



Reimagining Dementia Coalition: A Creative Coalition for Justice

Reimagining Dementia: A Creative Coalition for Justice is an international group of people living with dementia, care partners, family and community members, dementia activists and allies, health professionals, advocates, artists, academics, policymakers, and others. Reimagining Dementia is committed to creativity, belonging, caring relationships, joy and growth for everyone. Launched in September 2020, Reimagining Dementia currently has over 700 members in 29 countries*.

- Unique to Reimagining Dementia is a belief in creativity (the arts, theater, music, movement, improvisation, performance and more) as an innovative way to challenge the stigma and stereotypes of dementia and the inequities experienced by people living with it, and to effect individual and social transformation.

- In less than two years, Reimagining Dementia has emerged as a grassroots catalyst for change and a visible “hub” and community of support for all.

- We are committed to reaching those who find it difficult to identify and access creative and humanizing approaches to dementia practice, research and policy.

- Our vision is to create a world in which a diagnosis is no longer considered the end of life but seen as a starting point for new possibilities.

- By leveraging the collective resources, experiences and successes of our members and others with whom we are collaborating, Reimagining Dementia is giving everyone impacted by dementia the tools, understandings and support they need to thrive.

- We will not stop until all people across the globe have access to life-affirming alternatives to the stigma-inducing “tragedy narrative” of dementia (and the care systems that perpetuate it).

Since our launch in September 2020, Reimagining Dementia has:

- Hosted quarterly virtual gatherings that regularly bring together hundreds of members.

- Collaborated with Grammy Award winning musician Simon Law and members across the globe to create an original song/video, “Let’s Reimagine.” The song is part of an international campaign launched in January 2022. The campaign has already reached tens of thousands of people around the world, including dementia advocates in Malaysia who have translated the lyrics and created their own video.

- Published an article, “Separate and Unequal: A Time to Reimagine Dementia,” in The Journal of Alzheimer’s Disease in May 2021.

- Participated in dozens of podcast and media interviews and presented at conferences and to local, national and global organizations, including the International Federation on Ageing.

Volunteer-driven and independently funded, Reimagining Dementia is eager to advance our capacity (human, financial and technological) to impact and influence by:

- Partnering with communities underrepresented in the broader dementia conversation.

- Strengthening our capacity to reach individuals and organizations through social media, video and other creative mediums.

- Designing and developing projects and initiatives that will influence policy reform and change in practices.

*A list of members – including some of the most recognized and innovative activists, artists, advocates and researchers in the world – is available upon request. Coalition coordinator, Mary Fridley, may be reached at reimaginingdementia@gmail.com; our website is [reimaginingdementia.com](https://www.reimaginingdementia.com).

