

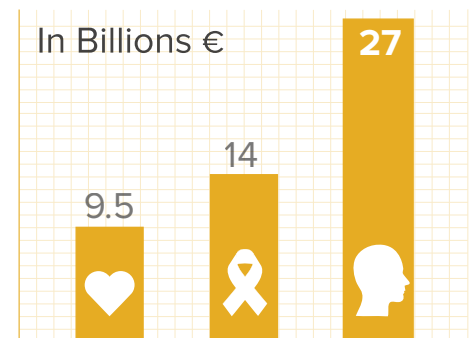
What is dementia? Is it preventable?

Dementia is a serious loss of cognitive ability beyond what might be expected from normal ageing. **While dementia is incurable, there is evidence to suggest that it can be prevented or delayed by following a healthy lifestyle in middle age.** Cardio-vascular health and fitness, weight, sleep and mood are all modifiable risk factors for dementia. In-MINDD (Innovative, Midlife Intervention for Dementia Deterrence) is an EU-funded project that will develop online tools that can be used by doctors to determine the dementia risk of individual patients in midlife and develop personalised strategies to reduce their risk. A key part of the project will be supportive, socially driven online environments to help patients follow their risk reduction programs, as well as promotion of the message that evidence suggests **something can be done** to prevent and/or delay dementia onset and **the time to act is now.**

What is the cost of dementia?

For individuals with the disease, dementia can be a terrifying ordeal, which creates an enormous sense of insecurity within individuals and generates negative emotional reactions. There is a high level of anxiety among middle aged and young-old individuals about their memory. This is compounded by the fact that the debilitation associated with dementia makes it the most feared of conditions related to ageing. Dementia also impacts the lives of family and friends of those affected by the disease.

Europe's population is ageing and, as old age is the biggest risk factor for dementia, we face a **dementia epidemic** in the coming decades. Globally, costs for people with dementia amount to more than 1% of gross domestic product (GDP) - if dementia care were a country, it would be the world's 18th largest economy.¹ In Europe, the total cost of dementia was estimated in 2005 at €130 billion. Dementia costs the UK economy 27 billion Euro a year - this is more than cancer (€14 billion) and heart disease (€9.5 billion) combined.²



IN UK, DEMENTIA COSTS MORE THAN HEART DISEASE & CANCER COMBINED

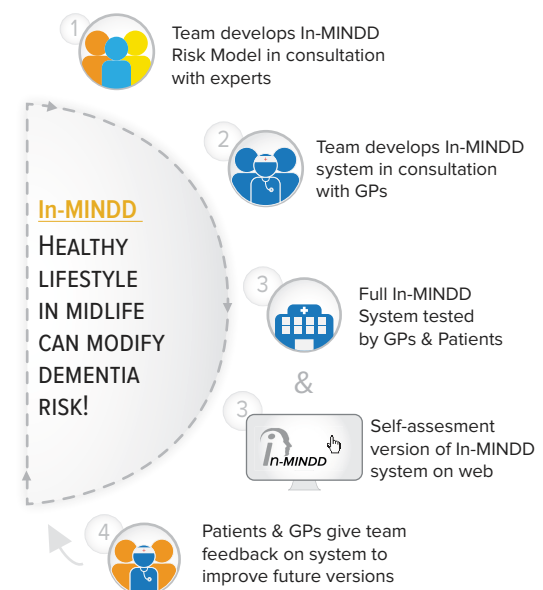
1) Wimo and Prince, 2011 World Alzheimer Report 2010 The Global Economic Impact of Dementia. Alzheimer's Disease International. September 2010.

2) Alzheimer's research Trust 2010 Alzheimer's & Dementia: The Journal of the Alzheimer's Association Volume 5, Issue 4, Supplement, Page P145, July 2009

How will In-MINDD help prevent dementia?

There is evidence to suggest that **old-age dementia can be prevented or delayed** by adopting a healthy lifestyle in middle-age. There are certain risk factors that can be reduced by lifestyle changes in midlife. In-MINDD will develop online tools, including strategies to promote patient adherence, that primary care practitioners will be able to use in the clinic to help patients reduce their dementia risk.

The project will also develop supportive, socially driven online environments to help patients follow their personal strategy. During the project, the In-MINDD system will be developed and feasibility testing will be carried out in clinics in Ireland, Scotland, France and the Netherlands. A self-assessment version of the In-MINDD system will also be made available to the general public through the project website.



Project Partners

