WHAT IS THE ISSUE?
From the perspectives of people living with dementia, their relatives and carers: what do Quality of Life and the progress of individuals mean?

KEY FIGURES
Worldwide, around 47 million people live with dementia, with nearly 60% living in low- and middle-income countries.

The total number of people living with dementia is projected to near 75 million in 2030 and almost triple by 2050 to 132 million.

Every year, there are 9.9 million new cases.

WHAT DID WE LEARN?
When it comes to improving quality of life for those living with dementia, their relatives and carers, the language we use is a priority for many reasons, including the need for care to benefit from a new narrative to underpin a renewed shared sense of purpose.

To avoid stigmatising those living with dementia, it is essential to achieve the delicate balance between safety and autonomy, managing risks while promoting engagement in meaningful activity.

Find out more by reading the full report: ‘Treat me like a person, because that is what I still am’