

First Link[®]

Community Changes Everything



Alzheimer
Society

Community Toolkit

Launching January 2022

How to get the most out of this toolkit

Thank you for participating in this year's campaign! Please take a moment to become familiar with what's inside this toolkit, and get ready to promote the campaign in January.

Together, we're making a real difference right across Canada, helping people living with dementia, their caregivers and their families get connected to help and support from their closest Alzheimer Society!

COMMUNITY

Look for images that tell a story of the community that Alzheimer Societies can provide. Lean towards having more than two people engaged in some activity.



SUPPORT

These images should speak to the support that Alzheimer Societies can offer caregivers and people with dementia. People engaged in a clearly supportive role with another person.



KNOWLEDGE

The images should reflect the knowledge that Alzheimer Societies have. Individuals with a certain level of expertise, like a personal support care worker or a nurse caring for one or multiple people.



What is Alzheimer's Awareness Month?

Each January, the Alzheimer Society supports and leads Canada's **Alzheimer's Awareness Month**.

During this month, we at the Society encourage organizations across Canada, and individuals like you, to learn more about dementia and its stark impact on Canadians.

And while Alzheimer's Awareness Month may stop at the end of January, the experiences of people who live with dementia do not. As such, we ask you to take what you've learned during the month and continue to share it throughout the year.

By understanding what people living with dementia experience in their day-to-day-lives – their struggles, their successes and their hopes – together we can raise awareness of dementia throughout Canada.

Awareness is the first step to fighting stigma, reinforcing human rights and pushing for policy change, as well as other actions that can lift up Canadians living with dementia.

Please support Alzheimer's Awareness Month. It's an easy start to helping your fellow Canadians who are living with this serious disease.

For this year's theme, we are pleased to announce a nation-wide campaign reminding people that the Alzheimer Society is the First Link® to Support, Knowledge and Community.



**January is Alzheimer's
Awareness Month.**

What is First Link?

When a person is diagnosed with dementia, the Alzheimer Society is the first place to turn – and **First Link®** is the connection to support, care, knowledge, expertise, and referrals.

First Link® is the Alzheimer Society program offering approved services and information to those living with Alzheimer's or other dementias, and caregivers. It encompasses the areas of Risk Reduction, Education, Living Well with the Disease, Community, Research, and Advocacy; an umbrella that brings together all aspects of the care and management of dementia in Canada.

With more than half a million Canadians living with dementia today, a number expected to reach almost one million in 10 years, the Alzheimer Society is continuing to enhance its support amongst people living with dementia to meet their needs early in, and throughout, their journey.

The goal of First Link® is to ensure a user of the services has the right support and information, from the time of an initial diagnosis and throughout the progression of the disease.

- By connecting with First Link, a user will have access to all the services available in their local area.
- There are a variety of different programs and services administered at the local level of societies across the country.
- Such services include counselling support and a better understanding of the different healthcare options in a specific province and Society, Staff will provide the appropriate access to the right services during the different stages of the disease.

To learn more about how First Link® works, visit alzheimer.ca/FirstLink



Key messages

Connecting to a community

A diagnosis of dementia is not easy. Making a quick connection to a community of support can make a big difference by eliminating uncertainty and unknowns. If there's one key message to share with all Canadians, it is that First Link® should be their first connection.

Our messaging should be optimistic, but always realistic.

- Concern and anxiousness are common after diagnosis, but Alzheimer Society is here to help with our First Link®.
- The Alzheimer Society is your First Link® as soon as possible after diagnosis. We can help with answers, experience, information, referrals and more. Make First Link® your first thought.
- As your First Link®, the Alzheimer Society is a resource for people recently diagnosed with dementia. We can help.
- A diagnosis of dementia doesn't mean you are suddenly no longer you.
- Progression of the disease is different for each individual and a diagnosis doesn't mean that the person will fast-forward to the later stages overnight.
- It's possible to live well with dementia for a good period of time. Even as the disease progresses, many people continue to lead active lives enjoying hobbies, activities, and friendships. Dementia will make these things more difficult as time goes on, but with the right support, people with dementia can still enjoy life.

Don't wait

The sooner you call, the sooner we can help. Waiting till you feel up to it, or have done some research, or talked to friends, only delays the reassurance and support we can provide. For understanding, care, and access to our well-developed network of dementia-care services, we are your First Link®.

Life is for living

People living with dementia have knowledge, perspectives, and experiences to share. Their lives – before and after diagnosis – remain meaningful and inspiring to friends and family.

About the Alzheimer Society

- Alzheimer Societies across Canada provide programs and support services to help people living with all forms of dementia, including the most common type of dementia, Alzheimer's disease
- The Societies also provide caregivers and families with information, education and resources to help them support the person in their care who is living with dementia
- The Alzheimer Society is a leading Canadian funder of dementia research. Since 1989, we have invested over \$67 million in grants and awards toward innovative dementia research through the Alzheimer Society Research Program, improving the quality of life for people with lived experience and bringing us closer to a future without Alzheimer's disease and other dementias
- The Alzheimer Society is a key partner in the development of Canada's first national dementia strategy, which will enhance research efforts and ensure access to quality care and support for all Canadians affected by dementia
- The Alzheimer Society is the organization behind First Link® and all the important services and supports it provides to those diagnosed with dementia across Canada

Quick facts about dementia in Canada

The Alzheimer Society is committed to providing accurate and reliable data on dementia in Canada. Here are a few things you should know:

- Today, more than half a million Canadians are living with Alzheimer's disease or another type of dementia. In less than 10 years, that number will reach almost one million.¹
- Approximately 76,000 Canadians are diagnosed with dementia every year.¹
- 1 in 5 Canadians have experience caring for someone living with a form of dementia.¹ Among them, 52% have personally experienced stigma and discrimination.²
- 65% of those diagnosed with dementia over the age of 65 are women.¹
- The cost of dementia to the Canadian economy and healthcare system. Is estimated to be over \$10.4 billion every year.¹

Get more facts about dementia by visiting alzheimer.ca/Numbers.

Sources:

¹Prevalence and Monetary Costs of Dementia in Canada, Alzheimer Society of Canada, 2016.

²Canadians' attitudes towards dementia, Leger 2017

Help us out on social media!

The more you share on social media, the more awareness you can raise that support is available for people living with dementia in Canada. The power of this medium is exponential and you'll be reaching people not just in your community, but across Canada and even around the world!

Getting the most out of social media – A checklist

- ✓ Use the sample posts provided in this Toolkit (see the list of posts below)
- ✓ Update our cover photos for additional exposure
- ✓ Update your bio link on Instagram to alzheimer.ca/FirstLink
- ✓ Ask your friends and family to share and help spread the word
- ✓ Post regularly throughout the month of January
- ✓ Follow the social channels of the Alzheimer Society in your province or territory (see the table on page 15). You can also share/re-tweet their posts!

List of social posts

Here are some suggested social posts and graphics to share on your social media channels.

Instructions: Just copy and paste the text into your post. The corresponding graphics can be found in the zip file attached with this Community Toolkit. If you have any questions, please contact your closest Society for assistance.

We encourage you to tag your Alzheimer Society in the posts, too! See the table below for the list of our social media handles.

Support

These posts are centred around the theme of **Support**. They speak to the support that Alzheimer Societies can offer caregivers and people with dementia.

Facebook

January is Alzheimer's Awareness Month. Right now, more than 500,000 people in Canada live with Alzheimer's disease or another type of dementia, and about 76,000 more will be diagnosed this year. If you live with dementia, or know someone who does, getting connected to the Alzheimer Society can be the first link toward help and support that can assist one in living well with dementia.

This month, help raise awareness for the support that's available for people living with dementia across Canada – learn more by visiting alzheimer.ca/FirstLink

Twitter

For people living with dementia, #support changes everything.

The Alzheimer Society is the first link to support that can help you or someone you know live well: alzheimer.ca/FirstLink #AlzheimersAwarenessMonth



Instagram

During #alzheimersawarenessmonth, it's vital that people living with dementia are connected to the help and support they need.

Through day programs, support groups and more services, having support that's easily accessible and available can make a huge difference in how well a person lives with dementia.

This month, help us get people living with dementia connected to their first link for support through the Alzheimer Society. Visit the link in our bio as the first step to get connected.

#firstlink #support #alz #alzheimers #dementia
#alzheimersociety #alzheimercanada
#alzawareness #alzheimersawareness
#dementiaawareness #alzheimersupport
#livingwithdementia #diagnosis #treatment #care
#longtermcare #caregiver #caregiving #family

Facebook/Instagram Story



Community

These posts are centred around the theme of **Community**. They tell a story of the community that Alzheimer Societies can provide for people who have been recently diagnosed with dementia and are wondering about next steps.

Facebook

A person should never have to face dementia alone. Whether a person lives with dementia, or cares for someone who does, getting connected to the Alzheimer Society can be the first link for that person to access a whole community of support, expertise and care.

For this Alzheimer's Awareness Month, help spread the word that there's a community available for people living with dementia and their carers across Canada – learn more by visiting alzheimer.ca/FirstLink

Twitter

This #AlzheimersAwarenessMonth, help people diagnosed with dementia find their first link to a #community of support and understanding that can help them live well.

Learn more at alzheimer.ca/FirstLink



Instagram

This year, it's estimated that about 76,000 people in Canada will be diagnosed with Alzheimer's disease or another type of dementia. For each person, the time after diagnosis will be frightening and stressful, full of questions and worries.

However, there is a caring community that can support them in living well with dementia, helping each person find answers to take on the unique challenges of the disease, and affirming their experiences with others who share their journey with dementia. When it comes to facing dementia, no one should be alone.

Community changes everything. If you live with dementia, or know someone who does, visit the link in our bio as the first step to get connected with your community at your local Alzheimer Society.

#firstlink #community #alz #alzheimers
#dementia #alzheimersociety #alzheimercanada
#alzawareness #alzheimersawareness
#alzheimersawarenessmonth #dementiaawareness
#alzheimersupport #livingwithdementia #diagnosis
#treatment #care #longtermcare #caregiver
#caregiving #family

Facebook/Instagram Story



Knowledge

These posts are centred around the theme of **Knowledge**. They reflect the knowledge that Alzheimer Societies have in providing information about dementia and support for people living with dementia and caregivers.

Facebook

If you're living with dementia, know that there are resources that can help you manage the changes in your abilities and help you live as well as possible.

Through the Alzheimer Society's programs and services, you'll find easy access to world-class research, knowledge, information and, of course, people ready to help!

This Alzheimer's Awareness Month, get connected to the knowledge that's available to help you—learn more by visiting alzheimer.ca/FirstLink

Twitter

Did you know that January is #AlzheimersAwarenessMonth? The Alzheimer Society is your first link to leading #knowledge to help you find the answers to the questions you have about dementia.

Learn more at alzheimer.ca/FirstLink



Instagram

What do you want to know about dementia? This #alzheimersawarenessmonth, take the opportunity to learn more by connecting to your Alzheimer Society. They are the first link to leading knowledge about dementia, knowledge that can improve the quality of life for people who are diagnosed, help the people that care for them, and more.

Visit the link in our bio as the first step to getting your questions about dementia answered.

#firstlink #knowledge #alz #alzheimers
#dementia #alzheimersociety #alzheimercanada
#alzawareness #alzheimersawareness
#dementiaawareness #alzheimersupport
#livingwithdementia #diagnosis #treatment #care
#longtermcare #caregiver #caregiving #family

Facebook/Instagram Story



Knowledge
Changes
Everything



We are your first link to #knowledge
Visit the link in our bio to
connect to leading knowledge!

List of Alzheimer Society social media handles

Support the Alzheimer Society in your province by following, sharing and tagging our social channels!

For Nunavut & Yukon, please contact the provincial Alzheimer Society closest to you.

	FACEBOOK	TWITTER	INSTAGRAM
Alzheimer Society of Canada	@AlzheimerCanada	@AlzCanada	@alzheimercanada
Alzheimer Society of Alberta and Northwest Territories	@Dementiaabnt	@DementiaAB_NT	@dementiaab_nt
Alzheimer Society of B.C.	@AlzheimerBC	@AlzheimerBC	@alzheimerbc
Alzheimer Society of Manitoba	@AlzheimerSocietyManitoba	@AlzheimerMB	@alzheimermb
Alzheimer Society of New Brunswick	@AlzheimerNB	@AlzheimerNB	@alheimernb
Alzheimer Society of Newfoundland and Labrador	@asn12	@asn12	
Alzheimer Society of Nova Scotia	@alheimerns	@alheimerns	@alheimerns
Alzheimer Society of Ontario	@AlzheimerSocietyofOntario	@Alzheimeront	@alzheimeront
Alzheimer Society of Prince Edward Island	@AlzheimerPEI	@AlzheimerPEI	@alzheimerpei
Federation of Quebec Alzheimer Societies	@LaFederationQuebe- coiseDesSocietiesAlzheimer	@FqsaAlzh	
Alzheimer Society of Saskatchewan	@AlzheimerSK	@AlzheimerSK	@alzheimer_saskatchewan