

New early diagnosis dementia campaign

A new Lancashire-wide campaign has been launched to raise awareness about the early signs of dementia and encourage people to visit their GP as soon as possible for a memory check.

The campaign is aimed at friends and relatives who may have noticed changes in the memory or behaviour of someone they know, to help them spot the signs and start a conversation. It is being delivered by Lancashire County Council as part of their public health remit, and is supported by Alzheimer's Society.

Cllr Azhar Ali, Cabinet Member for Health and Wellbeing at Lancashire County Council said:

'We all misplace things from time to time, forget names or have changes in our mood. But this campaign is about helping people notice if it is beginning to disrupt everyday life, and letting them know that the sooner they get it checked out the better.

"It can be difficult to start a conversation with someone if you are concerned that they may be showing signs of dementia or other memory related condition. But those who get help earlier have a better quality of life for longer, so it's important that they go to their GP at the earliest sign of any problems."

Dr Sakthi Karunanithi, Director of Public Health and Wellbeing, added:

"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.

"There are various other medical reasons for memory loss or behaviour changes, which can include depression, infections, vitamin deficiencies or Mild Cognitive Impairment, which has similar symptoms to the early signs of dementia. Whatever the cause, finding out if there is an underlying medical condition and what can be done to help can reduce the worry for people and their families."

For more info, advice and support lancashire.gov.uk/dementia

