

Supporting World Alzheimer's Month

September is [World Alzheimer's Month](#), an international campaign every September to raise awareness and challenge the stigma that surrounds dementia.

According to the campaign, two out of every three people globally believe there is little or no understanding of dementia in their countries. They also say that while the impact of World Alzheimer's Month is growing, the stigmatisation and misinformation that surrounds dementia remains a global problem that requires global action.

We are marking this global campaign with a series of posts this month linked to Alzheimer's disease.

One of our initiatives is to look in-house to see what percentage of our team has been directly affected by Alzheimer's disease or another form of dementia.

We will also explore how to approach interior designing for someone who is suffering from Alzheimer's disease, looking at various design elements including colour choices and lighting.

Last but not least, we are hoping to fundraise in-house for this worthy cause.

But first, we start with an overview of this disease, courtesy of the campaign.

About Alzheimer's Disease

Dementia is a collective name for progressive brain syndromes which affect memory, thinking, behaviour and emotion. Dementia is the leading cause of disability and dependency among the elderly. Although each person will experience dementia in their own way, eventually those affected are unable to care for themselves and need help with all aspects of daily life. There are over 100 forms of dementia. The most well-known form of dementia is Alzheimer's disease, which accounts for 50-60% of all cases.

- loss of memory
- difficulty in finding the right words or understanding what people are saying
- difficulty in performing previously routine tasks
- personality and mood changes

Dementia affects almost 50 million people worldwide, with a new case of dementia occurring somewhere in the world **every 3 seconds**. Dementia can also affect individuals under the age of 65 (young onset dementia). Greater awareness and understanding of dementia is important to challenge the myths and misconceptions that surround the condition.

For further information please see Alzheimer's Disease International <https://www.alz.co.uk/>