

In-MINDD Team

In-MINDD brings together partners from across Europe, with the specific mix of expertise essential for delivering the project:

Dementia expertise: Dublin City University, Universiteit Maastricht and Université de Nice - Sophia Antipolis

Decision support systems & modelling:
Dublin City University

Primary care, usability, implementation science & end user validation: University of Glasgow

Online supportive peer environments:
Dublin City University

Project management & administration:
Dublin City University & Pintail Limited

The project also benefits from the active input of a team of international leaders in dementia, who engage in a Delphi consultation and contribute to our advisory board.



The In-MINDD project is funded by the European Union Seventh Framework Programme (FP7/2007-2013) under grant agreement No. 304979 ("In-MINDD"). The project commenced in November 2012 and has a duration of three years. The total project value is 3.8M euro, of which the EU is contributing 2.95M euro.

For further information, please contact the project coordinator at

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or visit

www.inmindd.eu



**INNOVATIVE MIDLIFE INTERVENTION
FOR DEMENTIA DETERRENCE**

**DECREASING DEMENTIA RISK AND/OR
DELAYING DEMENTIA ONSET THROUGH
MIDLIFE LIFESTYLE INTERVENTIONS**

w: www.inmindd.eu

t: [@fp7inmindd](https://twitter.com/fp7inmindd)



What is In-MINDD? What is dementia?

In-MINDD

is developing online tools for use by doctors and their patients to assess if a person's lifestyle supports long-term brain health. In-MINDD will also develop personalised strategies for individuals, focused on adopting a brain healthy lifestyle.

Dementia is a serious loss of cognitive ability beyond what might be expected from normal ageing. While dementia is incurable, there is evidence it can be prevented or delayed by following a healthy lifestyle in midlife.

Cardio-vascular health and fitness, weight, smoking, alcohol consumption and mood are some of the factors that may impact brain health. In-MINDD is developing a model that reflects the influence of these modifiable factors and recommends personalised strategies, focused on adopting a brain healthy lifestyle. The project will also provide online supports to help people implement and adhere to positive change.

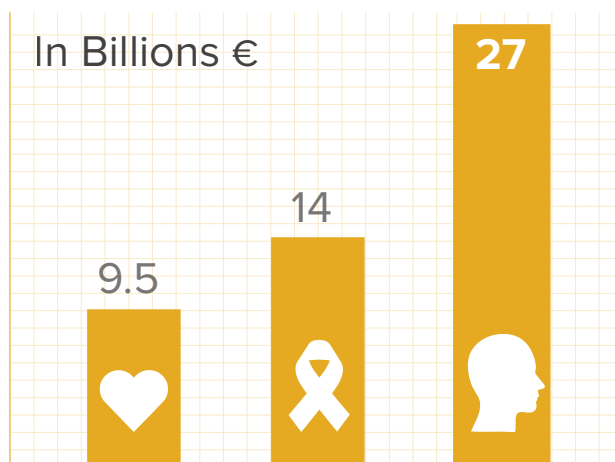
How can dementia risk be lowered?

Some simple ways to adopt a brain healthy lifestyle and lower your dementia risk by acting now include:

- **KEEP YOUR MIND ACTIVE**
- **EAT A HEALTHY DIET**
- **MAINTAIN A HEALTHY WEIGHT**
- **KEEP PHYSICALLY ACTIVE**
- **BE SOCIALLY ENGAGED**

What is the cost of dementia?

Dementia can be frightening for those affected by it and can also have a profound impact on family and friends. There is a high level of anxiety among the general public about memory loss and the debilitation associated with dementia makes it the most feared of conditions related to ageing.



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

Europe's population is ageing and, as old age is the biggest risk factor for dementia, we face a substantial rise in the numbers of people with dementia in the years ahead. 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 a year - this is more than cancer (€14 billion) and heart disease (€9.5 billion) combined.²

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 that dementia in later life can be prevented, or its onset delayed, by adopting a healthy lifestyle in midlife. Importantly, several risk factors that increase a person's chance of developing dementia can be reduced by lifestyle changes, such as maintaining a healthy weight and keeping physically active.

In-MINDD is developing online tools for primary care practitioners, such as GPs and nurses to (i) help assess if a person's lifestyle supports long-term brain health and (ii) develop personalised strategies for people focused on adopting a brain healthy lifestyle.

The project will also provide online supports to help people follow their personal strategy. During the project, the In-MINDD system will be developed and its feasibility tested in primary care practices 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.

