



FOR IMMEDIATE
Jan. 16, 2012

YouTube video helps educate about Alzheimer's disease

Province-wide – Would you be able to recognize someone living with dementia? The Alzheimer Society of B.C. has launched a short five-minute video to help raise public awareness about signs and symptoms of this heartbreaking disease. The video is composed of four different scenarios and can be viewed either on the Alzheimer Society of B.C.'s [YouTube channel](#) or via the media room in the [Society's website](#).

“Recent national and B.C. survey findings indicate that there is still low awareness of the early signs of Alzheimer's disease and other dementias, causing a delay in diagnosis and a subsequent treatment gap for people who could otherwise be accessing treatments and support,” said Jean Blake, CEO, Alzheimer Society of B.C. “We hope this video will help put a face to the disease and get people to pay attention.”

Recent findings indicate that almost half of Canadian caregivers waited a year after noticing symptoms before seeking a diagnosis from their doctor. Here in B.C, 45 per cent of caregivers waited as long as three to five years before seeking a diagnosis.

January is Alzheimer Awareness Month. The Society is encouraging the public to visit www.LetsFaceltBC.ca for more information about the warning signs, preparing for a diagnosis, and other useful resources.

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About the Alzheimer Society of B.C.

The Alzheimer Society of B.C. provides a province-wide network of support, education, and information resources for families impacted by dementia. The Society is a non-profit organization that also advocates for better dementia health care and raises money to fund research and ensure there is Help for Today. *Hope for Tomorrow...*[®]

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