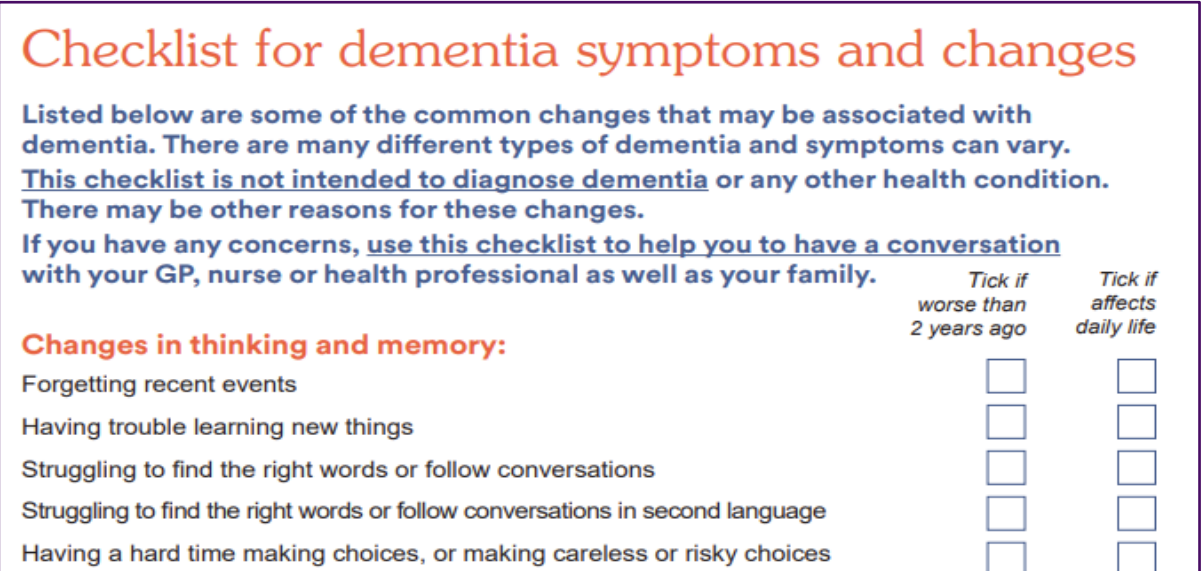


Face Dementia: Process evaluation of an Australian community intervention to promote help-seeking for dementia diagnosis



Lee-Fay Low, Kate Laver, Meredith Gresham, Danika Hall, Heather Englehart, Mark Yates, Caroline Gibson, Edwin Tan, Monica Cations, Henry Brodaty, Dimity Pond, Bobby Redman, Michael Camit, Lina Lee, Annica Barcenilla-Wong, Nora Wong, Lyn Phillipson

- A low-budget, regional campaign reached 4 million people and improved dementia knowledge, attitudes and stigma
- It promoted help-seeking — most attendees sought more information and 42% of those with concerns saw a GP

INTRODUCTION	METHODS	RESULTS	RESULTS	CONCLUSIONS
People with dementia symptoms often delay seeking medical help Aim: Evaluate the process and short-term impact of the ‘Face Dementia’ public campaign promoting timely help-seeking for dementia diagnosis 	Design: Mixed-methods process evaluation guided by the <u>RE-AIM framework</u> (Reach, Effectiveness, Adoption, Implementation, Maintenance) Setting: Western Sydney & Adelaide from Sept 2023 to Sept 2024 Languages: English and Chinese 	REACH 4 million via mass media 4,901 face-to-face: 133 public talks, 25 aged-care talks, 60 booths 17,975 unique website visitors 25,389 resources distributed 4,669 social-media engagements EFFECTIVENESS 67.7% (1,814/2,680) attendees completed pre–post surveys Significant gains in knowledge, beliefs about diagnosis & confidence; reduced stigma 	ADOPTION >50% motivated to seek information Up to 25% motivated to seek medical and informal help IMPLEMENTATION Challenges to implementation were difficulty engaging community organizations to host events MAINTENANCE 42% (24/57) had seen a GP at 2 months, high loss to follow-up 	This low-budget, regional, multi-channel campaign: ➤ Achieved broad reach. ➤ Improved dementia knowledge and attitudes; reduced stigma ➤ Facilitated both informal and medical help-seeking Future analysis will assess impact on diagnosis rates. CONTACT  https://facingdementiatogether.au/en/ lee-fay.low@sydney.edu.au 