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# DEMENTIA HAS NO BORDERS: Science and Innovation Network supports the global dementia campaign

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Dementia is a high priority for the UK. The Dementia Challenge was launched in 2012 by Prime Minister David Cameron to respond to what is one of the most important issues of the twenty first century. *“One of the greatest challenges of our time is what I’d call the quiet crisis, one that steals lives and tears at the hearts of families, but that relative to its impact is hardly acknowledged. We’ve got to treat this like the national crisis it is. We need an all-out fight-back against this disease; one that cuts across society”.* The Foreign Secretary identified the Global Science and Innovation Network as the FCO’s primary instrument to build international contact networks and promote the Dementia Challenge worldwide.

## UK SCIENCE AND INNOVATION NETWORK ACTIVITIES

As a challenge which requires innovation, collaboration and new approaches to overcome social and economic obstacles, the Science and Innovation Network was well placed to support the UK’s global leadership on the dementia campaign. This took the form of several activities:

- a series of G7 Young Leaders Address Dementia workshops
- a SIN-UKTI conference on the Dementia Challenge in Madrid
- a SIN UKTI Dementia Forum in Lisbon

- a dementia hackathon in Toronto.

## YOUNG LEADERS ADDRESS DEMENTIA

In support of the UK G8 Dementia Summit, the Science and Innovation Network in Canada, France, Japan and the US hosted a series of young leaders workshops in parallel with the Global Action Against Dementia (GAAD) Legacy Events – aimed at engaging young G7 and EU experts. The workshops brought together over 120 future leaders in the field, nominated by G7 governments, patient organisations, research agencies and NGOs.



The aim of the workshops was to develop innovative ideas to inform the work of the World Dementia Council, on its priority themes of care, cure research and awareness. The recommendations were

consolidated in a declaration and a longer communiqué, hosted on UK Department of Health’s Dementia Challenge website and included in the GAAD progress report. The Young Leaders’ network signed a number of commitments in the Global Dementia Framework. Key areas for consideration included a focus on preventive measures (lifestyle), a need to educate young professionals, and to create a common language for all sectors to facilitate collaboration, and increase public awareness to benefit individuals living with dementia.

Six delegates from the workshops attended the First WHO Ministerial Conference on Global Action Against Dementia. The Young Leaders met the Rt Hon Jeremy Hunt to discuss their actions and thank him for leading the global initiative. The conference gave the Young Leaders the opportunity to meet with world experts and decision-makers from over 80 countries and promote this network as a key player in addressing the challenge of dementia. During the WHO conference they joined the World Dementia Council meeting to present their recommendations and four goals:

- Create a dementia challenge prize to encourage innovative, multidisciplinary and cross sector collaboration;
- Launch a competition to develop an identifiable dementia-friendly symbol for products and services;
- Expand the dementia friends campaign; as well as

- Increase the use of mobile technologies to support an integrated health and social care system at home.

These raised awareness of the UK G8 Dementia Summit and its Legacy, and created a network of G7 and European young leaders who will continue to make a contribution to the work of the UK-initiated World Dementia Council as its priorities move forward.

## DEMENTIA POLICY EVENTS IN MADRID AND LISBON

In order to support the promotion of the UK dementia challenge and collaboration beyond the G7, SIN Spain organised a conference focused on research and commercial opportunities. Outcomes of this event included Spanish company Araclon Biotech investing £200k in the Medical Research Dementias Platform (DPUK), with associated collaboration including access to DPUK research resources and data as a basis for future collaboration.

The UK company, IXICO, signed a research collaboration agreement with the Spanish R&D centre CITA and a commercial agreement with the Spanish imaging services company Grupo Eresa, both on early diagnosis. As a direct result of the conference the Consular network and UKTI Spain, in collaboration with BUPA, Tunstall and I-Spy organised an event addressing the needs of ageing British nationals living in Spain.

The Portuguese health authorities organised a



conference to discuss and build the new Portuguese National Mental Health Plan, and the UK was invited to present the Dementia Challenge. Some research and commercial outcomes were also identified: the British company IXICO and S24, their Portuguese partner, presented their partnership and the pilot project to be launched in Portugal for IXICO's Assessa technology. They will work together and also develop further R&D.

### DEMENTIAHACK

Led out of Toronto, this event brought together software

engineers, clinicians and people living with dementia to explore and create technological solutions for self- and community management. If someone living with dementia could use an app or device to self-manage, then (s)he would be able to live more independently for longer, reducing the strain on relatives, finances and the healthcare system.

SIN in collaboration with HackerNest ran a hackathon (an event where solutions have to be designed, coded and demonstrated within 24 hours)

to tap into local tech creativity, attracting around 175 people and producing 16 product pitches. The overall winner was a Web-based management tool called CareUmbrella which integrated NFC tags and mobile devices to play a video from a family member explaining how to use an appliance when a phone was placed near the appliance. CareUmbrella took home four years of hosting/support from event sponsor Linode and a business development trip to the UK for the UK HealthTech conference. They agreed a partnership with

UK-based GX Group to develop their contactless technology (creating a UK entity in the process) and met partners who may be interested in trialling the technology.

### CONCLUSION REMARKS

The Science and Innovation Network contributed to delivery of the Dementia Challenge. This model of a global thematic campaign to support and promote a priority issue for the UK, through science and innovation, will be continued this year to support other subject areas including Milan Expo, anti-microbial resistance and the low carbon economy.

### FACTS:

- Today, more than 47 million people worldwide have dementia;
- A new case is diagnosed every four seconds;
- In 2010, the total cost of dementia care was US\$ 604 billion, equivalent to 1% global GDP;
- By 2030, the minimum cost of caring for people with dementia worldwide is estimated at US\$ 1.2 trillion



## PARLIAMENTARY OFFICE OF SCIENCE AND TECHNOLOGY (POST)

### RECENT POST PUBLICATIONS

#### Value Based Assessment of Drugs

January 2015 POSTnote 487

In 2010, the Government proposed moving towards a broader value-based system for assessing and pricing branded drugs. Such an approach aims to ensure that the price the NHS pays for a medicine better reflects its benefits. This outlines recent proposals to change the current assessment methods.

#### The Darknet and Online Anonymity

March 2015 POSTnote 488

A small proportion of websites use sophisticated anonymity systems, which allow their operators to conceal their identity. This part of the web is commonly referred to as the darknet. The darknet helps citizens to protect their security and privacy and to circumvent censorship. It also facilitates organised crime, such as the billion dollar drug market known as Silk Road. This discusses the challenge of preventing such crimes without compromising other uses of anonymity technologies.

