



**Every Memory,
Holds a Lifetime.**
World Alzheimer's
Month

Every memory tells a story. Let's help protect them for as long as possible.

A mother who always remembered every birthday suddenly forgets her grandson's name. A husband who never missed a family celebration starts getting confused about dates.

A friend who could once tell stories for hours struggles to find the right words. These moments can be difficult to understand, but they matter.

This World Alzheimer's Month, let's learn the signs, start the conversation, and support those whose memories may be changing.

Alzheimer's: More Than Memory Loss

Alzheimer's disease is the most common form of dementia, accounting for an estimated 60–70% of dementia cases.

Alzheimer's disease doesn't just affect memory.

It can slowly change how a person thinks, communicates, and manages everyday life. Families often notice small changes first. A forgotten appointment. A repeated question. A familiar route suddenly forgotten.

While it is more common in people over 65, dementia is not an inevitable part of ageing.

57M+

people
worldwide
are living with
dementia.

~10M

new cases
occur globally
each year.

60–70%

of dementia
cases are
estimated to
be caused by
Alzheimer's
disease.

When Changes Deserve Attention

We've all forgotten where we left our keys.

But what if your father asks the same question several times in one afternoon?

What if your mother gets lost on a route she has driven for years?

What if a loved one begins withdrawing from conversations because finding the right words has become harder?

These changes may not always mean Alzheimer's disease, but they deserve attention and understanding.

Look out for:



Increasing memory difficulties



Challenges with familiar daily tasks



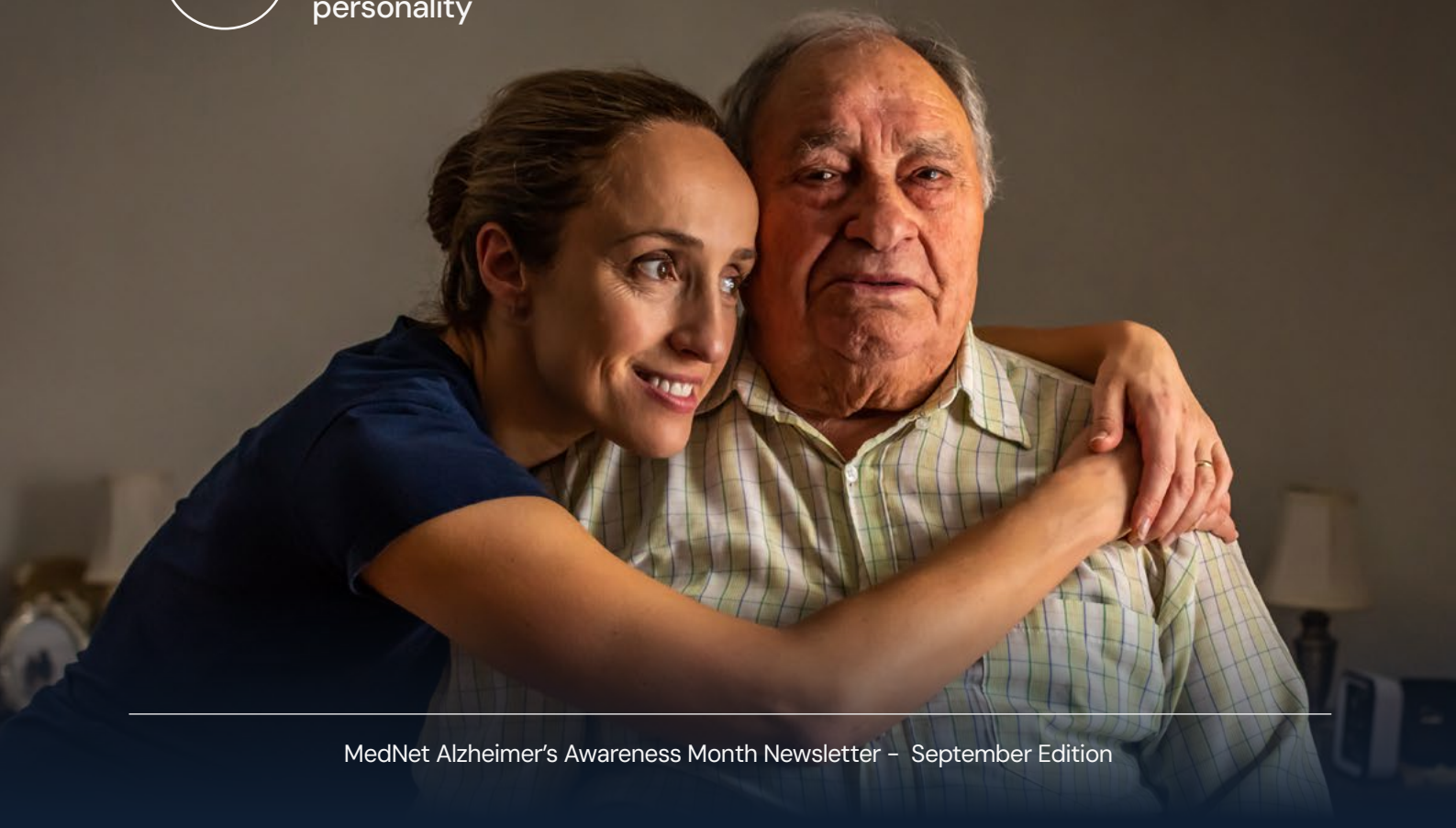
Trouble finding words or following conversations



Confusion about time or place



Changes in mood, confidence, or personality



Your Health Information, With You

Managing health becomes easier when important information is accessible. With [MyHealthPass](#), you can conveniently access your health information and stay connected to your healthcare journey — helping you keep track of what matters when speaking with your healthcare provider.

Your health. Your information. One place.



What's Good For Your Heart Can Be Good For Your Brain

Protecting brain health doesn't start later in life. It starts with the choices we make every day. According to WHO's updated 2026 guidance, important steps include:



Keep Moving

Make regular physical activity part of your routine.



Stay connected

Maintain social relationships and stay mentally engaged.



Protect your cardiovascular health

Manage blood pressure, cholesterol and blood sugar.



Choose a balanced diet

Support your overall health with nutritious food and a healthy weight.



Avoid tobacco & harmful alcohol use

Both are associated with increased dementia risk.



Look after your hearing

Address hearing loss and use hearing aids when needed.

Did You Know?

Up to 45% of dementia risk may be linked to factors we can influence throughout life. Every healthy choice is an investment in your future brain health.

Supporting Someone Living With Dementia

Sometimes the greatest gift is not having the perfect words.
It's being there.

- Listening patiently when a story is repeated.
- Offering reassurance when confusion arises.
- Keeping your conversations simple
- Including them in conversations and family moments.
- Seeing the person, not the condition.

Because while dementia may affect memory, it does not erase a person's value, dignity, or need for connection.



Earlier Awareness Can Make A Difference

If you notice persistent changes in memory, thinking or behaviour in yourself or someone close to you, speak with a healthcare professional.

A timely assessment can help identify the cause, provide access to appropriate treatment and support, and help individuals and families plan ahead.

This World Alzheimer's Month,

notice the signs, start the conversation and support better brain health.



Care You Feel. Integrity You Trust

Memory is a meaningful part of everyday life, shaping how people connect, communicate, and experience the world around them. Recognizing changes early and offering understanding can make a meaningful difference.

This World Alzheimer's Month, let's learn more about the signs, encourage open conversations, and support those living with Alzheimer's and the people who care for them.

MedNet Team



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