

## Innovation for dementia in the Danube Region (INDEED) Policy Brief

*Dementia represents a rapidly growing societal challenge in the Danube Region. To meet this challenge, the national systems of dementia care need to be improved. The INDEED programme contributes to this improvement by up-skilling professionals, connecting health and social occupations, and fostering entrepreneurial activity in care services. As a policy maker you should support the INDEED programme because it provides significant benefits not only for people with dementia and their carers, but also for the health and social care work force as well as entrepreneurs.*

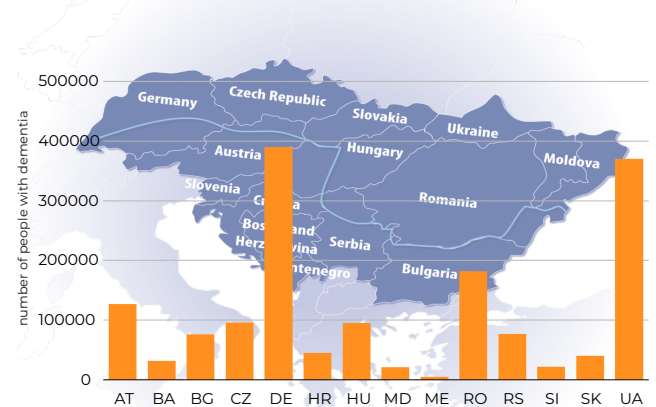
### Dementia: A top societal challenge

In the Danube region, 1.6 million people are living with dementia – a health problem which is usually caused by incurable brain diseases. Due to population ageing, the number of people with dementia will double by 2070.

To meet this challenge and to improve the quality of life of people with dementia, innovation is needed in terms of:

- raising public awareness about dementia;
- improving the knowledge and skills of healthcare professionals;
- enhancing the collaboration and coordination of different occupations;
- promoting the creation of novel services.

### About 1.6 million people are currently living with dementia in the Danube region\*

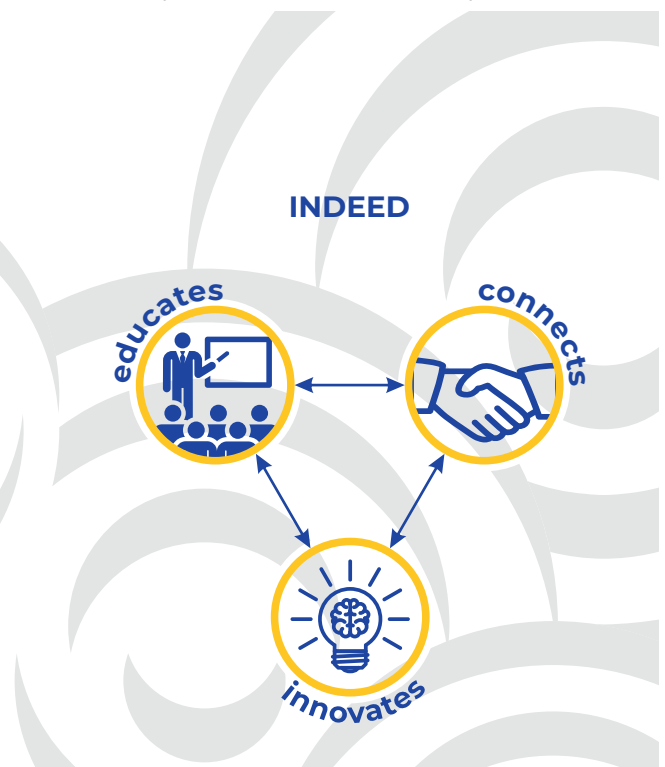


Nichols et al., Lancet Neurol 18: 88-106, 2019; DE data taken from official statistics for Bavaria and Baden-Württemberg  
\* Danube region refers to the INTERREG Danube Transnational Programme area

### INDEED improves dementia care

INDEED is an unique educational programme because it:

- **educates:** by providing a common source of up-to-date, high quality information for multiple health and social care professions as well as entrepreneurs;
- **connects:** by supplying and practicing networking tools;
- **innovates:** by promoting entrepreneurial activity;
- is compatible with existing and developing national dementia plans and contributes to their implementation.



## What you get from INDEED

The INDEED educational programme is a convenient and economical intervention which will result in a number of significant benefits to the people in your region, such as:

- improved quality of life of people with dementia and their carers;
- strengthened community care and lower costs;
- better job satisfaction among the health and social care work force.



## What we want you to do

As a policy maker, there is a lot you can do to support dementia care and the INDEED project. Below we include a few ways you can take action:

- **Put dementia high on your political agenda**
- **Support INDEED activities in your region – join a public awareness campaign**
- **Foster the development of caregiver support services in your region**
- **Incorporate the INDEED programme in your national dementia strategy**

## Get more information about INDEED

If you wish to learn more about making dementia a healthcare priority, please contact one of the INDEED partners.

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