FIGHT DEMENTIA
CAMPAIGN
ELECTION 2013

Consumer Campaign Brief
MESSAGE TO OUR SUPPORTERS

Dear Supporter,

Our achievements so far

With your help, we have made significant achievements in our Fight Dementia Campaign.

- The Living Longer, Living Better, aged care reforms were passed through Parliament on 25 June 2013.
- Also in June 2013, the former Minister for Mental Health and Ageing, Mark Butler, announced new funding to tackle some of the more complex problems facing people living with dementia.
- The House of Representatives Health and Ageing Committee made recommendations on timely diagnosis and intervention of dementia in its report Thinking ahead.

Why are we continuing the campaign?

Alzheimer’s Australia is seeking a commitment from the next Federal Government to build on the Living Longer, Living Better, aged care reforms.

Through the revised Fight Dementia Campaign – Election 2013 document, Alzheimer’s Australia has outlined what it believes is needed urgently from the Australian Government, over the next three years, through the reforms, to support people living with dementia, their families and carers, including:

1. Increasing choice and flexibility in community care to ensure all older Australians have a choice about where they receive care
2. Developing dementia-specific respite
3. Improving the quality of residential aged care by providing appropriate care for those with behavioural and psychological symptoms of dementia
4. Developing a national network of dementia key workers to support individuals of all ages with dementia
5. Investing $200 million in dementia research over the next five years
6. Establishing a National Action Framework on dementia that will result in a health system better equipped to respond to the needs of people with dementia.
What can you do?

We need your support to urge the Federal Government to commit to building on the *Living Longer. Living Better.* aged care reforms through our six priority items above. You can help by:

1. Contacting or visiting your local Federal Member of Parliament (MP) or Senator and providing them a copy of the Fight Dementia Campaign – Election 2013 document. Remember, your local Member of Parliament is your spokesman/woman and should represent your interests and concerns in Parliament and to Government.
   - a template letter and telephone script is enclosed below
   - If you are not sure who you should contact, [here](#) is a suggested list sorted by State.

2. Getting in touch with your local Alzheimer’s Australia office about arranging a meeting with your local candidate and the CEO of the local Alzheimer’s Australia office
   - Don’t forget to take a photo and share it with us on our [Facebook page](#) or on [Twitter](#).

3. Tweeting the MPs and Senators who you would like to become Dementia Champions and ask them to do so. Use these hashtags:
   - #fightdementia
   - #auspol
   - #ausvotes
   - #Election2013
   - [Here](#) is a suggested list.

4. Tweeting Kevin Rudd (@KRuddMP) and Tony Abbott (@TonyAbbottMHR) on 2 September 2013 with your questions about their plans to help people living with dementia and their families after the election.

More information about the campaign is available in the one-page campaign brief below. You’re welcome to enlist the support of your friends and family for the campaign by passing this on to them.

The [website](#) will provide you with up-to-date information about the campaign. If you have any questions please do not hesitate to contact Sharon Akinyi in the National Office (sharon.akinyi@alzheimers.org.au or 02 6278 8913) or contact your State or Territory Campaign Officer.

Thank you!

Fight Dementia Campaign team
Alzheimer’s Australia
Letter/Email template

(Address and contact details can be found in the list of Members that follows)

Courtesy Title, First Name, Surname, Honorific
Member for Electorate/Senator for State
Address
Suburb, State, Postcode

Date

Dear Salutation Surname,

MAKE MY VOTE COUNT FOR DEMENTIA

• Australia is facing a looming dementia epidemic.
• Currently there are 1,700 new cases of dementia in Australia each week, and this figure is expected to grow to 7,400 new cases each week by 2050.
• These numbers tell us that dementia is the public health challenge of the 21st century.
• I am a (person with dementia/carer of a person with dementia).
• *I am passionate about this because I know what it means to live with dementia (include your story here).*
• We should do everything we can to work towards a dementia-free world. This includes providing greater choice and better care and support for people with dementia, their families and carers.
• I encourage you to read the enclosed manifesto, which outlines what is needed urgently from the Australian Government over the next three years to support people living with dementia, their families and carers by building on the *Living Longer. Living Better.* aged care reforms.
• I seek your support for the campaign by:
  o Joining your colleagues, if you haven’t already, and become a Dementia Champion at: [www.campaign.fightdementia.org.au](http://www.campaign.fightdementia.org.au)
  o Improving the *Living Longer. Living Better.* aged care reforms by raising and supporting the action items within the manifesto with your party

Yours sincerely,

Your name
Telephone script for calls to MPs, Senators and candidates

(Please practice this a few times with a friend or family member before making the call – this will help you not to sound as if you are reading)

Hello, my name is [xxxxx], I would like to speak to [Mr/Mrs/Ms Last Name].

Australia is facing a looming dementia epidemic. With projections of nearly 1 million Australians having dementia by 2050, dementia is the public health challenge of the 21st century.

I understood this was a commitment by the Government to improve the lives of the thousands of older Australians living with dementia and to help our system get ready for the increases to come because of the ageing population.

We need all political parties to commit to tackling dementia and to build on the aged care reforms.

My [relate personal experience] – I want to see a system that is changing AND improving the quality of life for older Australians and those who care for them.

Can I count on you speaking up to ensure the Living Longer. Living Better. aged care reform is improved on?

NB: When speaking to a Liberal/National Party member.

These reforms must be built upon to carry on the great tradition started by the Howard Government in 2005 when the world first Dementia Initiative was introduced. It was groundbreaking and this needs to be continued.

When speaking to an Australian Labor Party member.

Your government committed to this last year. Your former Minister for Ageing won a global award for your Government on dementia care reform. Your Government needs to honour this by continuing to improve and build upon the aged care reforms.

Background for the caller

The Living Longer. Living Better. aged care reforms offer:

- 84,000 extra community care places by 2021
- all community care delivered on the basis of consumer directed care, an approach that makes possible decision-making by the older person and their families about their needs
- greater investment in assessment and information
- introduction of quality indicators that will make the issues consumers have about the quality of care more transparent