

Dear friends,

Today we are releasing the World Alzheimer Report 2011, which shows that there are interventions that are effective in the early stages of dementia, some of which may be more effective when started earlier, and that there is a strong economic argument in favour of earlier diagnosis and timely intervention.

The report, titled "The Benefits of Early Diagnosis and Intervention", was prepared for ADI by Prof Martin Prince, and his colleagues Dr Renata Bryce and Dr Cleusa Ferri, at the Institute of Psychiatry, King's College London. They undertook the first-ever systematic review of the evidence on early diagnosis and early intervention for dementia.

You can find the report, as an "Executive Summary" aimed at a general audience and as a full report aimed at an academic and scientific audience, at <http://www.alz.co.uk/worldreport2011> .

We hope that you find the report informative and useful in your work, and that your World Alzheimer's Day or Month activities are successful - we look forward to hearing about them.

Best wishes,

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Dear friends,

As you may know, the United Nations is going to hold a Summit on Non-Communicable Diseases (NCD) 19 and 20 September in New York. This summit will steer global health care policy for the next years and is therefore very important. ADI has campaigned to get Alzheimer's disease and dementia into the Outcome Document and from the papers that have leaked recently, it looks we are going to be successful. However we want to keep pressure to the end.

The Secretary-General of the UN, Ban Ki Moon, will organise a conversation on social media on Tuesday 13 September and answer questions about the Summit. See the announcement below my signature for more details.

Could you join me and send a question as well from your own twitter address or Facebook, in case you have one?

For Twitter it could be the text below:

#asktheSG for #UNSummit: Are you aware of the enormous and growing impact of the #Alzheimers epidemic on families and societies worldwide?

By the way, 13 September will be the same day that the World Alzheimer Report 2011 on the Benefits of Early Diagnosis and Intervention will be launched. We will send you the report that day.

Thanks and best wishes,

Marc

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27th ADI Conference, 7-10 March 2012, London, UK, www.adi2012.org

Visit the official Alzheimer's Disease International page on Facebook!

www.facebook.com/alzheimersdiseaseinternational

A Global Conversation with the UN Secretary-General

Live on Social Media Networks

Tuesday, 13 September 2011, 11:00 a.m. to 12:00 p.m. (New York time)

Who:

Ban Ki-moon, United Nations

Secretary-General, and YOU.

What:

As world leaders prepare to gather in New York for the annual United Nations General Assembly, please join us in a global conversation with the UN Secretary-General, streamed live on Facebook, Twitter, Weibo, Livestream and UN Webcast. Our Moderator will put your questions to Mr. Ban.

Join in to ask the UN Secretary-General any questions you have about the United Nations and its work, such as: What more can we do to stop wars from breaking out? What can one individual do in the fight against climate change? What's it like to be Secretary-General of the UN?

It's your chance to get answers straight from the top, on the international issues you care about.

Where:

- Facebook
- Twitter using #asktheSG
- Weibo (Chinese)
- Livestream

- UN Webcast

How:

Tell us that you are “Attending” the event by visiting the Facebook event page.

Post your questions on Twitter using #asktheSGin English, French, Arabic, Chinese, Russian, Spanish, Portuguese or Swahili, before or during the live event. Questions in Chinese can also be posted on Weibo.

Watch the event live on Facebook, Weibo, Livestream or UN Webcast.