



**Alzheimer
Scotland**
Action on Dementia

**DEMENTIA
AWARENESS
WEEK** 27 May
- 2 June

Toolkit

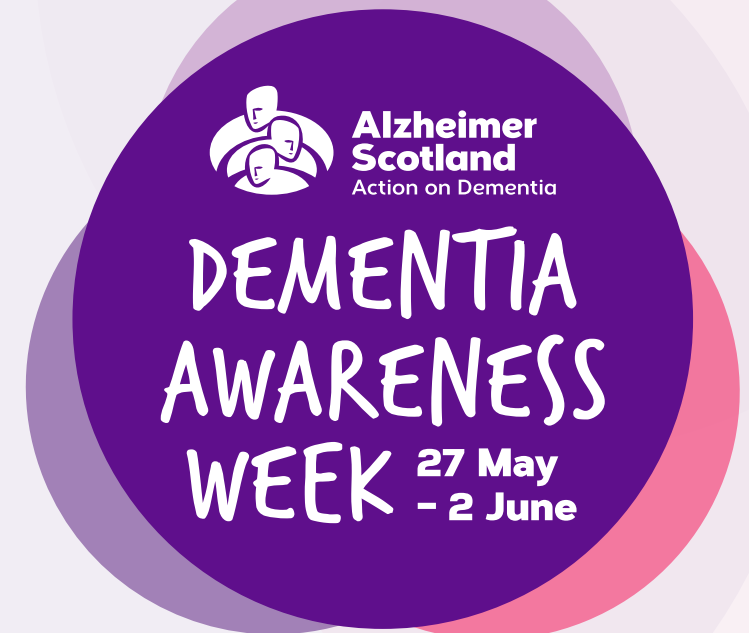
Dementia Awareness Week 2024

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Each year, Dementia Awareness Week (DAW) is held with the aim of raising awareness of dementia and helping improve the lives of people with dementia, their families and carers.

This toolkit has all text, images, graphics and assets you need to help raise awareness this dementia awareness week.

If you have any questions about the resources provided in this toolkit, need more materials or have any questions about how to use them, please do not hesitate to contact us comms@alzscot.org



Theme

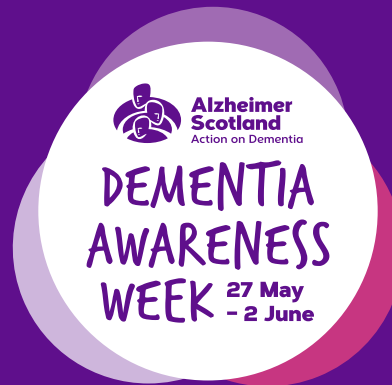
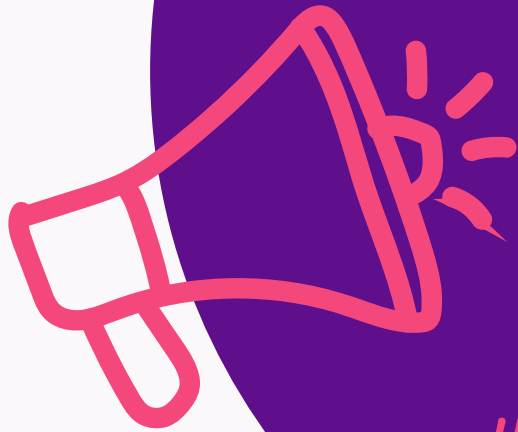
Your voice, your choice, your future

Each person living with dementia has their own unique story, and their needs, preferences and aspirations are as diverse as they are. At Alzheimer Scotland, we advocate for care approach that enables people with dementia to live as well as they can for as long as they can. We care about your care. We believe that good care respects and embraces diversity, giving people the power and control to make choices that reflect who they are and what matters most to them - now and in the future.

Good care looks different for everyone, and the best care is one that is tailored to the individual - your voice, your choice and your future.

Get involved

Use **#WeCare** to share on socials how you embrace the principles of diversity, empowerment, and individuality in your practice.



#DementiaAwareness

#DAW24

Download and print the template poster from the pack or post a picture.



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Your future



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