

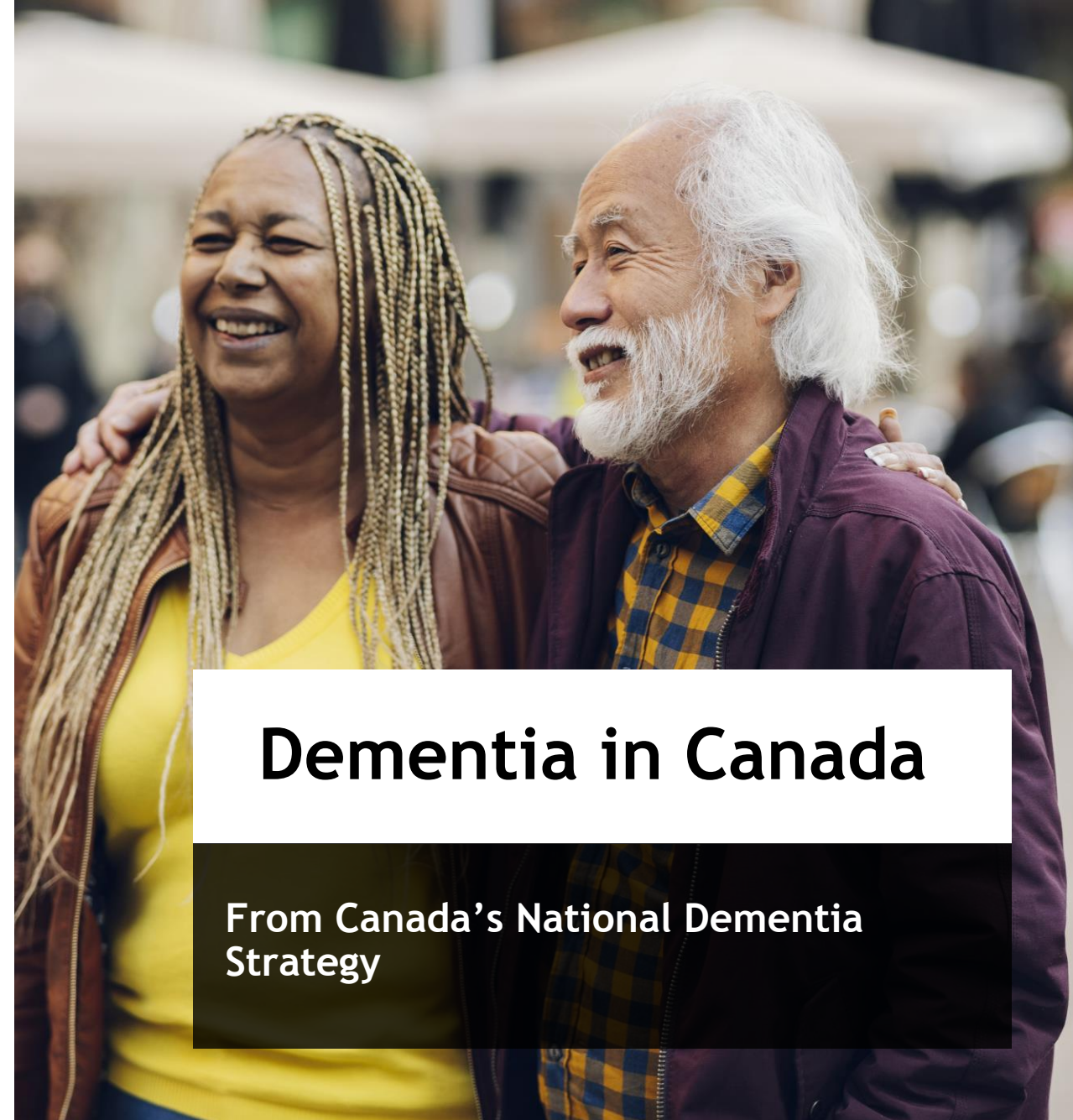


# How We Think About Dementia Hasn't Changed - Here's What We Can Do

Dr. Saskia Sivananthan

**1.7 million** Canadians will be living with dementia by 2050 - for every person with dementia, there is at least one caregiver

- **79%** believe dementia is having a moderate to significant impact on Canada
- Yet only **23%** are taking steps to reduce their risk (21% in 2019)
- **63%** worry about developing dementia (↑ from 49% in 2019), and many are afraid to discuss the prospect with physicians or their families, overwhelmingly out of fear of what lies ahead



## Dementia in Canada

From Canada's National Dementia Strategy



# Global View

Dementia by numbers

- Number of people with dementia globally will increase from 57.4 million cases globally in 2019 to **152.8 million cases** by 2050.
- Globally, **75%** of people with dementia are undiagnosed and **up to 85%** are not accessing post-diagnostic care
- **Women** are disproportionately impacted by dementia, and **55-91%** are primary caregivers of those with dementia
- The number of informal care hours for dementia is projected to increase dramatically from 82 billion hours globally in 2015 to **153 billion hours** by 2030.

Only **40%** of family physicians feel prepared to diagnose and manage dementia (↓ than countries like Norway (69%) and the UK (63%)).

- Physicians receive **<20hrs** of training on dementia in medical school
- Canada has 1 geriatrician for **every 17,500** population 65+ (target 1 per 8,000 65+)
- Hours worked by family physicians ↓ by **6.9hrs per week** (1991 to 2021)
- People with dementia whose physicians saw ≥ 30 patients daily were **32% more** likely to be prescribed benzodiazepines than physicians who saw < 20 patients

A close-up photograph of a light green medical pocket containing various instruments: a pair of silver surgical scissors, a blue-handled scalpel, a stethoscope with a teal chest piece and orange earbuds, and a blue-handled reflex hammer.

# Healthcare System

Caring for people with dementia and their caregivers

# The Rise of the Health Influencer



Rise of influencers, and health influencers on social media are changing the way people access health information

- **Common Sense Media (2022):** A large majority of teens and young adults use **social media for health information**, with around **50%** reporting they turn to Instagram, Snapchat, and TikTok for health-related news and advice
- **Pew Research Center (2021):** **61% of adults** aged 18-29 (which includes younger Gen Z adults) often get **news from social media platforms**
- Multiple studies highlight **a majority** of Gen Z (ranging from 52-62%) and millennials (ranging from 26-62%) turn to **social media as their first source** for health-related news rather than traditional medical sources
- **Misinformation is rampant** – A recent physician evaluation of popular social media posts found **frequent health misinformation** and **almost a third (31%) of such posts** could lead to individuals delaying standard treatment or engaging in potentially toxic, expensive, and futile therapies

# The Brainwell Institute

Elevate research to ignite change

## A need to elevate evidence to ignite change

Began incubating an independent think tank

- Provide evidence-based recommendations to policymakers
- Strategize on how to allocate resources efficiently and promote innovative approaches to care
- Explore the intersectionality of dementia with factors such as gender, socioeconomic status, and cultural background, ensuring that policies and interventions are equitable and inclusive.
- We aim to be a hub for international collaboration on dementia research, policy development, and advocacy.

# THE BRAINWELL INSTITUTE

## MISSION

To support independent, relevant research without compromise, combined authoritative journalism and actionable recommendations for dementia and brain health that ignites change.

## VISION

We promote change to create a world where those affected by dementia can thrive, and brain health is an everyday approach.

## APPROACH

We will work strategically to challenge the status quo with bold research on current issues, pointing to the evidence and speaking up for action to redefine how society perceives and addresses dementia.

**Elevate evidence to ignite change and revolutionize thinking about dementia and brain health. Now.**

# THE BRAINWELL INSTITUTE FOUNDERS



Dr. Saskia Sivananthan, PhD  
Head of Strategy



Alexandra Whate, MSc  
Head of Evaluation



# What We Offer

Elevate research to ignite change

- Informed, incisive commentary and analysis on the latest developments in dementia-related research and policy
- Information on the global scope of the growing problem of dementia and implementable policies that governments can use
- Evidence-informed, content created for an audience of 30-60 years to raise awareness and be engaged in their brain health



# Thank You

@TheBrainwell



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