



Lest we forget

Description

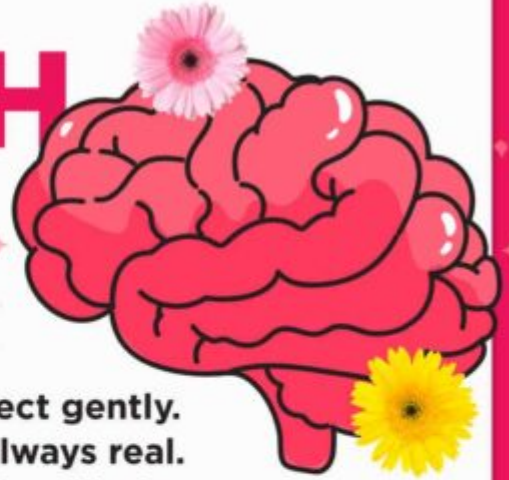
The ripple effects of Alzheimer's disease reach far beyond patients, often leaving families having to watch their loved ones fade while they themselves struggle with the mounting emotional and financial toll of having to manage around-the-clock care.

Globally, Alzheimer's is the most prevalent form of dementia, while in South Africa it is estimated that some 187 000 individuals are affected by dementia-related conditions. This makes awareness initiatives, such as World Alzheimer's Day on 21 September, crucial to helping people recognise the signs of Alzheimer's and foster compassion for those who are affected.

Caring for a loved one with dementia can be draining and frustrating, but imagine living a day in their life, experiencing the world as they do. This gentle approach recognises that for someone with dementia, including Alzheimer's, there needs to be empathy and understanding for their emotional experience.

The goal isn't to fix your loved one's memory – it's to preserve their dignity, reduce anxiety, and maintain connection through love and understanding.

CARE WITH KINDNESS



5 key principles for kind care

- Enter their reality – don't correct, redirect gently.
- Validate emotions – their feelings are always real.
- Focus on comfort – prioritise emotional wellbeing.
- Use familiar activities – engage through routine and memory.
- Stay patient – every interaction is a fresh start.

When your loved one	Say this	Why it matters
Asks why a deceased spouse is not present.	He/she's not here right now, but I can see how much you love him/her. Tell me your favourite memory together.	<ul style="list-style-type: none"> • Validates feelings without causing fresh grief. • Provides comfort by redirecting them to positive memories.
Doesn't recognise their current living situation.	I understand you're feeling unsettled. You're safe here with people who care about you. What made your home special to you?	<ul style="list-style-type: none"> • Acknowledges feelings without arguing. • Reassures them about safety. • Explores positive associations with "home".
Doesn't recognise family members and asks who you are.	I'm someone who loves you very much. You don't need to worry about remembering my name. How are you feeling today?	<ul style="list-style-type: none"> • Acknowledges feelings without arguing. • Reassures them about safety.
Asks repetitive questions about time and date.	Today is [day], but what matters is that we're together right now. Would you like some tea/water?	<ul style="list-style-type: none"> • Provides the information without frustration. • Removes guilt about forgetting. • Offers a comforting distraction.

Category

1. Our Wellness

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