



**HM GOVERNMENT OF GIBRALTAR**  
**MINISTRY OF EQUALITY, SOCIAL SERVICES AND THE ELDERLY**  
14 GOVERNOR'S PARADE  
GIBRALTAR

## **PRESS RELEASE**

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### **Alzheimer's Awareness Day 2014**

Following last year's successful Alzheimer's and Dementia Awareness Day, the 2014 campaign event will take place on Saturday 20 September when professionals from the Health and Care sectors and the Alzheimer's & Dementia Group will be available from 10am onwards outside the Cathedral of Saint Mary the Crowned in Main Street. They will be able to answer any questions from the public regarding this disease. There will be information available and also a stall with handcrafted items produced by our elderly community.

The crafts are an example of activities undertaken in Mount Alvernia and other Care Agency elderly residential facilities by elderly people, including those with dementia.

Then, on Saturday 20th and Sunday 21st September, the Mount Alvernia building will be bathed in purple light to raise awareness.

The awareness campaign has been organised by the Care Agency's Elderly Residential Services and Social Services departments, the GHA's Community Psychiatric Nursing Team in conjunction with the Gibraltar Alzheimer's & Dementia Society. In addition, the GHA's Health Promotion Team has assisted the Gibraltar Alzheimer's & Dementia Group in the production of informational leaflets on dementia.

Dementia affects one in three people over the age of 65. When people suffering from dementia find that their mental abilities are declining they often feel vulnerable and in need of reassurance and support. All dementia sufferers and their families and friends have unique stories to tell. By sharing experiences and support we can help to tackle the misunderstandings surrounding dementia and offer hope to people in the same situation. This is why awareness of Dementia and Alzheimer's disease is so important.

"Professionals from the various government departments have worked with the charity to produce a very successful campaign. Regrettably, this is a disease that affects many local families and we are developing a strategy to deal effectively with this and to offer support. The opening of a new residential facility and a day centre specifically dedicated to sufferers of Alzheimer's & Dementia will make a huge

difference and improvement,” said the Hon Samantha Sacramento, Minister for Equality, Social Services & the Elderly.