

DAA

Kent Dementia
Action Alliance



Bespoke Later Life Support



The Kent Dementia Action Alliance Invite you to attend our **Communications Event**

Friday 12th May 2017 11am-12 noon
followed by lunch and networking.

In The Lecture Theatre
Sessions House, Maidstone. ME14 1XQ

During the session we will:

- Discuss the DEEP dementia words matter guidelines.
- Explain the business based WTBDf recognition symbol.
- See our Police Crime Commissioner in the Age Simulation Suit.
- Launch this years Awards categories.
- Present the KDAA Hot Potato Pack.
- Update on upcoming Dementia awareness week activities

This event is aimed at Kent based Organisations, Media & Press

To Book your place please go to

<https://kdaa-communications-event-2017.eventbrite.co.uk>

For more information contact:

Tracey 07730 750906

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Why does it matter ?

There are estimated to be around 800,000 people with dementia in the UK.
This includes 676,000 people with dementia in England.

By 2040, the number of people with the condition is expected to double.

In Kent approximately 20,813 people aged over 65 are estimated to have dementia based on 2013-14 estimates.

By 2017 it is predicted that this figure will increase to 21,991.
Kent Public Health Observatory Jan 2015.

CCG	Estimated Prevalence Number Age 65+ Sept 2016
NHS Ashford CCG	1518
NHS Canterbury & Coastal CCG	2899
NHS Dartford, Gravesham & Swanley CCG	2874
NHS South Kent Coast CCG	3136
NHS Swale CCG	1204
NHS Thanet CCG	2112
NHS West Kent CCG	6051
Kent	19794

Come and listen to the experts, those living with dementia,

Understand why what we say and how we say it,
really impacts on them and their lives.

Learn how each and every one of us can make a difference.