

Dementia Action Week

Nobody can do it alone.

People impacted by dementia tell us that friends and family often drop away, not knowing how to interact with them following a diagnosis.

This leads to social isolation and loneliness and can further drive stigma and discrimination.

We know that support from friends, family and their community can make a real difference to people impacted by dementia.

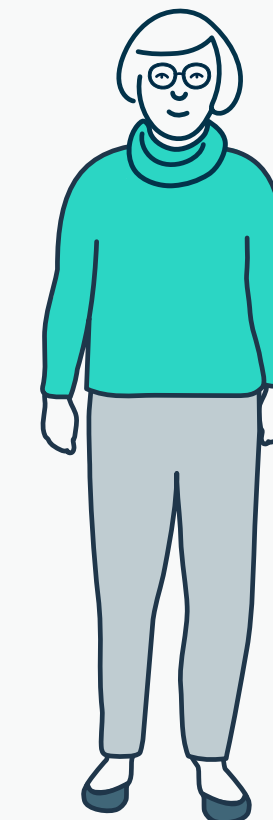
This Dementia Action Week (**15-21 September 2025**) we challenge everyone in the community to reach out and reconnect to someone impacted by dementia because nobody can do it alone.

54%

of families and carers said they often felt that they were treated unfairly, reflecting the ripple effect of stigma on those closely connected to someone living with dementia.

more than a third

of people living with dementia said people treated them differently since finding out they had dementia.²



93%

of carers of someone living with dementia said their role was emotionally demanding.¹

more than half



of carers of people living with dementia felt isolated.¹

39%

of people living with dementia said people didn't keep in touch as they used to.²

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Identify those living in social isolation and encourage and support them to engage within their communities. It is everyone's responsibility.”

– Person living with dementia



“Not having enough of a support network does contribute to feelings [of] loneliness or isolation.”

– Carer

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I think if you want to help someone, you have to have the concept that you will walk beside them.”

– Person living with dementia



“Even people closest to us fell away. Not intentionally, but people don't know how to interact with mum.”

– Carer

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If I didn't have the support of my family I don't know where I'd be – my daughter kept me fighting. With her strength, I haven't given up.”

– Person living with dementia

¹ Carers NSW, 2024: 2024 National Carer Survey. Summary tables for Caring for someone with dementia.

² Ipsos Dementia Discrimination Report 2024