

Alzheimer Society

BRITISH COLUMBIA

Rising Tide FAQ

What is the Rising Tide study?

The Rising Tide study was developed to look at the social and economic impact of dementia in Canada in 30 years if nothing is done, as well as, the possible effects of intervention scenarios to help turn the tide of dementia.

The national study included a look at province-specific findings, and the *Rising Tide: The Impact of Dementia on British Columbia 2008 – 2038* is the document that reflects that focus.

Why is this study important?

We need current information in order to do something about the current situation so that we can turn the tide. The last landmark study to provide the basis for understanding the prevalence, incidence and economic consequences of dementia was conducted in 1991 by the Canadian Study on Health and Aging. That was over 18 years ago.

Furthermore, the knowledge gained through this process will provide an evidence-based foundation from which to build a national plan aimed at managing dementias, and directing government expenditures towards activities that have the greatest potential to maximize quality of life and support individuals and families, while at the same time reducing institutionalization and overall health costs.

What is fueling the increasing prevalence of dementia?

The Canadian population is aging. Because age is the most prominent risk factor in the development of dementia, the prevalence of Alzheimer's disease and related dementias increases sharply with age.

The second aspect is related to the risk factors for dementia, which include, along with cardiovascular disease and diabetes, high cholesterol levels, high blood pressure, stress and obesity. Although these risk factors can all be controlled to a degree, they mostly tend to increase with age, adding to the risk associated with age itself.

One also has to consider that over the past decade, an increased awareness of the disease, and our ability to diagnose it earlier, are contributing to the increase in the number of people being identified as living with dementia.

What does the Society want the general public to do?

We want the general public to be aware of the realities that we may be facing. With awareness, we believe people can choose to make a difference, choose to change the present, and choose to change the future.

The general public can:

- ensure that they are informed about the disease and help inform others to reduce the stigma and fear associated with dementia;
- support the Society and our work to help ensure there is support for those living with the disease today, and help us find a cure for Alzheimer's and related dementias for a better tomorrow;
- become an Alzheimer Advocate and help make dementia a health care priority in B.C.;
- participate or volunteer in any of our four signature events to raise awareness about the disease.

Who is the Alzheimer Society and what is the role of the Alzheimer Society of B.C.?

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The Alzheimer Society is a federation of non-profit provincial partners, and together, is the leading nationwide health organization for people affected by Alzheimer's disease and related dementia across Canada.

The Alzheimer Society of B.C. is the provincial voice for people impacted by dementia, providing support services, information and education, advocacy, and research funding for Help for Today. *Hope for Tomorrow...®*

What kind of help does the Alzheimer Society of B.c. offer to Alzheimer's disease and caregivers?

The Alzheimer Society of B.C. provides:

Support Services – our peer support groups, the Dementia Helpline and community-based resource centres provide safe and comfortable environments for people to seek assistance, share their experiences, and learn new ways to live well with the disease.

Information and Education – through our education programs, website and other resources, we provide knowledge and skills that help those diagnosed with the disease and their families navigate the journey they face.

Advocacy – through advocacy workshops, we give people the tools to participate in developing and influencing the government and healthcare system, to ensure that the delivery of services and community programs meet their needs.

Research Funding – each year, we fund research through the Alzheimer Society of Canada Research Program to find the causes and cure for dementia and to improve the lives of those already affected by it.