

2022 dementia awareness research

Our goal is to reach more British Columbians to ensure people living with dementia are supported and included in their communities. For several years, we have done market research with Leger (formerly Insights West) to better understand British Columbian attitudes about dementia and their awareness of our organization. This past spring, we returned to this work. To lay the groundwork for an upcoming multi-year strategic plan, we added additional research objectives to also explore how cultural or community context affects attitudes to dementia, needs related to dementia support and barriers to connecting to the Alzheimer Society of B.C. for help.

As in past years, the quantitative online survey, which took place between March 7 and 20, 2022, polled three groups of respondents, who had the option to complete it in English, Traditional Chinese or Simplified Chinese.

WE HEARD FROM:

General B.C. respondents (600)

Chinese respondents (304)

South Asian respondents (299)

Total: 1,203 respondents



At the same time, we also did qualitative research, with an online bulletin board with British Columbian residents with a connection to dementia.

WE HEARD FROM:

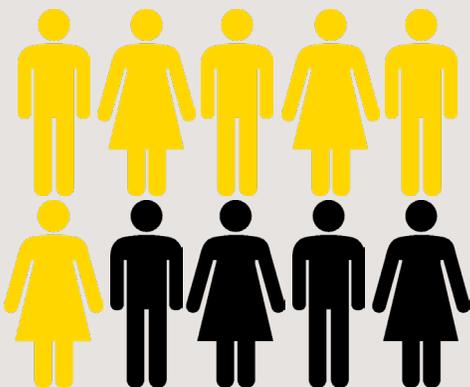
Residents not closely connected with the Alzheimer Society of B.C. (15)

Residents who have connected with the Alzheimer Society of B.C. (5)

Total: 20 participants

Here is a summary of the key takeaways and learnings from this work.

Key takeaways



6-in-10 British Columbians have a personal connection to dementia, whether through their personal or professional life.



As in previous years, respondents are personally concerned about the prospect of having dementia. However, dementia is not top of mind when they reflect on diseases or conditions causing most harm to British Columbians.



In some areas, including awareness of dementia myths and truths as well as other attitudes and beliefs, there is variation in responses across the three respondent groups, underscoring the importance of focusing on culturally-relevant education and awareness-raising.



8-in-10 respondents said they would feel comfortable contacting the Alzheimer Society of B.C. if they were personally concerned about dementia for themselves or someone in their life.



Amongst respondents familiar with the Alzheimer Society of B.C., more than 7-in-10 gave the organization positive ratings overall, with 77% of respondents giving the charity high rankings related to its support of the community.

Diving deeper into attitudes



4-in-5 British Columbians agree there's an increased likelihood of depression, emotional stress and financial problems among caregivers of people living with dementia.



More than 7-in-10 respondents agree people living with dementia experience stigma.



Almost half of the respondents believe a diagnosis of dementia means the end of a meaningful life.



3-in-10 respondents in the general and Chinese populations, and 6-in-10 in the South Asian population, believe there are adequate supports within our communities and health-care system for people affected by dementia.



Almost half of the respondents said they would know where to access resources and support if they were worried about dementia.



More than 50 per cent of respondents believe people living with dementia should be cared for at home.



We need financial support in place for those who do not have the means to pay for dementia-related care.



Remove the stigma that makes people not want to address or discuss it even as a family – thinking it is something scary and contagious.



It wasn't until other people pointed out we needed help that we realized it. We just adapted and coped through the years without thinking help was needed. Once we did reach out for support, the differences were huge.



Dementia is a very common disease and yet our health-care system has inadequately educated health-care professionals on how to best help people living with dementia.



There is just not enough support out there for people living with dementia.



The lack of early identification of dementia can be addressed through education on what to look out for as well as regular mental health checks alongside regular annual physicals.

Additional takeaways for our work

The top reason people might not connect with the Alzheimer Society of B.C. for support:



We can help

First Link® Dementia Helpline

English: 1-800-936-6033 Cantonese and Mandarin: 1-833-674-5007 Punjabi: 1-833-674-5003



The people who work there demonstrate education, experience and genuine empathy supporting people living with dementia.