



PRESS RELEASE
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**SPOTLIGHT ON MANAGEMENT RELATING TO THE CARE OF AND
INTERACTION WITH PEOPLE WITH DEMENTIA AT UK'S FIRST CROSS
SECTOR INTERNATIONAL DEMENTIA CONFERENCE**

“incorporating the latest knowledge of dementia into management strategies”

www.internationaldementiaconference.co.uk

Taking place 3 – 4 November 2015 at the Vox (the new centre at the NEC Birmingham), the conference will tackle a range of issues facing managers in the NHS, Care Homes, Social Care and Housing Providers from Best Practice to changing cultures and planning for dementia.

Take away best practice tips from thought leaders from across the world and find out about the latest changes in dementia care that could help you better serve your clients, patients, family or yourself.

This conference will welcome dementia experts from across the world, as well as from different industries, to learn and share ideas on the best solutions to tackle this global issue, with international speakers including **Professor Timothy Kwok, Director of Jockey Club Centre for Positive Ageing, Chinese University of Hong Kong**, focusing on improving hospital care through prevention strategies and psycho-social interventions for dementia. The prevention strategies under investigation include vitamin B, nutritional supplements, TaiChi and cognitive training. **Helen Matheny, Director of the Alzheimer's Disease Outreach Program, USA**, discussing first private-public state-wide partnership to support living well with dementia. **Professor Tara Cortes, New York University College of Nursing** will share success in online training and offer an exclusive preview of the forthcoming US National Alzheimer's Strategy.

Dementia is the word used to describe symptoms of a range of diseases including Alzheimer's disease and vascular disease. The number of people affected is set to double in the next twenty years just because of the ageing population.

Professor June Andrews, Director, Stirling University's Dementia Services Development Centre (DSDC) and a leader in developing this exclusive conference comments: *"Understanding how your business best interacts with people diagnosed with dementia can have significant impact on long term success."*

The International Dementia Conference has been established by DSDC as an interactive, educational platform to drive understanding. It will take place alongside the dedicated Care & Dementia Show (www.careshow.co.uk), therefore also offering practical support. Organisers are specifically inviting care home providers, care home managers, NHS managers, care home designers, architects, nurses and occupational therapists.

60 concurrent session presentations will address topics ranging from best practice, housing, design, understanding, caring and many more valuable areas for dementia discussion and debate.

Professor Andrews concludes:

"This is a conference for everyone who want to know how to better serve and care for those affected by dementia. Best practice ideas will be shared and trends revealed that will help many sectors prepare to confront this increasingly important subject."

The conference programme will also feature a series of individual talks, panel discussions and practical case studies highlighting the recent trends related to Best Practice; Inspection and Regulation; Training and Regulation; Law and Ethics; and Art and Culture; Housing; Financing Old Age; Living with Dementia; Research and Design; Care at Home; Families, Faith and Communities.

For further information regarding attending the International Dementia Conference, please visit www.internationaldementiaconference.co.uk.

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Notes to editors

Care & Dementia Show (www.careshow.co.uk)

Care & Dementia Show is the biggest trade event in the UK for the care and dementia sector and takes place at the NEC, Birmingham on 3-4 November 2015. The show features dedicated suppliers, best practice ideas and technology showcases as well as providing education, products and services for those owning or running any organisation involved in the care of older people and/or affected by dementia. These include proprietors, directors and managers of care homes, nursing homes, domiciliary care agencies, sheltered accommodation, learning disability homes, local authorities, specialist care units, private hospitals and construction companies.

International Dementia Conference (www.internationaldementiaconference.co.uk)

Running at The Vox, Birmingham 3-4 November 2015, the International Dementia Conference will bring together leading figures from around the globe and from a variety of different industry backgrounds to learn and share ideas on the best ways to tackle dementia as a global issue. Created for everyone involved in supporting people with dementia and their carers, both in the UK and internationally, the conference runs concurrently with Care & Dementia Show 2015, the largest health and social care exhibition in the UK.

Dementia Services Development Centre (DSDC), Stirling (www.dementia.stir.ac.uk)

Dementia Services Development Centre is an international centre of knowledge and expertise dedicated to improving the lives of people with Dementia, drawing on research and practice from across the world, to provide a comprehensive, up-to-date resource on all aspects of Dementia. Based at the University of Stirling, DSDC works with individuals and organizations to improve the design of care environments, to make communities Dementia-friendly, to influence policy and to improve services for people with Dementia. 2015 - the DSDC's 25th anniversary year - is marked by the Dementia Festival of Ideas which will explore the meaning of Dementia to us all, looking at the subject from as many different angles as possible and as creatively it deserves.



