



## ***Faces of Dementia* is ground-breaking campaign to celebrate people living with dementia**

*Part of the Empowering Dementia-Friendly Communities Project in Hamilton and Haldimand*

MEDIA ADVISORY: April 22, 2022 —The Empowering Dementia-Friendly Communities Project is launching an inspirational awareness campaign to promote the development of dementia-friendly communities in Hamilton and Haldimand County. In addition to engaging residents of both communities, an exciting initiative of the Project is the *Faces of Dementia*, an awareness campaign to highlight stories of living with dementia.

In a series of compelling video stories and beautiful posters and imagery, *Faces of Dementia* has been crafted around the stories of people living with dementia and their “I AM MORE...” message that they are MORE than their diagnosis.

*All are invited to a virtual event on May 12 to publicly launch the Faces of Dementia campaign.* The event will include a video screening and unveiling of the campaign materials. There will be a panel discussion of campaign creators including campaign participants, to provide an “inside scoop” on the making of the campaign and aspirations for it. It will be co-moderated by David Harvey, host of the Dementia Dialogue podcast and Phyllis Fehr, dementia advocate and international speaker.

A Dementia-friendly Community is a place where people living with dementia are understood, respected and supported; an environment where people living with dementia will be confident that they can contribute to community life. The Alzheimer Society of Canada indicates that there are more than 500,000 Canadians living with dementia today and this number will almost double by 2030<sup>1</sup>. It has been estimated that 255,000 people are currently living with dementia in Ontario<sup>2</sup> and approximately 12,000 people living with dementia in Hamilton and Haldimand<sup>3</sup>. The impact of dementia also affects families, friends, and whole communities.

Register for the *Faces of Dementia* Launch Celebration at [www.facesofdementia.ca](http://www.facesofdementia.ca).

Community partners, persons living with dementia and care partners involved in *Faces of Dementia* will be available for interviews upon request.

*The Public Health Agency of Canada is providing funding to support this initiative, which aligns with its objective of improving the lives of Canadians living with dementia, as well as their family or friend caregivers.*

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<sup>1</sup> <https://alzheimer.ca/en/about-dementia/what-dementia/dementia-numbers-canada>

<sup>2</sup> [https://files.ontario.ca/developing\\_ontarios\\_dementia\\_strategy\\_-\\_a\\_discussion\\_paper\\_2016-09-21.pdf](https://files.ontario.ca/developing_ontarios_dementia_strategy_-_a_discussion_paper_2016-09-21.pdf)

<sup>3</sup> [https://www.sagelink.ca/sites/default/files/clinical-resources/dementia\\_projections\\_ontario.pdf](https://www.sagelink.ca/sites/default/files/clinical-resources/dementia_projections_ontario.pdf)