

On the Way to Dementia Literacy - 10 Years and counting

Using the Example of the Dementia Friendly 3rd District, Vienna

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2014 and counting....

The dementia-friendly 3rd District was established in **2014** with the goal of **developing and promoting awareness** and **civic engagement**. Various offerings are intended to reach people with dementia and forgetfulness, as well as their relatives and companions, in a **low-threshold** manner. The dementia-friendly 3rd District is a growing care network centered on individuals who need guidance and counseling. Since its founding, one of the **primary goals** of the network partners has been **sustainable awareness-raising, knowledge dissemination, destigmatization, and visibility of forgetfulness and dementia**. The network is characterized by its openness to new trends and societal developments, which represents another goal.

Following this objective, the „**Promenz Gruppe 1030**“ has been part of the network since 2023. The Promenz Group 1030 is a **supported self-help group of people with dementia for people with dementia** and is a 'franchise' of the association PROMENZ. The youngest member of the network is also the **first 'network baby'** – made possible and supported by all network partners.



Creating a sustainable network through...

- Involvement of the political level and civil society equally
- regular quarterly network meetings
 - these meetings have been and remain essential to keep the network vibrant. The number of participants varies, the meeting point is always with a different network partner
 - these meetings have become connecting points between the different partners in the network
- regular joint events to enhance the visibility of the network and its partners
 - "Action Day for Dementia-Friendly Third District," dementia-friendly church services, lectures, district walks,....
- shared responsibility, communication and coordination
 - designated persons to coordinate the activities and members

The six foundational pillars supporting the network “Dementiafriendly 3rd District”

- Inspiration
- Collaborating along the lines of the network concept
- Clear roles and responsibilities within the network
- Persistence
- Endurance
- Cooperation and mutual respect

Netzwerk demenzfreundlicher
3. Bezirk
Wien