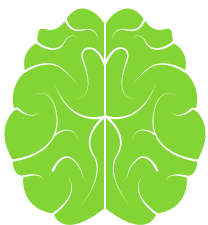


PLAY TO STAY



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?



Alzheimer's



Vascular Dementia



Fronto-temporal lobar degeneration (FTLD)

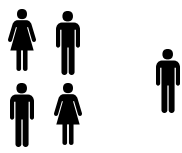


Other

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



CAUSES & CONSEQUENCES



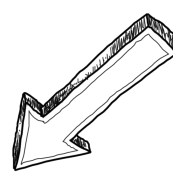
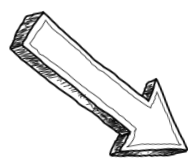
Isolation



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



10.3M



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

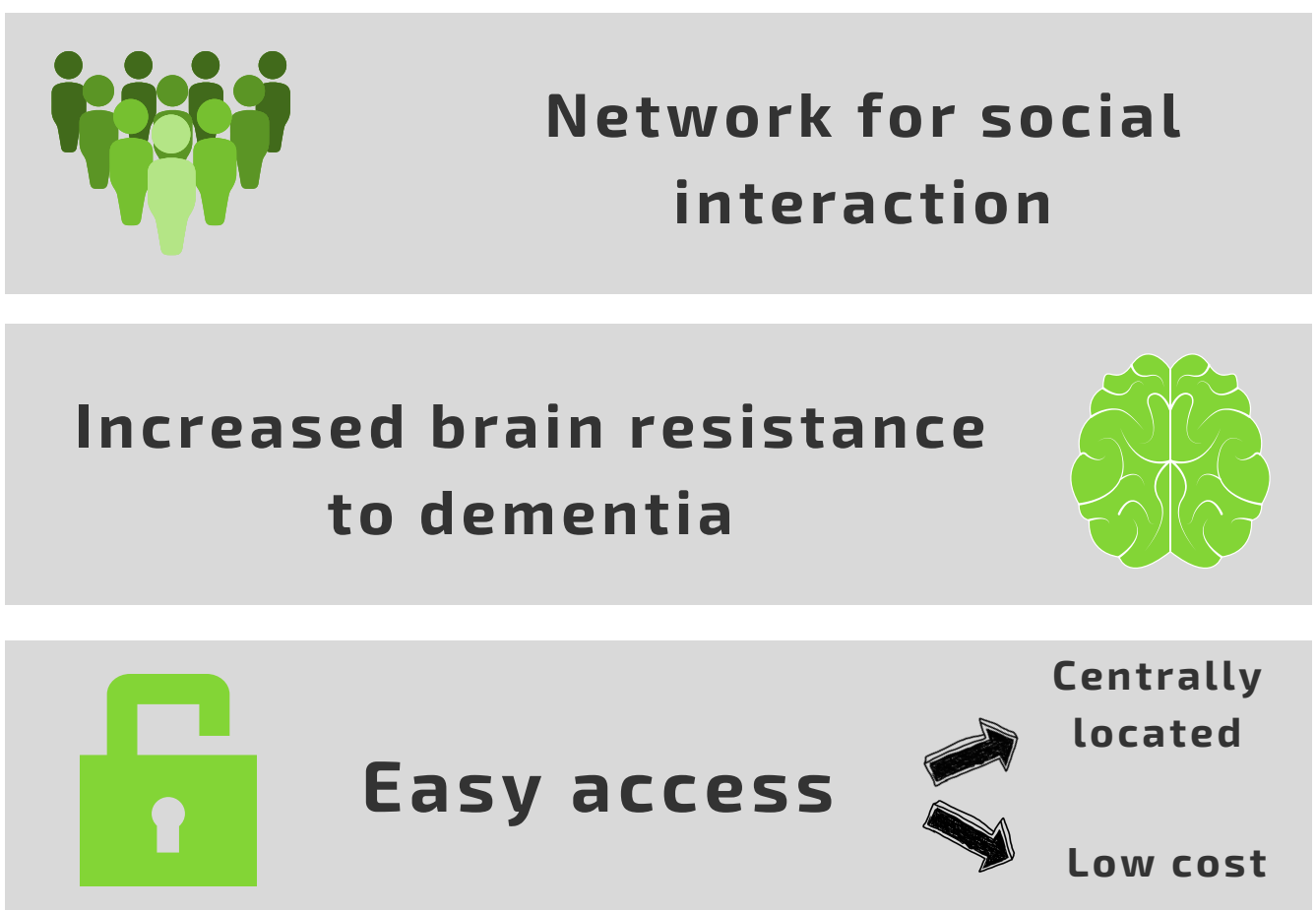
Category	Offers	Key Learning
Government 	<p>Research and information campaigns to create awareness</p> <p>Different activities across the country, mainly focusing on cultural and physical aspects</p>	<p>Importance of problem is recognized, however no action upon insights</p> <p>Retired people value involvement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

A GAP MEANS AN OPPORTUNITY TO ACT



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



Sources:

www.alz.org; www.pordata.pt; www.alzheimerportugal.org;
 World Alzheimer Report (2015) www.alz.co.uk; www.alzheimer-europe.org;
 www.ssap.gov.pt/web/guest/formacao-senior;
 www.scml.pt.