



**AUT CENTRE FOR
ACTIVE AGEING**



**New Zealand Association of
Gerontology**

Te Ropu Maturanga Kaumatuatanga o Aotearoa

**WELCOME AND
INVITE YOU TO:**

**Workshop on
'Dementia in the
Public Domain:
findings of a three-
year research study
and future directions'.**

**WHEN: 6th April 2019 Saturday
10:00AM to 1:00PM**

**WHERE: AUT North Shore
Campus, Room: AJ100**

**LIMITED to 50
Participants**

FACILITATORS/SPEAKERS:



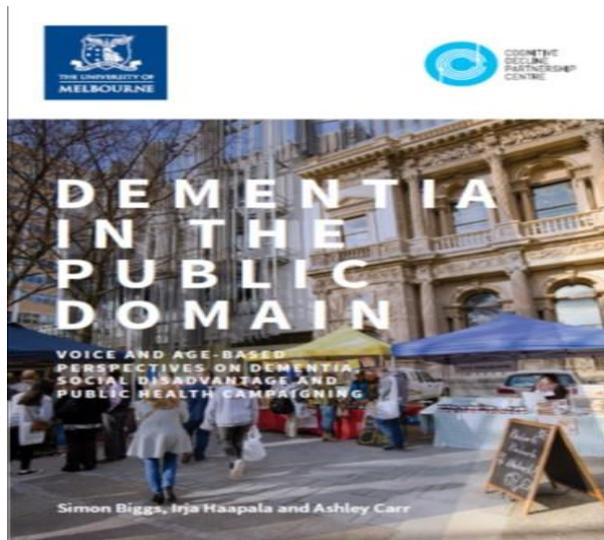
**Professor Simon Biggs
Professor of Social Gerontology
and Social Policy**



**Dr Irja Haapala-Biggs
Senior Research Fellow
Dementia in the Public Domain –
NHMRC project**

'Dementia in the Public Domain' consists of three year's research aiming to look at the public perception of dementia and how campaigning can better reflect key perspectives on it as a social issue.

The research was developed in close collaboration with members of the Consumer Dementia Research Network and as part of the National Cognitive Decline Partnership Centre, based in Sydney.



We identified the distinctive viewpoints of people with dementia, carers and professionals in health, social work related positions and people in everyday service industries (such as hospitality, hairdressing, librarians and small businesses). Overlaps and differences between these perspectives were then compared to priorities for local and national campaigning.

A key finding was that rather than responding to stigma, people with dementia wanted to live normally in their neighbourhoods and communities, while others want to know how to communicate with them. It's suggested that dementia can be seen as a source of social exclusion in its own right rather than simply reflecting certain risk factors.

In this workshop we will give you an overview of the priorities and impacts that people told us about, provide an opportunity for small group discussion about the social impacts that were identified and debate what can be done about them.

The research was undertaken by Simon Biggs, Irja Haapala and Ashley Carr at the University of Melbourne School of Social and Political Sciences.

RSVP to Marie Fitzsimons marie.fitzsimons@aut.ac.nz on or before **Friday March 22, 2019**

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