

# Dementia Campaign

**Dementia has a devastating impact on the people who develop it and their families.**

There are currently over 10,000 people in Lancashire who have been diagnosed with dementia, but it is estimated that the actual figure of people with the condition is much higher. This means that thousands of people who could have dementia aren't accessing treatments and support to help them live well with the condition.

Lancashire County Council, supported by Alzheimer's Society, is delivering a countywide campaign encouraging 55-75 year olds, via their friends and family to tackle memory problems, cognitive issues and suspected dementia.



**Worried about  
changes in someone's  
memory or behaviour?**

Get help sooner and more can be done  
For info, advice and support  
[lancashire.gov.uk/dementia](http://lancashire.gov.uk/dementia)

Supported by  
Alzheimer's Society  
Lancashire County Council

**Lancashire**  
County  
Council

## Aims and objectives

The aim of the campaign is to deliver a campaign to increase the number of people with dementia that are being properly diagnosed and given appropriate information and effective interventions at an early stage. The main aims of the campaign are to:

- Increase awareness of signs of dementia, help available and benefits of earlier detection and diagnosis.
- Encourage those with clear symptoms to seek help from health professionals.

Speak to your GP if you're worried about changes in...



**MEMORY**



**BEHAVIOUR**



**CONFUSION**



**DAILY TASKS**



**PERSONALITY**



**MENTAL  
FUNCTIONING**

## Creative development

The county council's research and intelligence team carried out desk research on current studies available in the field and produced a report, which formed the basis for the campaign. The research and strategy for the Department of Health 2011 national campaign also helped inform the approach of the campaign, and much of the insight into key identifiers and audiences was used.

From this research, several design concepts for the campaign were developed by the communications team. A number of informal focus groups were set up to test these concepts involving people over 50 years with little or no knowledge of dementia, professionals, carers and service users. The results of this indicated that a campaign focussing on looking out for the symptoms of memory problems and changes in behaviour would be most effective, and the messages and imagery have been developed around this feedback.

## Key messages

- If you are worried about your own, or someone else's memory, it's best to get it checked out
- The sooner you act, the more can be done to help
- Doing nothing is worse for longer term health, even if it's not dementia, there may be treatments and support available to help you
- Seeking help will have a positive outcome, helping you live well for longer and plan for the future
- Losing your memory isn't always just part of getting older
- Dementia support is NOT JUST for much older people
- Start a conversation with someone if you are worried about their memory or changes in their behaviour



## Who are we targeting?

The campaign will target 55-75 year olds encouraging them, through their friends and family members to tackle memory problems, cognitive issues and suspected dementia by talking about the symptoms and finding out more online or by phone before visiting their doctor. The campaign will be focused in areas with expected growth in dementia prevalence and where there is a higher proportion of residents within our target demographic.

## How are we targeting them?

### Campaign collateral

- Website – new content hosted at [www.lancashire.gov.uk/dementia](http://www.lancashire.gov.uk/dementia)
- Videos – development of videos for web content, digital advertising
- Leaflets – make use of existing Alzheimer's Society 'Worried about your memory' leaflets
- Posters – distribute campaign specific posters
- Social media – collaboration of content and opportunities to support the campaign

### Paid-for advertising

- Billboards and bus stops
- Radio advertising – local stations Rock FM, The Bay, The Bee and 2BR
- Digital advertising – including Google Adwords and Facebook
- TV advertising – via Sky AdSmart
- Advertising in GP surgeries (38 sites, 48% of overall audience are 55+ years)

### Stakeholders

- Letter to all GPs and Memory Assessment Clinics
- Alzheimer's Society to send packs to GP surgeries in Lancashire
- All pharmacies, libraries and parish councils in Lancashire to receive campaign materials
- Campaign toolkit to be shared with stakeholders

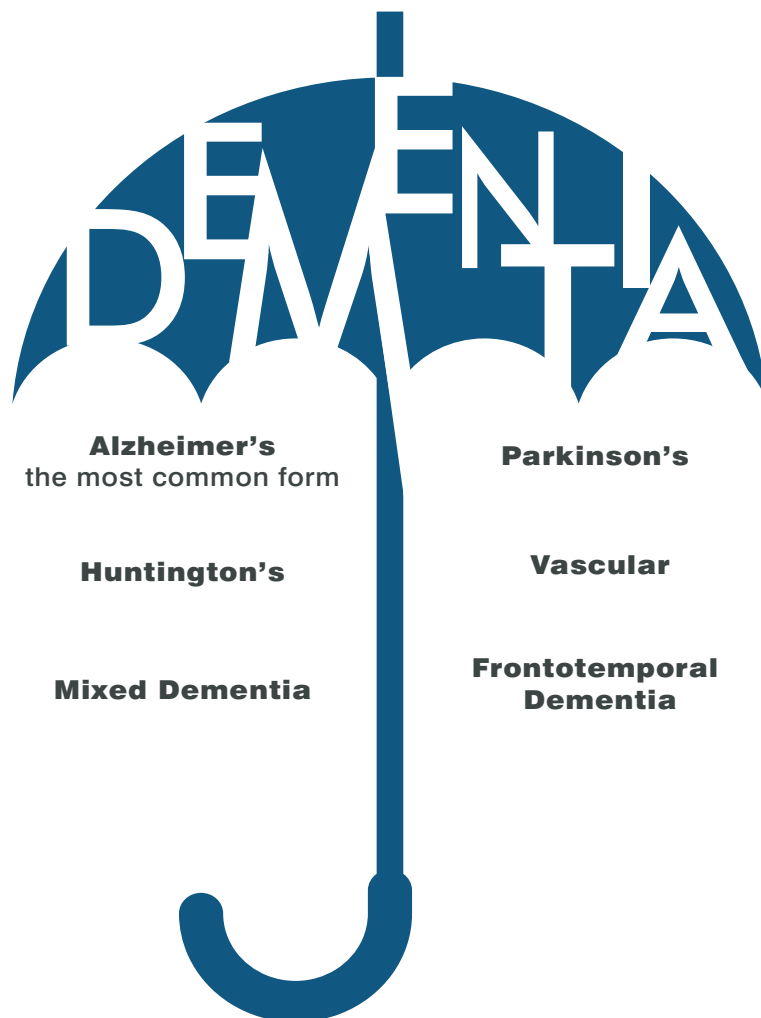
## Launch date

### Promotional launch - 14 March

- Media relations and photoshoot
- Alzheimer's Society exhibition vehicle and advisors – to attend St George's Shopping Centre, Preston 21-23 March

### How will we measure the effectiveness?

- 10% increase in the number of referrals to Memory Assessment Service by GPs from March to June end 2016 and an increase number of conversions to positive diagnosis.
  - Online traffic to the new website: **[lancashire.gov.uk/dementia](http://lancashire.gov.uk/dementia)**
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