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

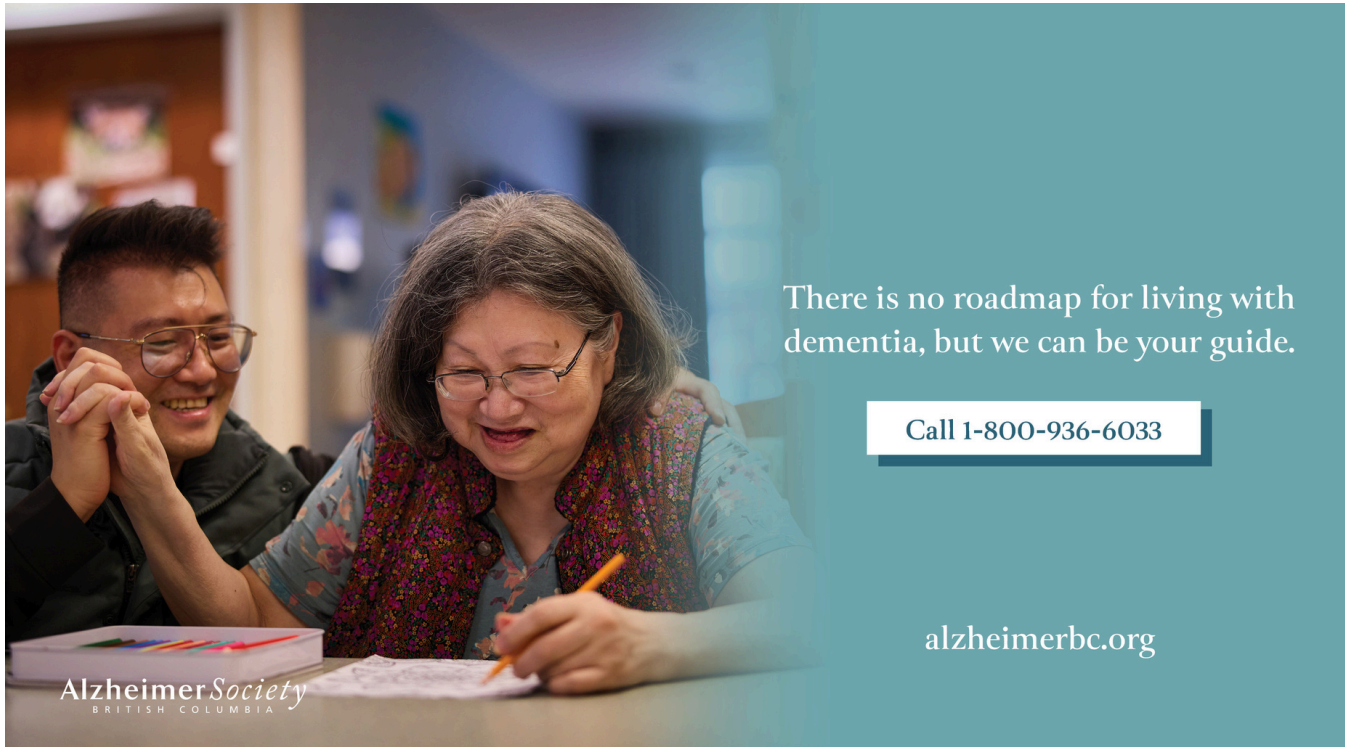
- Campaign overview.
- Key messages and call-to-action.
- Ways to get involved.
- Sample social posts, graphics and newsletter content.

Campaign overview

More than 85,000 people in B.C. and the Yukon are living with dementia and that number is expected to triple by 2050. Receiving a dementia diagnosis and coping with the progression of the disease can feel overwhelming. With guidance, people affected by the disease can continue to find joy, meaning and connection on the dementia journey. There is no roadmap for living with dementia, but the Alzheimer Society of B.C. wants people to know that they can be their guide.

This year, we're amplifying the voices of people affected by dementia, who will share their experience with the disease. We are encouraging organizations and individuals across the province to listen to these stories and learn more about dementia and resources, education and support available. Then, we invite you to share what you've learned in your community.

Hero image:



For questions and more information, please contact **cvandyck@alzheimerbc.org**

Key messages and call-to-action

- January is Alzheimer's Awareness Month. This month, the Alzheimer Society of B.C. wants to ensure people affected by dementia know that they are not alone. We are sharing the experiences of people affected by dementia who have found meaning, connection and joy after a dementia diagnosis, in part by connecting with us.

- It is estimated that more than 85,000 people are living with dementia across B.C. and the Yukon. Receiving a diagnosis and coping with the progression of the disease can feel overwhelming. With guidance, people can continue to find joy, meaning and connection on the dementia journey. The Alzheimer Society of B.C. can provide resources, education and support.

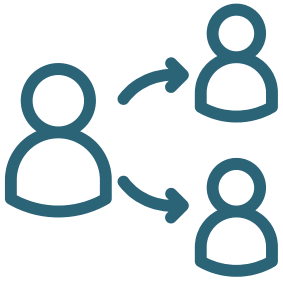
- Learn how we can help at **alzheimerbc.org**.

- If you have questions about dementia, call 1-800-936-6033.

Ways to get involved

Call the First Link® Dementia Helpline if you need support or information:

- English: 1-800-936-6033 (Monday to Friday, 9 a.m. to 8 p.m. PT)
- Cantonese and Mandarin: 1-833-674-5007 (Monday to Friday, 9 a.m. to 4 p.m. PT)
- Punjabi, Hindi and Urdu: 1-833-674-5003 (Monday to Friday, 9 a.m. to 4 p.m. PT)
- Yukon: 1-888-852-2579 (Monday to Friday, 10 a.m. to 8 p.m. GMT-7)



Spread the word. Tell people in your life about the Alzheimer Society of B.C., share our posts on social media, print and post a poster and direct folks to our webpage: alzheimerbc.org

Donate. Your gift to the Alzheimer Society of B.C. makes a real difference in the lives of people affected by dementia in our community.

Social media posts and graphics

SAMPLE SOCIAL MEDIA POST - OPTION 1

This Alzheimer's Awareness Month, the Alzheimer Society of B.C. is raising awareness and guiding people affected by the disease to resources, information and support that can help them on their unique journeys. They're amplifying the voices of people like Mark, who has continued to find meaning and purpose after being diagnosed with younger onset dementia. If you have questions or concerns about memory loss, call 1-800-936-6033. Learn more at alzheimerbc.org.

SAMPLE SOCIAL MEDIA POST - OPTION 2

Everyone's experience with dementia is different. This Alzheimer's Awareness Month, the Alzheimer Society of B.C. wants people to know they meet people where they're at, listen to their needs and help them find the programs, services, resources and information they need for their unique situation. Learn how we can help at alzheimerbc.org or call 1-800-936-6033 if you have questions about dementia.

Campaign hashtags

#alzheimersawarenessmonth
#firstlink
#alzheimerbc

Please tag **@alzheimerbc** in your social media posts.

@alzheimerbc

@alzheimerbc

@alzheimerbc

Throughout January, we'll share a variety of social media posts on our channels. Join the conversation by liking, commenting or sharing.

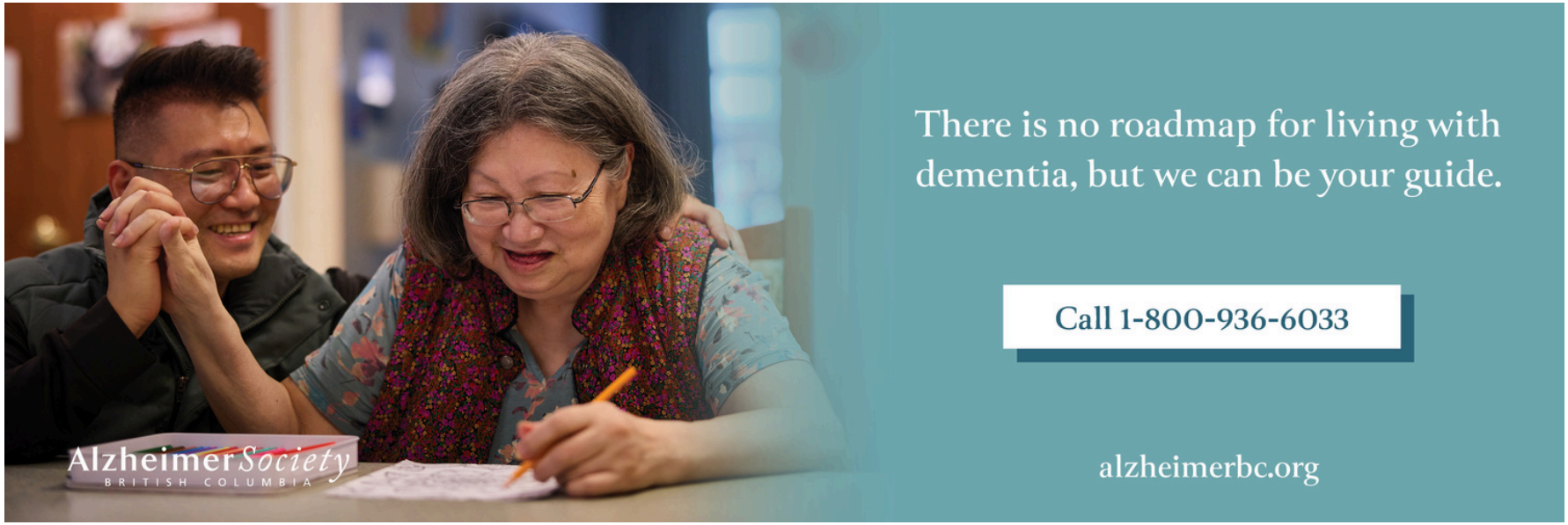
Download graphics here

January is Alzheimer's Awareness Month

January is Alzheimer's Awareness Month. This month, the Alzheimer Society of B.C. wants to ensure that people affected by Alzheimer's disease and other dementias know that they aren't alone. Throughout the month, the organization is sharing the experience of people affected by the disease throughout B.C. who have found meaning, connection and joy after a dementia diagnosis, in part by connecting with the organization.

Receiving a diagnosis can feel overwhelming. The charity wants to remind people that while there may be no roadmap to dementia, they can be your guide.

The Alzheimer Society of B.C. connects people affected by dementia to support and education at any point in the disease through First Link dementia support. People can connect to support by asking their health-care provider for a referral, by visiting their local resource centre or by calling the First Link® Dementia Helpline at 1-800-936-6033. To learn more about Alzheimer's Awareness Month and meet the courageous people sharing their stories this month, visit alzheimerbc.org.



Thank you for
your support!

Alzheimer Society
BRITISH COLUMBIA