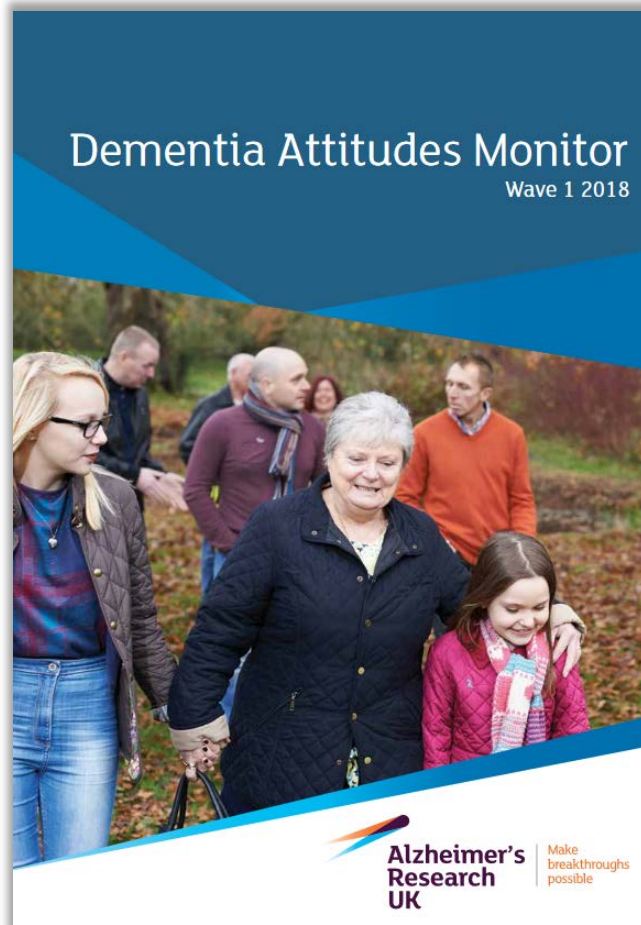


# Insights from the Dementia Attitudes Monitor – the importance of dementia risk reduction messaging within the NHS Health Check

Iain Fossey and Susan Mitchell

6<sup>th</sup> February 2020

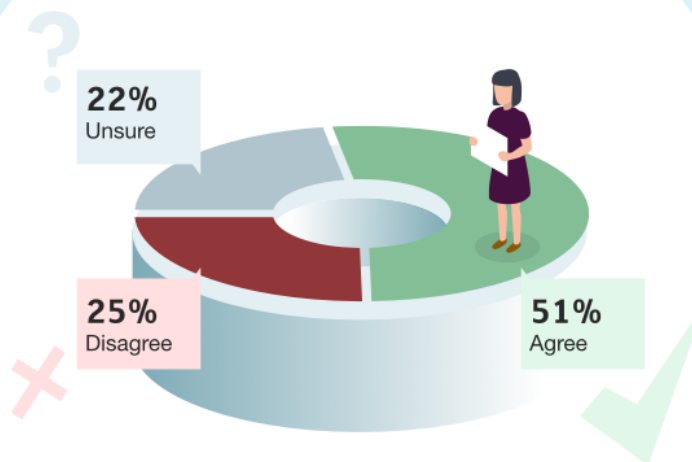
# Introduction to the Dementia Attitudes Monitor



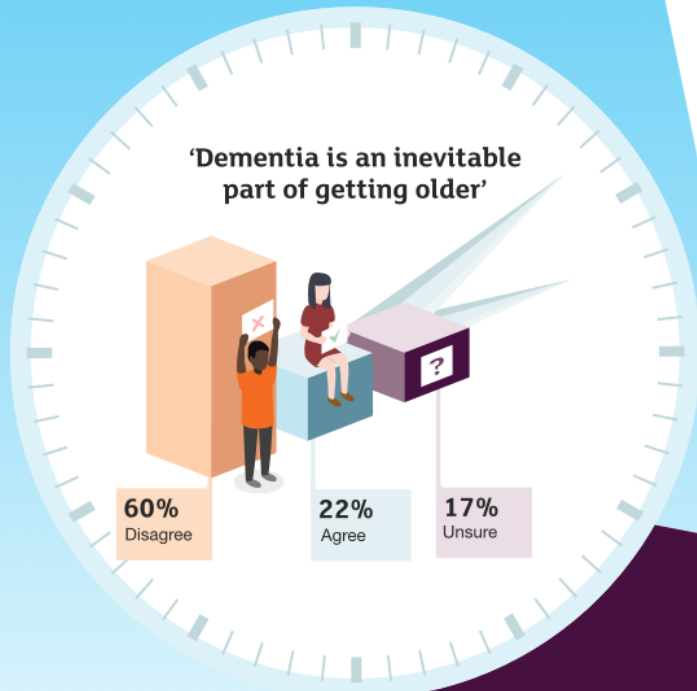
- Research conducted by Ipsos MORI
- 2,361 face-to-face interviews conducted with people aged 15+ across the UK
- Nationally representative

# Headline results from the Dementia Attitudes Monitor

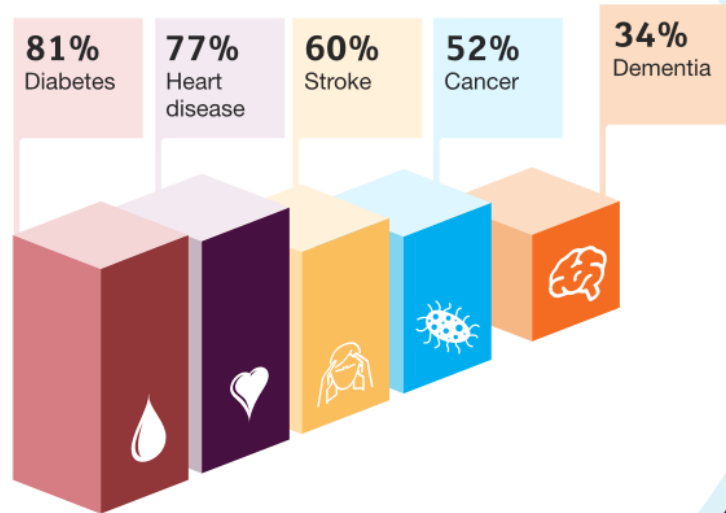
# 51% of the public recognise that dementia can cause death



'Dementia causes death'

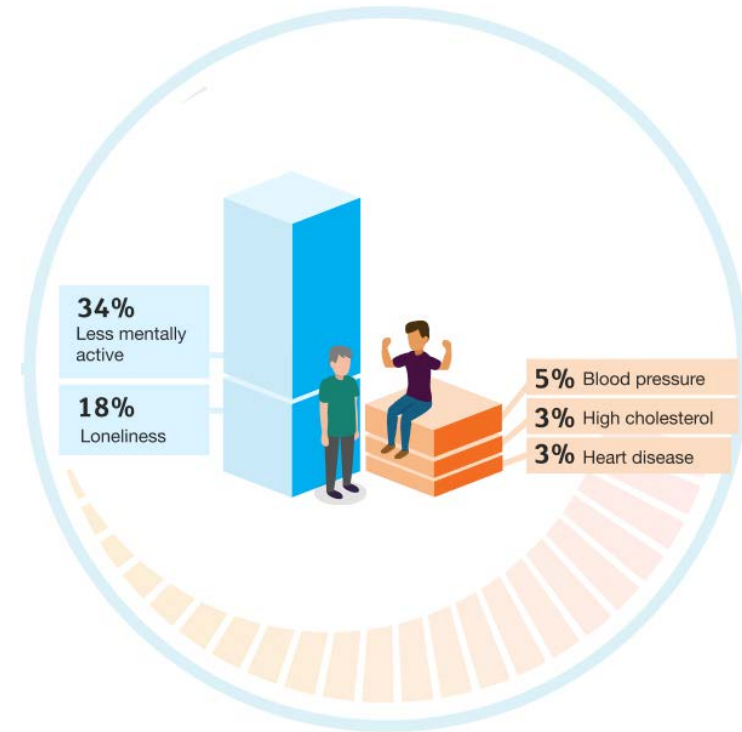


**60% of the public correctly disagree that 'Dementia is an inevitable part of getting older'**



**Just 34% of people think it's possible to reduce their risk of developing dementia**

# 48%



**Heavy drinking, genetics, high blood pressure, smoking, depression, diabetes, physical exercise**

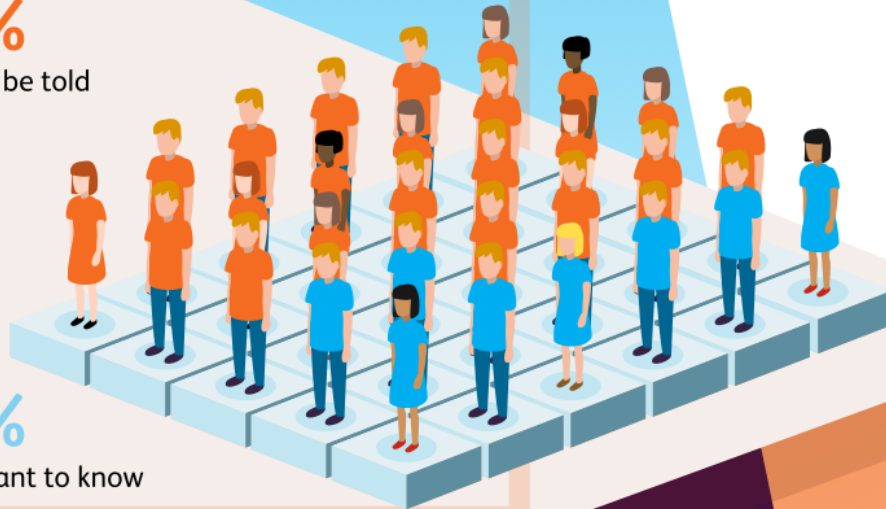
**73% of people would want to know their personal risk of developing dementia**

**73%**

Want to be told

**25%**

Don't want to know

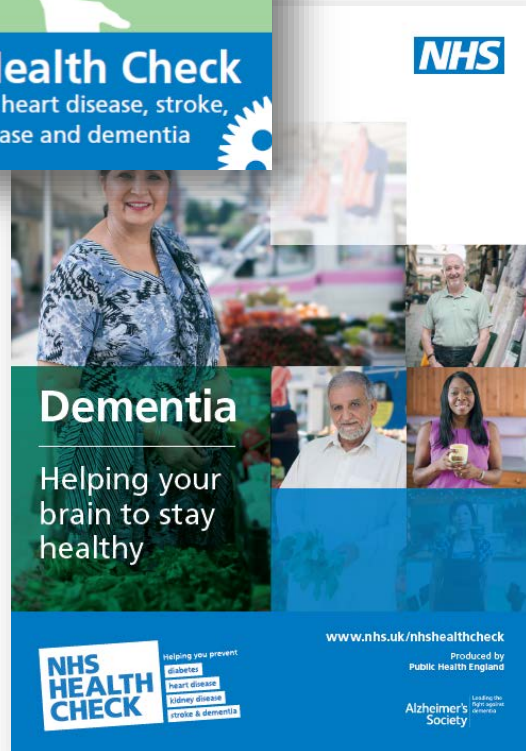




# Using the NHS Health Check as an opportunity to raise awareness



- Since June 2018 risk reduction messaging is recommended for all ages
- It's a simple message of what is good for your heart is good for your brain
- Based on a feasibility pilot and following ESCAP approval
- Recognition of need to improve practitioner skills and knowledge





- Audit of implementation in 2019 showed that 80% of services had or planned to include in the service specification
- 20% of services did not have immediate plans to offer risk reduction messaging to all ages

Any questions?