

## SIN Catalyses Innovative Approach to Address Challenges of Dementia



UK's leadership of the G7 in 2013 led to a new, global approach to tackling dementia. SIN leveraged this momentum to engage over 100 of the next generation of dementia experts ("Future Leaders") in a series of global workshops that aimed to develop innovative ideas to address the global dementia challenge.

The Future Leaders developed proposals to improve dementia awareness, care, cure and research, and as a result of their work, were invited to present at the World Health Organisation's First Global Ministerial Conference on Global Action Against Dementia in March 2015.

Since these ambitious first steps, the World Young Leaders on Dementia (WYLD)<sup>1</sup> network has established itself as a key global player. SIN facilitated the WYLD's commission by the UK's Department of Health to undertake a scoping project on the viability of a global "dementia friendly" symbol.



Thanks to the SIN's outreach and access to global networks, the WYLD network has expanded beyond the G7 and European Union, and now has members as far afield as Vietnam, Nigeria, New Zealand and Argentina. The SIN continues to support WYLD activities. With help from partners such as Alzheimer's Disease International, Alzheimer's Europe and the Joint Programming Initiative on Neurodegenerative Disease, WYLD members have built new collaborations and increased their engagement with established experts and funders. A number of projects are underway to increase awareness of dementia amongst young people, and to promote dementia friendly communities.

In January 2016, SIN supported their nomination to become Associate Members of the World Dementia Council, which was renewed at the request of the World Dementia Council for 2017/18.

The World Young Leaders in Dementia network is formed of people from diverse backgrounds under the age of 40 who are passionate about improving the lives of people with dementia.

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<sup>1</sup> <https://wylldementia.org/>

