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18th May 2026

To: All Branches

Dear Colleagues,

Dementia Action Week 18th – 24th May

Dementia Action Week 2026 will take place from Monday 18th May to Sunday 24th May, focusing on raising awareness, supporting those affected, and promoting a dementia-friendly society.

Overview

Dementia Action Week is an annual campaign led by the Alzheimer's Society to encourage individuals, communities, and organisations across the UK to take action in support of people living with dementia. The week aims to raise awareness, challenge stigma, and foster understanding, helping those affected to live well and feel supported. Each year, a theme highlights key issues such as diagnosis, care, and support services.

Key Campaigns and Themes

In 2026, Dementia Action Week is closely linked with the Forget Me Not Appeal, which encourages people to wear a Forget Me Not badge as a symbol of hope, unity, and action against dementia. The campaign emphasises the importance of early diagnosis, access to support, and community involvement. Participants are encouraged to share personal stories behind their badges to raise awareness and inspire collective action.

How to Get Involved

There are several ways to participate in Dementia Action Week:

Host an event: Organise coffee mornings, information sessions, or fundraisers in your local area.

Become a Dementia Friend: Join the Alzheimer's Society program to learn how to support people living with dementia.

Share information: Use social media to spread awareness and encourage others to take part.

Advocate for change: Support campaigns for better diagnosis, care services, and dementia research funding.

For more information, support and ways to get involved, visit the Alzheimer's Society website at: [Dementia Action Week | Alzheimer's Society](#)

Importance

With nearly 1 million people living with dementia in the UK, and many more affected through family and friends, raising awareness and taking action is critical. Early diagnosis and support can significantly improve quality of life, while community understanding reduces isolation and stigma. By participating, individuals and communities contribute to building a dementia-friendly society where everyone affected is recognised and supported.

This LTB is shared on behalf of CWU Central Services.

If you have any questions or need any further information, please contact:

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