

# Alzheimer's Awareness Month 2026





WHAT IS ALZHEIMER'S  
AWARENESS MONTH?



## GOALS

Fight stigma.

Empower communities to support their families, friends and neighbours who are affected by dementia.

Increase awareness of the First Link<sup>®</sup> Dementia Helpline.

# COMMUNITY STORYTELLERS





Li Family - East Vancouver

Alzheimer Society  
BRITISH COLUMBIA

# Alzheimer's Awareness Month 2026

## SUPPORTER TOOLKIT

January is Alzheimer's Awareness Month.

This toolkit contains everything you need to help us spread the word. We hope you'll join us, so no one has to walk the dementia journey alone.

## CONTENTS

- Campaign overview.
- Key messages and call-to-action.
- Ways to get involved.
- Sample social posts, graphics and newsletter content.





“I had the heart, but I didn’t have the resources. I learned how to dance with dementia, instead of to fight with it. I don’t think that would have been possible if I hadn’t made that first call, to First Link®.”

# Questions?

[mrutherford@alzheimerbc.org](mailto:mrutherford@alzheimerbc.org)

