INCREASING RISK OF DEMENTIA AFTER RETIREMENT

46.8 Million people are affected by dementia and the number is growing. In 2018, dementia causes costs to health care systems around the world of approximately US$ 1 Trillion

Someone in the world develops dementia every 3 seconds

~35% of dementia cases are men and ~65% are women

WHAT’S DEMENTIA?

Dementia will grow faster in **low and middle income** than **high income** countries

<table>
<thead>
<tr>
<th>Disease</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alzheimer’s</td>
<td>70%</td>
</tr>
<tr>
<td>Vascular Dementia</td>
<td>10%</td>
</tr>
<tr>
<td>Fronto-temporal lobar degeneration (FTLD)</td>
<td>10%</td>
</tr>
<tr>
<td>Other</td>
<td>10%</td>
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</tbody>
</table>

CAUSES & CONSEQUENCES

Isolation

Unawareness of necessity for brain training

Body & brain become more susceptible to dementia

Increasing risk of dementia after retirement

More people affected / Lack of prevention

Faster progress of the disease

PORTUGAL AS AN EXAMPLE

POPULATION: 10.3 MILLIONS 🇵🇹 1.75M retired

1.7% are affected by dementia vs 1.5% EU average

The WHO approved the “2017-2025 National Plan for Public Health Response to Dementia” which focuses on awareness and treatment (less on prevention)
# CURRENT SOLUTION LANDSCAPE

<table>
<thead>
<tr>
<th>Category</th>
<th>Offers</th>
<th>Key Learning</th>
</tr>
</thead>
<tbody>
<tr>
<td>Government</td>
<td>Research and information campaigns to create awareness</td>
<td>Importance of problem is recognized, however no action upon insights</td>
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<tr>
<td></td>
<td>Different activities across the country, mainly focusing on cultural and physical aspects</td>
<td>Retired people value involvement in local community’s activities</td>
</tr>
<tr>
<td>NGOs</td>
<td>CADES - Universidade Sénior: Courses offered to elderly people to learn and prevent social exclusion</td>
<td>Our target group likes to learn (and hence keep their brain active), if opportunities are provided</td>
</tr>
<tr>
<td></td>
<td>Associação de Reformados Pensionistas e Idosos de Igrejinha (ARPIII): promotes cultural, physical, religious and cognitive activities for the retired population of several villages in Alentejo</td>
<td>Although it does not address specifically the issue of Alzheimer’s prevention, several broad brain-stimulation activities are included</td>
</tr>
</tbody>
</table>

## A GAP MEANS AN OPPORTUNITY TO ACT

Tackling social isolation  
Raising awareness

PLAY TO STAY aims to prevent dementia through social interaction and brain fostering activities

The (mainly local) solutions in place focus mostly on solving social isolation or raising awareness, which leaves a gap for measures to actively prevent dementia!

## WHAT VALUE PLAY TO STAY PROVIDES

- Network for social interaction
- Increased brain resistance to dementia
- Easy access  
  - Centrally located  
  - Low cost

Sources:  
www.alz.org; www.pordata.pt; www.alzheimerportugal.org;  
www.ssap.gov.pt/web/guest/formacao-senior;  