

KEEPING DEMENTIA FRONT OF MIND



FRONT OF MIND

WHY WE NEED A NEW DEMENTIA STRATEGY

Front of Mind is a joint campaign by Roche and tide (together in dementia everyday) calling for people with dementia and their carers to receive the recognition – and support – they deserve across the UK.

We need a new dementia strategy in England.

Too many people across the country remain undiagnosed leaving them and their carers without the help they desperately need.

The next government has an opportunity to put this right.

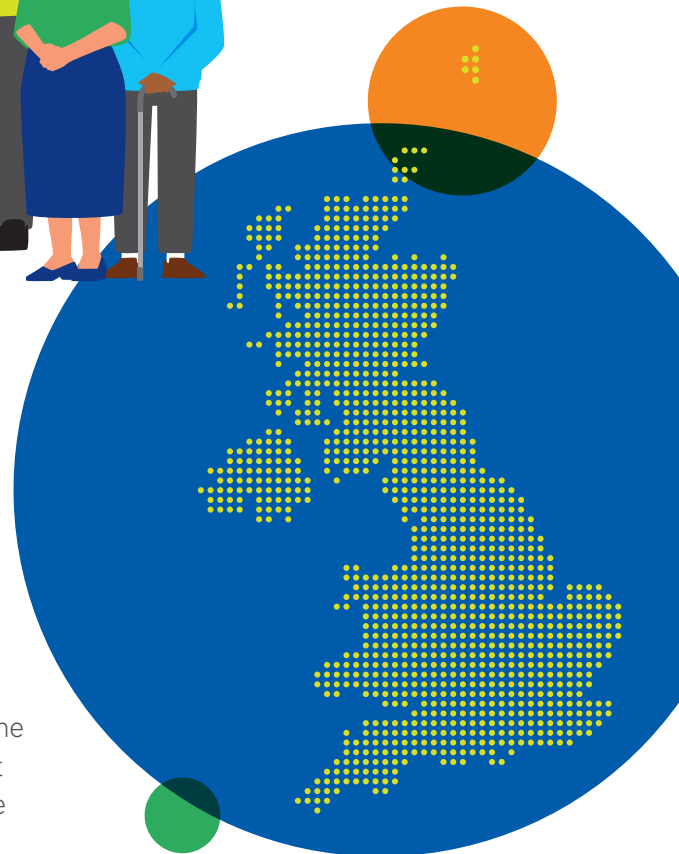
Sam Bolam CEO of tide

DEMENTIA REMAINS
**THE LEADING
CAUSE OF DEATH
IN THE UK**
AND THE MOST COMMON
CAUSE OF DEMENTIA IS
ALZHEIMER'S DISEASE¹



DEMENTIA IN THE UK

- Dementia is the leading cause of death in the UK.²
- Projections show that over one million people will be living with dementia in the UK by 2025. This is estimated to rise to almost 1.6million in 2040.³
- More women than men die from dementia.⁴
- In 2020/2021, over 4 in 10 people living with dementia did not have a formal diagnosis.⁵
- A 2022 Roche Alzheimer's survey of 4,072 respondents in England found that 26% provided some form of support or care for someone they knew that was living with dementia. That would suggest that an estimated 11.4 million adults in England provide support or care for someone with dementia.⁶



£34 BILLION

DEMENTIA COST
PER ANNUM
ACROSS THE UK³

FINANCIAL IMPACT OF DEMENTIA

- 45% of these costs are accounted for by social care, 40% by informal care, and 14% from health care.³
- The cost of dementia will grow significantly in the coming decades as the population ages, and by 2040 the costs could rise to over £94 billion.³
- In 2019, unpaid care for dementia was estimated to cost English businesses £3.2 billion⁷ – this is likely to have increased as the impact of dementia has grown.

OUR ASKS OF THE NEXT PRIME MINISTER

The current government has committed to publishing a dementia strategy.⁸ The strategy was an opportunity to act to improve diagnosis and care, and to present the UK's vision for how new treatments and emerging science and technology can be harnessed to improve outcomes for dementia patients across the country.

As a candidate in the Conservative Party's leadership election, the Front of Mind campaign would like you to commit your government to keeping dementia front of mind, by pledging to finish and publish a national dementia strategy if elected as the UK's new Prime Minister.

The strategy will need to deliver new post-pandemic ambitions for improved diagnosis rates, and ensure the UK is able to capitalise on the latest advances in treatment – to improve the lives of dementia patients and their carers.



Front of Mind is a joint campaign by Roche and tide (together in dementia everyday), calling for people with dementia and their carers to receive the recognition – and support – they deserve. Roche funded the development of the campaign collateral and branding.

Roche is a pioneer in pharmaceuticals and diagnostics, focused on advancing science to improve people's lives. Roche is committed to rising to the global challenge of Alzheimer's disease through innovation and collaboration.

tide is a national involvement network for carers and former carers of people with dementia. tide believes that carers have the experience and knowledge to improve health and social care, research, and policy development throughout the UK.



To discuss the issues raised in this briefing further, or if you have any questions, please contact:

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REFERENCES **1** NHS, *Alzheimer's disease – Causes*, July 2021. <https://www.nhs.uk/conditions/alzheimers-disease/causes/> **2** Office for National Statistics, *Leading causes of death*, U.K: 2001 to 2018, March 2020, accessed April 2022. <https://www.ons.gov.uk/peoplepopulationandcommunity/healthandsocialcare/causesofdeath/datasets/leadingcausesofdeathuk> **3** London School of Economics and Political Science, *Projections of older people with dementia and costs of dementia care in the United Kingdom, 2019–2040*, November 2019, accessed April 2022 https://www.alzheimers.org.uk/sites/default/files/2019-11/cpec_report_november_2019.pdf **4** ONS, *Dementia and Alzheimer's disease deaths including comorbidities, England and Wales: 2019 registrations*; December 2020. <https://www.ons.gov.uk/peoplepopulationandcommunity/birthsdeathsandmarriages/deaths/bulletins/dementiaandalzheimersdiseasedeathsincludingcomorbiditiesenglandandwales/2019registrations> **5** York Health Economics Consortium, Roche data on file, M-GB-00006845 **6** Data on File, M-GB-00007547 **7** Centre for Economics and Business Research, *The economic cost of dementia to English businesses – 2019 update*, September 2019, accessed April 2022. <https://www.alzheimers.org.uk/sites/default/files/2019-09/The%20economic%20cost%20of%20dementia%20to%20English%20businesses%20-%20edited.pdf> **8** Department of Health and Social Care, *Health Secretary announces 10-year plan for dementia*, May 2022. <https://www.gov.uk/government/news/health-secretary-announces-10-year-plan-for-dementia>.

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