



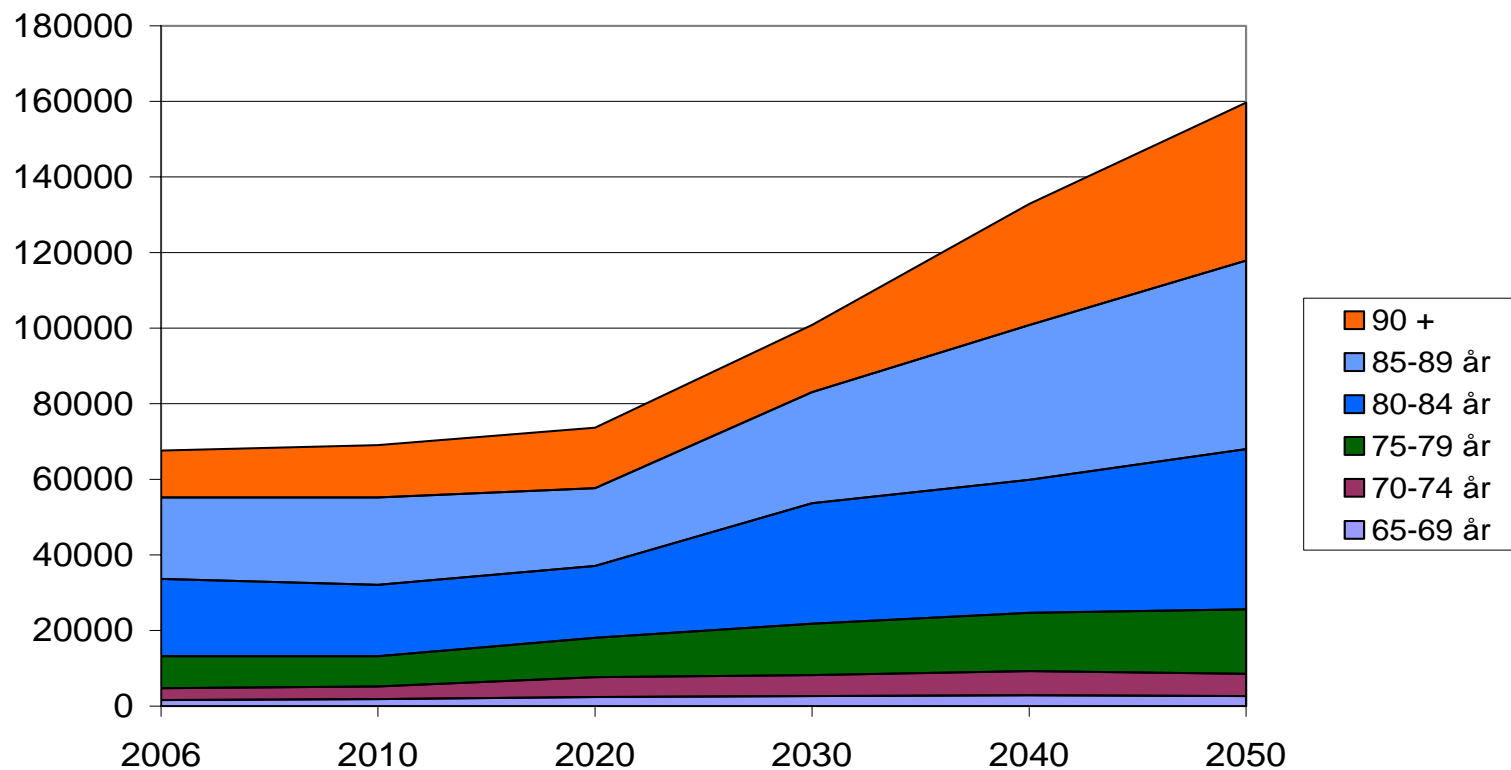
# The National Dementia Plan - where are we now?



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# Occurrence of Dementia in Norway





# Three focus areas in the Dementia Plan



- Day-care programs for persons with dementia
- Living facilities that are adapted to patient needs, ”small is beautiful”
- Increased knowledge and skills





# Positive developments



- New projects to promote day-care programs
- Green care, an alternative form for day-care





The Government has begun a process to change the law and make it mandatory for municipalities to provide adequate day-care programs for persons with dementia. The plan is to enact the new law before the end of 2013.

We are impatient and will push for an earlier date!



- Greater focus on early and proper diagnosis and a diagnostic kit for general practitioners.



*A guide for the diagnostic kit, to be used by doctors and nurses*

- A program for aiding unqualified professional carers, the ABC of dementia care.



*23 booklets on various themes*



Evening classes for family carers in cooperation with local dementia organisations. A guidebook on how to organise such classes will be published later this year.

The classes are often followed by discussion groups which may continue to meet for several years.





- The Housing Bank supports building new facilities and rebuilding living facilities to make them adequately serve the needs of people with dementia.
- The results are only moderately good, so far. It is still extremely difficult to get admitted to a dementia care unit.



*Every unit should have access to a sheltered garden*







# A national information campaign



- The main focus in 2010 has been to raise the general awareness and knowledge of dementia in the Norwegian population.



*Dementia is an illness it may be difficult to talk about,  
Norwegian Directorate of Health*



# How did the campaign get started?



- The first initiative came from the Norwegian Alzheimer Association.
- Cooperation between the Norwegian Directorate of Health, the Norwegian Alzheimer Association, the Norwegian Centre for Dementia Research and representatives from professional unions and local authorities.
- A long preliminary process was necessary before the actual campaign could begin.



- The campaign consisted of advertisements on TV and in magazines.
- A short film was shown frequently on TV during the first month of the campaign.
- Several editorial stories were published in newspapers and magazines during the campaign. We had an important role here by getting in touch with members of our organisation who were willing to share their experiences with the media.



## Material in addition to the film

We printed tens of thousands of informational brochures that were spread across Norway by our local organisations and by our internet store.

Some of our material was sent directly to GPs and health care workers all over the country by the Norwegian Directorate of Health.

Informasjonsmateriell om demens fra Nasjonalforeningen for folkehelsen

Faktabrosjyrer for personer med demens

Informasjon til pårørende

Demenslinjens "visittkort" og plakat

Kan bestilles på [www.nasjonalforeningen.no](http://www.nasjonalforeningen.no) eller 23 12 00 00

**Demens**



# Meetings for the general public

- Local dementia organisations arranged over 100 informational meetings that were open for the general public
- The main purpose of the meetings was to increase the general knowledge of dementia within the Norwegian population
- We also wanted to show that there is a local organisation where one can get together with other people in the same situation



# The Dementia Helpline



- Openings hours for our Dementia Helpline were extended from weekdays between 9 am – 3 pm to 9 am – 9 pm and added on weekends from noon to 6 pm
- The number of staff answering the telephone helpline was increased
- We also participated in online conversations after a TV program on dementia





# Finances



- The Dementia Plan 2015 includes providing financial support to the Norwegian Alzheimer Association, particularly to increase local activity
- The Norwegian Directorate of Health wanted us to use most of their financial support for the information campaign, to print material in 2009, to increase the number of staff on the helpline and for local informational meetings in 2010



# Evaluation

- A positive experience!
- Good cooperation with the national authorities
- Very good response from our local dementia organisations, lots of activity
- Good media coverage, both on TV/radio and in newspapers and magazines nationwide and locally
- The campaign was expensive. The Government is unlikely to repeat this campaign in the near future.