



The Dementia Momentum

Join the Movement.
Invest in Positive Change.

Never
Stand Still

Medicine

CHeBA



UNSW
AUSTRALIA

The impact of dementia

With the greying of our society, one of the biggest global public health challenges in history is that of dementia.

The number of dementia sufferers worldwide is increasing rapidly. There are currently an estimated 44 million people with dementia and '*The Global Impact of Dementia 2013-2050*' estimates an increase to 135 million by 2050.

The current direct economic cost of dementia is \$604 billion annually (2010) and is expected to rise at least proportionally with numbers affected, accounting for about 2-3% of the GDP by the middle of the century.

There is no cure for Alzheimer's disease or other dementias. The answer lies in more high quality research, like the studies being conducted at the **Centre for Healthy Brain Ageing (CHeBA)**. A number of risk and protective factors are already known, and since the disease process generally begins 20-30 years before the symptoms become apparent, there is a window of opportunity for its prevention or delaying of the symptoms. As pre-clinical diagnosis becomes possible, then potentially preventative or disease-retarding treatments could be administered. For this to happen, we need to develop tests to identify those at risk very early in the course of the disease and trial intervention strategies.

To change the future of dementia, we need to increase momentum.



We have had to learn to walk this journey with Suellen all sharing the desolate sense of helplessness, frustration and sadness that comes with knowing there is currently no known cure

The reality of dementia

My wife Suellen has advanced early onset Alzheimer's disease (EOAD) having been formally diagnosed some 4 years ago. She has been in Residential Care for nearly one year now and is very much in need of high levels of care and support. For me, our children, her family and our close friends, we have had to learn to walk this journey with Suellen all sharing the desolate sense of helplessness, frustration and sadness that comes with knowing that there is currently no known cure. Suellen has just turned 64.

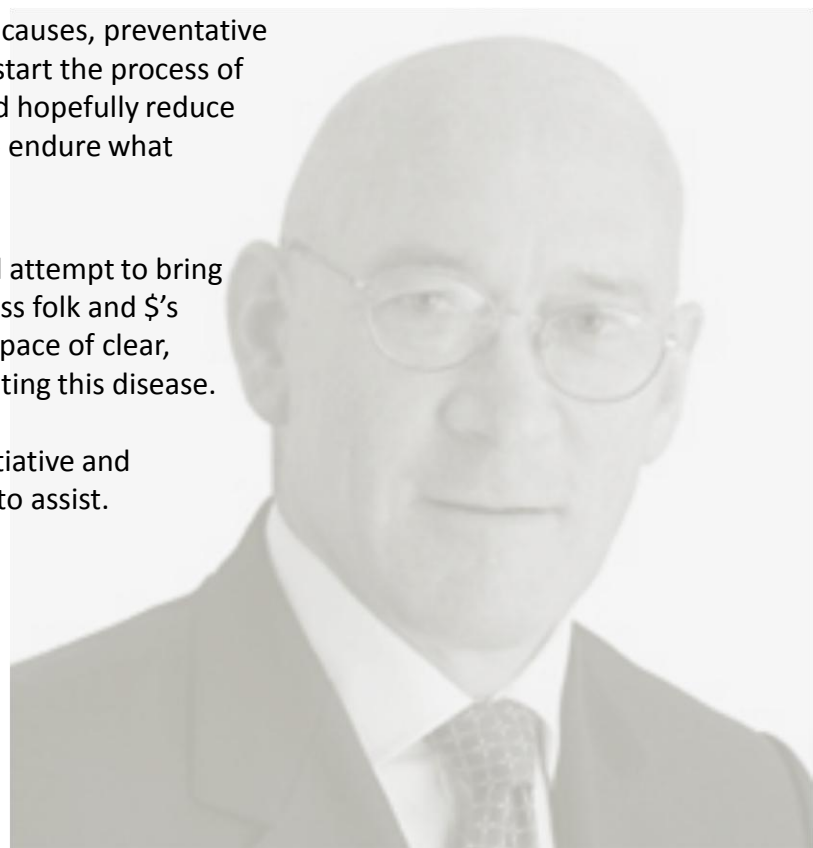
Any advances in understanding the causes, preventative measures, treatment and care can start the process of confronting this terrible disease and hopefully reduce the number of families that have to endure what Suellen and we are experiencing.

The Dementia Momentum is a bold attempt to bring the right researchers, senior business folk and \$'s together to materially increase the pace of clear, clever and relevant work in confronting this disease.

I am delighted to commend this initiative and encourage you to do what you can to assist.



Richard Grellman AM



The future of dementia

By 2050: **135,000,000**

ESTIMATED NUMBER OF PEOPLE WITH DEMENTIA IN THE WORLD



MORE THAN **5 TIMES** THE POPULATION OF AUSTRALIA: 23,677,444

Without substantial investment in research to alter this prediction, the impact of dementia will be socially and economically devastating.



500
new beds needed
per month for
40 years



\$1.2 TRILLION
Estimated global
cost of dementia by
2030



Aged care
workforce will
need to **TRIPLE**
by 2050

Why CHeBA?

Given that dementia is primarily a disease of late-life, delaying the onset by targeting modifiable risk factors of dementia will have a major impact on prevalence and incidence. Interventions geared at reducing modifiable risk factors such as cognitive inactivity and vascular factors, in isolation or combination, will reduce the number of people affected with Alzheimer's disease.

If research delivers a way to delay the onset of dementia by just two years, and this is put into practice in 2020, the number of people developing dementia could be reduced by almost *400,000*. If interventions or treatments can delay the onset from average age 85 to age 90 then almost a *million* people would be spared.

Reducing each modifiable risk factor of dementia by 10% would result in significant impacts on worldwide prevalence, reducing it by more than 8% by 2050. A 25% reduction in modifiable risk factors would result in an incredible 3 million fewer cases. At CHeBA, we want to lead this momentum.

For these outcomes to manifest, we need world leaders in brain ageing research to tackle this issue, and the resources to deal with it. Led by two of Australia's most distinguished and internationally recognised researchers in dementia and ageing related fields, **Professor Henry Brodaty** and **Professor Perminder Sachdev**, CHeBA is well placed to take on the challenges of ageing and dementia by using the power of large international consortia and big data sets.



345
Number of CHeBA
Sydney Centenarian
Study participants



19,600
Number of blood
aliquots collected
from CHeBA studies



570
Number of twins
studied by CHeBA

CHeBA
researchers are
harnessing the
power of
international
studies by
bringing them
into large
consortia

Big data - big outcomes

The best method to investigate the determinants of healthy ageing is to examine cohorts of individuals as they grow old. At CHeBA, this has been done by establishing **four ageing cohorts**: the Sydney Memory and Ageing Study (MAS), the Sydney Stroke Study (SSS), the Older Australian Twins Study (OATS) and the Sydney Centenarian Study (SCS). These studies have provided many insights into ageing and dementia.

CHeBA researchers wish to take this line of investigation to the next level by making it international. World-wide, a number of research groups have asked similar questions and established studies in their local area. Since dementia and ageing are universal concerns, CHeBA researchers have been trying to harness the power of these international studies by bringing them into consortia. These consortia not only provide large sample sizes necessary to address some of the questions, they also provide the ability to replicate the findings of one study in a different geographical and ethnic group, and to determine which risk and protective factors are universal.

CHeBA leads the following consortia:

COSMIC (Cohort Studies of Memory in International Consortium): Identifies common risk/protective factors and biomarkers for dementia, mild cognitive impairment, age-related cognitive decline and geriatric depression. 21 studies have already signed collaborative agreements for COSMIC, with a combined sample size > 50,000.

STROKOG (An international consortium of studies of post-stroke cognitive disorders): Identifies factors that lead to dementia in patients with stroke and mini-strokes, and how cognitive impairment progresses in these patients. 20 international studies (total sample >7,000) have expressed strong interest in joining this consortium.

ICC-DEMENTIA (The Dementia Workgroup of the International Centenarian Consortium): Examines the determinants of healthy and abnormal cognitive function in exceptionally long-living individuals who may be regarded as models of successful ageing. 9 studies have joined so far, with combined N>5000.

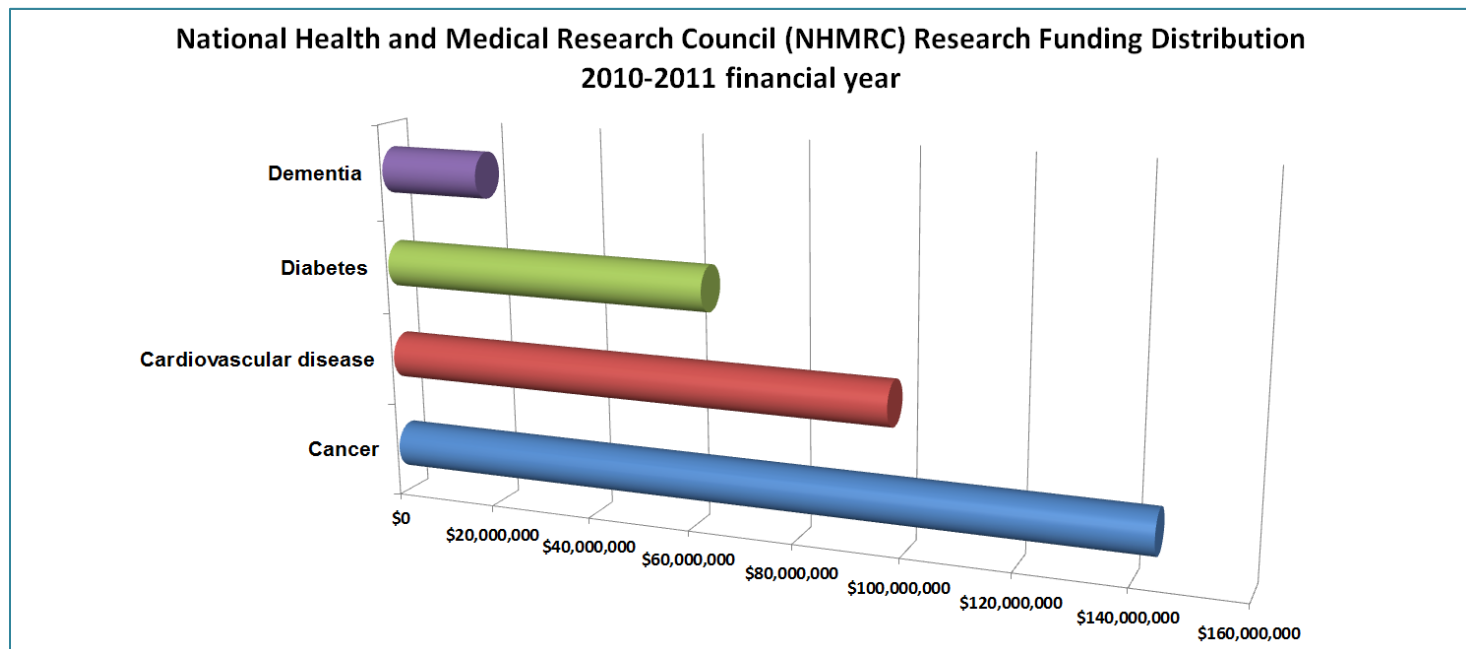
PROMOTE: Enhances psychosocial research into mental illness and ageing by bringing together researchers from Japan, Korea, China, Singapore, Taiwan and Australia to increase collaboration, foster cross-country comparisons and build capacity. This is particularly important in Asia where psychosocial research is underdeveloped.

**The focus is on translation of research into real impact
on affected individuals and their families.**

Philanthropy is crucial for big data

Prevention depends largely on research, yet dementia research continues to be grossly and disproportionately underfunded when its prevalence, disability burden and cost are taken into account. In the 2010-11 financial year, the National Health and Medical Research Council (NHMRC) funding for research on chronic disease was \$144 million for cancer and only \$19.3 million for Alzheimer's disease and other dementias; an imbalance that must be righted.

The formation of consortia to harness “big data” is labour-intensive. It requires the provision and support of a computer platform for the safe repository of the data, considerable effort into quality checking and harmonising diverse data sets, and high end statistical expertise to analyse large datasets. CHeBA is seeking funds to support this infrastructure. The success of this project will make CHeBA the hub of considerable international research activity in ageing and dementia, situating Australia as a world leader in dementia studies.



What is The Dementia Momentum?

The Dementia Momentum is a movement to bring researchers and the community together to change the future of dementia incidence. It is an opportunity for philanthropists to invest firmly in social change by advancing the research being conducted at CHeBA. Despite the challenges being enormous and confronting, the fact that dementia rates for future generations are changeable is encouraging and provides a strong argument for large scale investment aimed at the prevention of dementia.

Strong and committed funding partners are crucial in increasing research output and developing sustained, long-term impact that helps to prevent dementia and its causes. The consortia need infrastructural support and a number of junior researchers to coordinate the data gathering, harmonisation and analyses. CHeBA is seeking a founding group of philanthropic partners who wish to be a part of this momentum in 2015. Our goal is to drive momentum in awareness, research and societal change for a brighter future.

The Benefits

- Recognition as a founding member of The Dementia Momentum supporting significant social change in Australia and ultimately internationally and the opportunity to leverage CHeBA's brand and valued research reputation
- Invitation to our founding members luncheon
- Opportunity to fund a specific research project, sponsor an event or make a contribution more broadly
- Enhanced exposure and awareness for your own brand, values and products through Cause Related Marketing, delivering benefits for both communities and your business
- Strong opportunity for media exposure and community recognition through creative and targeted partnership campaigns
- Opportunities to increase staff motivation and retention through activities with our researchers at your offices that engage and inspire



Dementia Momentum Membership

DEMENTIA MOMENTUM PARTNER \$1,000,000+

DIAMOND
MOMENTUM
MEMBER
\$500,000+

PLATINUM
MOMENTUM
MEMBER
\$100,000+

GOLD MOMENTUM
MEMBER
\$50,000+

SILVER MOMENTUM
MEMBER
\$25,000+

BRONZE
MOMENTUM
MEMBER
\$10,000+

TEAL MOMENTUM
MEMBER
\$5,000+



With the possibility of dementia affecting three million Australians cumulatively by 2050, an increased investment in research is the best hope we have for the development of interventions to delay, stop, reverse or ameliorate the diseases that lead to dementia

Join the movement. Invest in positive change.

Become a founding member of The Dementia Momentum and help determine a better future for Australia.

Individuals can become a Friend of The Dementia Momentum by contributing a minimum of \$500.

The Dementia Momentum will be officially launched in March 2015.

**OUR COLLECTIVE GOAL FOR BIG DATA RESEARCH:
\$10 million over 5 years**

To discuss your contribution, please contact:

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