



SPARE A THOUGHT FOR DEMENTIA CAMPAIGN FOCUSES ON YOUTH ADVOCACY

October 2, 2017 / TORONTO. A new initiative is being launched this fall that raises awareness to how youth can become involved within the Dementia community. The Spare a Thought for Dementia Campaign, created by a collaborative of researchers, care partners, individuals, and students hopes to inspire new ideas and local initiatives by sharing stories from the community.

“We want to acknowledge that Dementia impacts an entire community,” says Kristine Newman, Assistant Professor at Ryerson’s School of Nursing and project lead. “Our aim is to acknowledge that youth can become involved, either as a care partner, family member, or even a member within the community. The project not only seeks to de-stigmatize Dementia, but also encourage youth care partners to share their experiences so that other youth can relate.”

Care partners – either individuals or community organizations – are encouraged to submit stories of personal experiences or initiatives that others can learn from or become inspired with ideas. Stories can revolve around overcoming challenges, personal journeys, or local initiatives such as school groups or volunteer opportunities. Stories will be published both on the project website and on the project’s social media channels (see below).

High schools and community groups can also get involved by contacting the Thoughts for Dementia Collaborative. The campaign offers in-person engagement activities, including workshops and presentations, for learning how youth can become more involved in their community.

The campaign doubles as a resource for care partners by providing links and contacts to partner organizations, including the Alzheimer’s Society of Toronto, The PowerHouse Project and McCormick Dementia Services from the Hamilton Niagara Haldimand Brant Local Health Integration Network (HNHB LHIN). Spare a Thought for Dementia is currently being launched within the GTA and the surrounding areas, including the Hamilton, Halton and Niagara region. The campaign team hopes to expand the project reach to other regions in the near future.

For more information on how to submit a story, to share a resource, or on how to get involved, visit the project website at www.thoughtsfordementia.com.

ABOUT THE CAMPAIGN:

The **Spare a Thought for Dementia** Campaign is a project led by the *Thoughts for Dementia Collaborative*, consisting of researchers from Ryerson University, care partners, and advocates in the dementia community. The project is funded in part by Ryerson University and the Social Sciences and Humanities Research Council (SSHRC). Spare a Thought for Dementia is made possible with generous support and contributions from members of the Alzheimer’s Society of Toronto and organizations from the Hamilton Niagara Haldimand Brant Local Health Integration Network (HNHB LHIN), including The PowerHouse Project and McCormick Health Services.

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