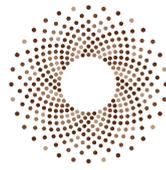


**World Dementia  
Council** Leading the Global Action  
Against Dementia

# Delivering the Difference

World Dementia Council Plan 2016-2018

September 2016



## Overview

Dementia is one of the most urgent current global health challenges and is not solvable by any one country, organisation or individual alone. The fight against dementia is at a critical juncture. Prevalence rates of dementia are increasing globally, and at a significant rate in low- to middle-income countries. It is expected that pharmacological interventions will start to bear fruit over the next few years; global economies are operating in a challenging financial context; global health and care systems are struggling to respond; people living with dementia and their carers have to be supported and included in our societies.

The World Health Organization has estimated that dementia currently affects more than 47 million people worldwide, and this figure is expected to rise to 75.6 million by 2030. Alzheimer's disease International estimated that today the worldwide costs are US \$818 billion, and it will become a trillion-dollar disease by 2018, equivalent to the world's 18th largest economy. This is unsustainable.

Around 60% of all people with dementia live in low- to middle-income countries. The prevalence of dementia is increasing dramatically with ageing populations worldwide. The estimated increase in dementia prevalence (60-year-old +) between 2009 and 2015 is greatest in Africa and East Asia – in countries least able to cope.

This is a shared challenge requiring a shared multi-sectoral solution. As a global leadership council with broad geographic and stakeholder representation, the World Dementia Council (WDC) is an essential partner in this battle. It is uniquely placed to galvanise global action to face the challenge of dementia across many players and make a unique contribution to tackling the impact of this condition. This plan sets out how it will work through Global Action Teams of WDC members and broadly-representative partners to accelerate the momentum created globally over the last few years. The WDC has a unique role to play in changing the course of dementia and supporting millions of people living with this devastating disease.

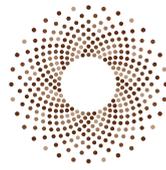
## Our vision

The WDC aims to achieve a world where society, governments, industry, researchers and health and care systems have worked together to transform the prospects for people affected by Alzheimer's and other forms of dementia so that the diseases no longer destroy lives in the way they do today.

## Our mission

By bringing together global leaders across sectors we will take action to:

- Drive forward progress to find a cure or disease-modifying therapy by 2025
- Influence heads of state and health, care and finance ministries and pan-national governmental organisations and drive home the scope and scale of the economic and social challenges that dementia presents and thus the urgency of the need for a radical global response
- Support strategic approaches to research across the whole spectrum of the dementia challenge, from cure to care, to support and to social inclusion, embracing cross-cutting aspects such as health and economic disparities and sex differences.



- Identify and drive forward key actions required to tackle the burden of dementia for those with, or at the risk of, the condition and their carers
- Improve awareness of dementia and heighten the focus on risk reduction and preventative approaches and diminish the stigma associated with dementia
- Support the global sharing of good practice, tools and resources
- Promote the provision of safe, high-quality and affordable care, support and quality of life for those living with dementia and their carers across the world, recognizing the human rights and dignity of all peoples.

## Our aspirations

This plan sets out the WDC's aspirations, priorities and actions to advance the collective global fight against dementia in the coming two years.

There is much work going on globally to tackle this condition. The WDC can add a positive contribution to this global effort by linking and leveraging those efforts as well as focusing its own work in those areas receiving inadequate attention and where it can make greatest impact. The WDC was convened to bring together high-calibre individuals from across a wide range of sectors: industry, business, research and academia, providers, regulators, non-governmental organisations, people living with dementia, governments and pan-national organisations.

Its breadth and reach enables the Council to collaborate across national boundaries and organisations and sectors. It can champion and raise awareness, it is an advocate for change, it can increase focus and resources, it can influence and persuade, it can connect between the numerous national and global initiatives, and it can measure progress and highlight those not fulfilling commitments, thus expanding the scale of thinking to a global level. It can be the change for which it advocates and deliver a difference in the global fightback against dementia.

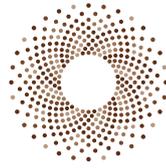
## Our priorities

The WDC has identified the following five key priorities which it believes will have greatest impact in delivering its vision:

- Advancing levels of innovative and global public and private finance
- Increasing the speed and reliability of delivering innovative medicines through efficient and effective integrated drug development
- Reducing the risk of dementia through lifestyle and other approaches
- Ensuring the quality of life and delivery of quality care for people living with dementia and their carers
- Fostering a culture of open science and collaborative global research, including the use of global big data approaches

The priorities also aim to include the following cross cutting themes where feasible:

- Women and dementia
- Awareness
- Stigma



- Inequalities
- Focus on Low and Middle Income Countries

## Actions we will take

Each priority area is led by a member of the WDC – a Global Lead who has brought together a Global Team with expertise and experience of the priority area. The Global Teams have developed the high level delivery plans which contribute to the delivery of the WDC priorities.

During the next 18 months:

The Finance Global Team will:

- Design and promote a funding dashboard using existing data to highlight disparities between need for funding and funds available.
- Identify existing or innovative models of funding from other disease areas e.g. Cancer / HIV etc.
- Convene key figures to disseminate the dashboard / intelligence around funding models with a view to influencing funder behaviour.

The Integrated Development Global Team will:

- Identify and engage key bodies which provide funds for medicines / health technologies across the world (e.g. NICE in the UK).
- Develop a robust strategy for engaging these “payer” bodies in discussions around dementia.
- Work with payers to develop and implement a global plan for dementia drugs / innovations.

The Risk Reduction Global Team will:

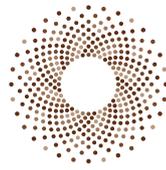
- Influence global programmes around healthy ageing / brain health, in particular to ensure the perspectives of Low and Middle Income Countries (LMICs) are included.
- Support LMICs to engage in Risk Reduction activities – e.g. by encouraging the development of a risk reduction tool / calculator through a pilot programme in Indonesia.

The Care Global Team will:

- Create and distribute a bold statement around the importance of, and principles for, good dementia care.
- Identify gaps in current knowledge around dementia care, and the areas with greatest potential for generating the most impact for the benefit of people suffering from dementia.

The Research, Open Science and Big Data Global Team will:

- Work to expand programmes such as the EU Joint Programme – Neurodegenerative Disease Research (JPND) – across the globe.
- Work towards the development of a global statement on open science.
- Promote the use of big databases to payer bodies.
- Convene stakeholders to advocate for improved collaboration around dementia research.
- Influence Governments to invest in public intervention trials designed to demonstrate the potential for reducing the risk of dementia.



## How we will implement the World Dementia Council Plan

The WDC is uniquely placed to rise to the global challenge. It is a group of independent individuals from a wide range of constituencies, with a broad range of skills, and from different parts of the world who together provides independent global leadership and advocacy to raise the dementia priority across sectors globally, and facilitates and drives forward work through others. It will convene multi-sectoral groups and will hold a mirror up to governments and pan-national organisations to ensure momentum in tackling this condition continues.

The WDC has associate members who will provide helpful links to other important global dementia and related initiatives. They will also provide the WDC with important advice guidance and intelligence that will support the delivery of its priorities.

The WDC cannot however solve all the challenges presented by dementia – many other key organisations contribute to the overall global effort. The WDC will work collaboratively with WHO as it develops its Global Dementia Observatory and with OECD and the European Commission in their global response to dementia.

## Reviewing our progress

Progress will be monitored by the WDC, who will use the actions within the delivery plans to hold the Global Teams and delivery partners to account. The WDC Executive Team will coordinate an interim review of the plan in 2017, and a full formal review in 2018. The review will assess whether the actions included in the delivery plans have been achieved.