

Director – Jim Mann



Jim has been acknowledged as perhaps the single-most influential person in Canada for reducing the stigma of dementia and promoting that people living with the disease can make meaningful contributions to the community. For this work, Jim was awarded an honorary Doctor of Law degree in 2020 by the University of British Columbia.

Jim is a dementia researcher, focusing on issues of consent, ethics and quality-of-life. He is co-principal investigator for two research projects – including one in Germany – as well as a co-investigator and collaborator on other projects. He is a published author, having authored or co-authored 37 papers.

Jim is a member of the Canadian Institutes of Health Research Advisory Board for the Institute of Aging and the Ministerial Advisory Board on Dementia responsible for Canada's first national dementia strategy. Jim is an advisory council member for Research Ethics B.C. and a focus group member of the World Health Organization's (WHO) Global Dementia Observatory (GDO). Jim was co-chair of a Canada-wide advisory group through the Alzheimer Society of Canada that led to the development of both an ethical framework and a resource guide for engaging people living with dementia in meaningful research, which led to the development of the Canadian Charter of Rights for People with Dementia. He has recorded 10 podcasts and was the recipient of the Dementia-Friendly Voice award at the inaugural Dementia-Friendly Canada Awards in 2023.

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