Hello and thank you for joining us for Dementia Awareness Week 2016 (DAW2016) in Scotland!

Dementia Awareness Week Scotland is our annual opportunity to generate maximum exposure around dementia and change how Scotland talks about and acts on dementia.

We would like your support to help spread the messages about the campaign. This toolkit contains information which should help you support the campaign.

**Campaign information**

DAW2016 runs from Monday 30 May – Sunday 5 June in Scotland, and the theme is “Let’s challenge dementia together!”

This builds on last year’s theme of “Let’s talk about dementia” and also links in with Alzheimer Scotland’s Challenge Dementia fundraising campaign (www.challengedementiascotland.org).
Aim:
The aim of the campaign is to raise awareness of dementia, dispel common misconceptions about dementia and raise funds to support Alzheimer Scotland’s work.

Key calls to action:
• Talk about dementia – challenge discrimination, isolation and stigma
• Find out more about dementia – challenge your knowledge/awareness
• Raise funds for Alzheimer Scotland – hold a fundraiser and support people living with dementia in Scotland

Key messages:

Talk about dementia:
• Sharing experiences of dementia can help challenge discrimination, isolation and stigma.
• Having a conversation about dementia can encourage friends and family to access help and support.
• If you ever need to talk, the Alzheimer Scotland Dementia Helpline is a free, confidential and 24 hour service (call 0808 808 3000 or email helpline@alzscot.org)

Find out more about dementia
• Check out Alzheimer Scotland’s “5 things you should know about dementia” information
  1. Dementia is not a natural part of ageing
  2. Dementia is caused by diseases of the brain
  3. Dementia is not just about losing your memory
  4. It’s possible to live well with dementia
  5. There’s more to the person than their dementia
• Sign up to a Dementia Friends Scotland session to learn more about dementia (www.dementiafriendsscotland.org)
• The Alzheimer Scotland Dementia Helpline can answer your questions about dementia (call 0808 808 3000 or email helpline@alzscot.org)

Raise funds for Alzheimer Scotland:
• Alzheimer Scotland needs to raise £105,000 every week to support its activity, projects and services
• Alzheimer Scotland provides 675,000 hours of frontline support every year
• Alzheimer Scotland runs over 200 groups and projects around Scotland to support people with dementia and their carers

Key stats:
• 90,000 people in Scotland have some form of dementia
• 76% of people in Scotland know somebody who is living with dementia
• Over 3,000 people in Scotland under the age of 65 have some form of dementia

www.alzscot.org/DAW2016
Dementia Awareness Week Scotland
Monday 30 May – Sunday 5 June
Raising awareness and funds for people living with dementia in Scotland.
Find out what’s happening near you at www.alzscot.org/DAW2016
Let’s challenge dementia together!

Talk DEMENTIA Dementia Awareness Week 2016
www.alzscot.org

Alzheimer Scotland – Action on Dementia is a company limited by guarantee, registered in Scotland 149069. Registered office: 22 Drumsheugh Gardens, Edinburgh EH3 7RN. It is recognised as a charity by the Office of the Scottish Charity Regulator, no, SC022315

## Suggested tweets ##

- It’s Dementia Awareness Week this week. What’s it all about? Visit www.alzscot.org/DAW2016 to find out #DAW2016
- Let’s raise awareness & dispel myths about dementia during Dementia Awareness Week! Find out more www.alzscot.org/DAW2016 #DAW2016
- Did you know that #dementia is not a natural part of ageing. It’s Dementia Awareness Week. Find out more at www.alzscot.org/DAW2016 #DAW2016
- We’re supporting @alzscot Dementia Awareness Week #DAW2016. Together we can #ChallengeDementia. Find out more at www.alzscot.org/DAW2016
- 90,000 people in Scotland live with dementia. If you think you need support @ alzscot can help www.alzscot.org/DAW2016 #DAW2016
- This week is Dementia Awareness Week. We’re proud to support customers & staff living with dementia all year round #DAW2016
- We’re proud to be a part of Dementia Awareness Week. This week we’re [tell your followers what you’re doing] #DAW2016
- Want to join in with Dementia Awareness Week? Check out what’s happening near you www.daw.dementiascotland.org/events #DAW2016

## Resources ##

These editable posters and social media graphics (and more!) can be accessed at www.alzscot.org/DAW2016resources

A4 Posters

Social media assets

## For further information, please contact: ##

Julia Morrison, Campaign Marketing & Social Media Manager
jmorrison@alzscot.org

www.alzscot.org/DAW2016