treatments and interventions.



Care

Earlier intervention and high-quality support allow people to manage their condition, retain independence for longer and prevent avoidable crises.

Everyone receives high-quality, personalised care and support to manage their condition, retaining independence for longer and preventing avoidable crises.

How we'll know it's working



- ✓ Decreasing rate of people estimated to develop dementia each year
- ✓ Shorter waiting times from referral to diagnosis
- ✓ An increase in the proportion of people with dementia with a diagnosis
- ✓ More people accessing NICE-approved treatments and interventions, including new treatments approved in future
- ✓ More people participating in clinical trials
- ✓ Fewer people with dementia admitted to hospital for avoidable reasons (e.g. falls, dehydration, urinary infections)
- ✓ People with dementia living longer, with more years in better health
- ✓ Fewer people dying from dementia

Galvanising society to galvanise the system

To achieve our vision, we must do more than just deliver help and build hope through galvanising solutions. We must also make the system more receptive to change.

We'll do this by impressing upon it the true scale and urgency of the dementia crisis.

We will continue to place the needs and experiences of those affected by dementia, now and in the future, at the heart of everything we do. We will focus on people at all stages of disease progression, but especially those undergoing the most acute suffering and inequality.

We will empower people to take control of their health. We will help them better understand their risk, the actions they can take to reduce it, and what they should expect and demand of the system when seeking a diagnosis.

How we'll know it's working

- ✓ National plans set an ambitious standard for dementia diagnosis and adoption of new diagnostics, with local systems delivering on it
- ✓ Health systems start actively preparing for the delivery of new treatments
- ✓ Dementia becomes a defining issue at the next General Election, with all major parties committing to meaningful action
- ✓ Ever more people understand the nature, scale and urgency of the dementia crisis, feel empowered to take action, and believe in a better future

We will encourage people with a diagnosis to insist on the support they've been promised. By raising public expectations of the system, we will hold it to account.

Finally, we will harness the fear, frustration and anger felt by everyone affected by or worried about dementia, and we will direct it at those in power. Together, we will demand a better future for those experiencing dementia today, as well as our children and grandchildren.

Know your risks

- Get your hearing and blood pressure checked regularly
- Demand a mid-life health check
- Use our symptom checklist and see a GP about any memory concerns

Know your rights

- Demand an early and accurate diagnosis
- Check your eligibility for benefits, including Attendance Allowance
- Demand what you're entitled to:
 - ▶ Access to approved treatments and interventions
 - ▶ An annual review with your GP
 - ▶ A care needs assessment from your local council
 - ▶ A named professional to coordinate your care and support
 - ▶ A personalised care and support plan
 - ▶ Information about research studies you could participate in
 - ▶ For carers: a carer's assessment from your local council

Demand a better future

- Demand a target to reduce deaths from the UK's biggest killer
- Demand access to an early and accurate diagnosis for all
- Demand high-quality dementia training for the social care workforce
- Demand an NHS ready to deliver treatments



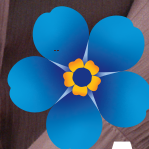
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Alzheimer's Society is a registered charity in England and Wales (296645) and the Isle of Man (1128).



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