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Dismantling Dementia Stigma: EmpowermentPLUS MODEL

INTRODUCTION

With approximately 32 million family carers worldwide affected by younger-onset dementia (YOD), families navigating YOD remain largely unseen, misunderstood, and under-researched.

For children and young people supporting a parent with YOD, stigma is a common and deeply personal experience. Yet the voices of young people are largely absent from dementia research and advocacy spaces—despite the fact that we often understand the realities of this condition more intimately than most.

Young people often encounter dementia-related stigma but are rarely given the support or tools to navigate it.

CONCLUSION

At Lorenzo's House Global youth SUMMIT 2024, a global virtual, annual event co-designed for and by young people affected by YOD, we (sons, daughters & children of YOD) developed a tool to dismantle dementia stigma in realtime called our EmpowermentPLUS model.

This model helps young people recognize stigma, understand its impact, and feel better prepared to challenge it in everyday life.

OUR STORIES



The Cose Family

"Stigma starts at home. We have to figure it out ourselves to change it for other people."

"I've learned that dementia stigma doesn't just affect the person diagnosed, but it impacts the entire family."

"Young people experience dementia stigma, but we aren't given support to handle it. EmpowermentPlus changes that."

- Lucas, son of YOD

EmpowermentPLUS

a youth inspired model designed to end dementia stigma

RECOGNIZE when we experience stigma

- **Notice** how this experience feels
- **Define** what this experience means

ACCESS personal & community toolkit with courage and intention

- **Identify** technique from toolkit
- **Determine** how to respond

EMPOWER self & others by educating & dismantling stigma

- **Respond** with empathy for self and others
- **Reflect** upon the situation

"It helps me recognize that stigma is around me that I guess I was blind about in a lot of ways. I am conscious now and more prepared."

-Lucas, son of YOD

Scan to access
community toolkit

