TOWARDS A NATIONAL DEMENTIA PREVENTATIVE HEALTH STRATEGY

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DEMENTIA AND PREVENTION

• Dementia often perceived as inevitable, untreatable and unpreventable symptom of ageing.

• Incurable? Yes, at the moment.

• Growing body of evidence suggests a number of lifestyle and health factors may reduce dementia risk.
DEMENTIA AND PREVENTION (cont…)

• 3 tiers of prevention:
  • 1°: Reduce incidence through elimination or treatment of specific risk factors;
  • 2°: Reduce prevalence by shortening duration;
  • 3°: Reduce impact of complications & disability of dementia – measures aimed at care strategies, minimising suffering
DEMENTIA: IS IT A HEALTH ISSUE?
• Greatest contributor to burden of disability at older ages\textsuperscript{AIHW};
• Accounts for more than half the burden of disease among older people\textsuperscript{AIHW};
• 3\textsuperscript{rd} leading cause of death for all ages\textsuperscript{ABS};
• 4\textsuperscript{th} leading specific cause of burden of disease/injury\textsuperscript{ABS}. 
CHALLENGES OF AN AGEING POPULATION
• 2007
  • 13% of Australians were >65
• 2056
  • 25% (11 million) will be >65
• Burden of disease tends to increase with age
• In 2003, those aged 65-74 accounted for 7% of population but experienced 16% of the total burden of disease.
• With ageing population, higher prevalence of non-communicable chronic conditions.
• Almost 280,000 Australians living with dementia.
• Almost 1 million by 2050.
• Each week, there are 1,600 new cases of dementia in Australia. That is expected to grow to 7,400 new diagnoses each week by 2050.
RISK FACTORS
<table>
<thead>
<tr>
<th>CHRONIC DISEASE</th>
<th>MODIFIABLE RISK FACTORS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Diet</td>
</tr>
<tr>
<td>Dementia</td>
<td>✓</td>
</tr>
<tr>
<td>Heart disease</td>
<td>✓</td>
</tr>
<tr>
<td>Type 2 diabetes</td>
<td>✓</td>
</tr>
<tr>
<td>Stroke</td>
<td>✓</td>
</tr>
<tr>
<td>Chronic kidney disease</td>
<td>✓</td>
</tr>
</tbody>
</table>
THE MESSAGE
WHAT’S GOOD FOR THE HEART...

Is also good for the brain.
WHAT DO AUSTRALIANS KNOW?

• 1 in 5 – dementia risk reduction not possible
• 1 in 3 – don’t know
• 1 in 6 – possible, don’t know what can be done
• 1 in 2 – mental activity
• Majority of Australians are unaware of the vascular risk factors for dementia
WHAT DO WE CURRENTLY HAVE?
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- Mind your Mind – Alzheimer’s Australia’s national dementia risk reduction program
  - 7 signposts
  - Launching new program during Dementia Awareness Week, September 2012
- BrainyApp – smartphone & tablet app developed in partnership with Bupa Health Foundation
  - Almost 200,000 downloads
TAKE ON ALZHEIMER’S GAME ON AUSTRALIA

Brainy App

YOUR BRAIN HEALTH TRACKER

BrainyApp™ is the only app designed to help you rate and track your brain health. Based on scientific research it gives you more than just brain games...and it’s free.

Brain-Heart Health points reflect your initial dementia risk factor profile and help to track your progress over time.

Take the Survey to find out how brain healthy you are. Get your top 5 suspected areas for improvement and have your results emailed to you.

Keep track of how your Brain-Heart Health points change over time depending on your recent activities.

Share and dare to compare your Brain-Heart Health points with others via Facebook.

Watch the Brain-Heart image grow bigger and brighter as you increase your points over time.

Have fun with a range of Activities designed to improve your brain and heart health...and increase your points.

Learn interesting Facts about the brain and how to keep it healthy.

brainyapp.com.au

Available on the App Store

Brought to you by Alzheimer’s Australia in partnership with Bupa Health Foundation
A POPULATION HEALTH PERSPECTIVE
• Around 97% of Australian adults have at least one modifiable risk factor.

• Around 50% have 2.

Travers C, Martin-Khan M, Lie D (2009)
A POPULATION HEALTH PERSPECTIVE (cont...)

- Prevent or delay onset of dementia AND other chronic diseases such as CVD, stroke and diabetes.
  - Example: Physical Activity
    - Inactivity 70% to 50% = 5.7% less dementia\(^1\)
    - Moderate activity = 17% less stroke risk
      High = 25%\(^2\)

\(^1\) Access Economics (2009)
\(^2\) Bassuk & Mason (2010)
WHAT IS NEEDED?
• Recognition of dementia as a chronic disease.
• Adoption of a population health approach to dementia prevention.
• Incorporating dementia into national preventive health programs and planning
  • Add dementia to existing and planned programs that address heart disease, diabetes and stroke.
WHAT IS NEEDED? (cont...)

• Formulation and adoption of comprehensive public health action plans that incorporate dementia prevention strategies.

• National delivery of prevention programs and incentives for healthy lifestyle adoption.

• Sustainable funding.
WHAT IS NEEDED? (cont…)

• Invest in research to investigate prevention, early intervention & treatment of dementia.
• Raise community awareness and health professional awareness.
• Facilitate integrated multi-disciplinary care across services, settings and sectors.
• Sharing of resources = cost effective national preventive health strategy.
• Increased incentive: look after physical health as well as brain health.
OPPORTUNITIES
OPPORTUNITIES

• Australian National Preventive Health Agency
  • Recognition of the role of prevention and potential health, social and economic outcomes.
  • Potential for holistic approach to health with cognitive health being equally as important as physical health.
OPPORTUNITIES

• Collaborations and partnerships
  • Common risk factors, common goals
  • Cost effective
• E.g. – Tip sheet and DL pamphlet *Brain Health, What’s Heart Got To Do With It?* Developed with Heart Foundation
Towards a National Dementia Preventative Health Strategy

Alzheimer's Australia
Paper 21
August 2010

For more information and resources, visit the Mind your Mind website at mindyourmind.org.au

THANK YOU
FOR MORE INFORMATION
CONTACT ALZHEIMER’S AUSTRALIA

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AN AUSTRALIAN GOVERNMENT INITIATIVE

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SAVE AUSTRALIA