



Alzheimers

New Zealand

Information for media

About Alzheimers NZ

Alzheimers NZ is the lead organisation at a national level representing people and their whānau living with dementia mate wareware. Alzheimers NZ works to raise awareness of dementia mate wareware, provide information and resources and advocate for high quality services. We also promote research about prevention, treatment, cure and care.

We support local Alzheimers NZ organisations throughout Aotearoa New Zealand, each of which is a member of Alzheimers NZ. Local Alzheimers organisations provide support, education, information and related services directly to members of their communities who are affected by dementia mate wareware, education and risk reduction and awareness raising in communities.

Alzheimers NZ does not have an apostrophe before the 's' but this is a style decision the organisation has undertaken.

These services may include:

- Information and education to assist with understanding and living with a dementia mate wareware diagnosis
- Support for whānau and friends to enable them to provide support and care for those with dementia mate wareware
- Support groups, day programmes and other individual and group activities for people living with dementia mate wareware
- Risk reduction and raising awareness in local communities

Facts about dementia mate wareware

- Dementia mate wareware is an umbrella term used to describe a group of symptoms that affect how our brains work
- Mate wareware is the te reo Māori term for dementia so we try to use both at the same time
- The most common symptoms include changes in memory, thinking, behaviour, personality and emotion

- Dementia mate wareware is progressive, which means that for most people the changes gradually spread through the brain and lead to the symptoms getting worse
- There is currently no cure for dementia mate wareware. Some treatments can reduce symptoms and improve quality of life in some people, but they do not stop the progress of the disease.

Statistics about dementia mate wareware in Aotearoa New Zealand

- Almost 83,000 New Zealanders are living with dementia mate wareware today
- As our population ages, it is estimated around 170,000 Kiwis will be living with dementia mate wareware by 2050
- Three people develop dementia every hour in 2025, increasing to four people develop dementia every hour in 2050
- The total cost of dementia mate wareware to Aotearoa New Zealand is now around \$3.21b and will reach around \$6.49b by 2050

Attachments:

- [10 warning signs of dementia](#)
- [Facts and figures](#)
- [Reducing the risk of dementia](#)

Alzheimers NZ's vision: In Aotearoa New Zealand, people living with dementia mate wareware are heard, valued and supported

Dementia is a growing challenge and adding pressure on our hospitals and health system. It can no longer be ignored. The Government can significantly relieve this pressure and reduce health system costs by progressively implementing and funding the [Dementia Mate Wareware Action Plan 2026-2031](#).

Things to keep in mind when reporting on dementia mate wareware

Here are some key things to keep in mind to ensure you are reporting accurately and compassionately:

The stigma associated with dementia mate wareware

Unfortunately, there is significant stigma associated with dementia mate wareware. Please refrain from publishing content that reinforces those negative viewpoints and if at all possible look for stories that show people with dementia mate wareware living their best lives possible. For example, try to avoid terms like “dementia sufferers”.

A ‘cure’ for dementia mate wareware

It is important to be cautious when discussing the possibility of a ‘cure’. While this may make an appealing story, inaccurate or exaggerated suggestions in this area can raise expectations for people affected by dementia mate wareware.

Where to go for help

Media can help people living with dementia mate wareware by encouraging people to get a diagnosis if they have concerns, and by including a point of contact (ie, a local Alheimers organisation) in their coverage.

People who are concerned that they or someone they know has dementia mate wareware should be directed to their GP or primary health practice in the first instance. For information, support and services they can reach out to their [local Alheimers or dementia organisation](#).

Breaking down the stigma

Telling the stories of people with dementia mate wareware, particularly high profile people who have an experience with the condition, can be helpful in normalising the condition and breaking down the stigma associated with dementia mate wareware.

Interviewing someone with dementia mate wareware

- Interviewing someone with dementia mate wareware may require patience, and in some instances, it may be best to include their support person/whānau, and/or someone from the Alzheimers NZ team.
- If interviewing a person with dementia mate wareware in the presence of their support person respect the person with dementia by directing questions about them and dementia mate wareware to them.
- If you are interviewing someone with dementia mate wareware, allow more time for the interview and repeat any questions as required.
- Ask one clearly phrased question at a time, avoiding questions that involved more than one answer
- Be aware that because dementia mate wareware is a memory condition, it may be difficult for the person to answer questions which require them to draw on their memory.
- It is common to receive short, concise responses rather than drawn out explanations from people with dementia mate wareware.
- Check with the person's support person/whānau after the interview, or provide a draft of your article for fact checking if possible.

Terminology

USE	INSTEAD OF
People/person living with dementia mate wareware	Dementia patient Sufferer Victim Demented Aged Afflicted Senile Cursed
Condition	Disease
Care partner/Whānau care partner Person who cares for/cares about/looks after/supports/helps Support person Primary support person	Caregiver Carer

USE	INSTEAD OF
Family/whānau/aiga carer(s) Unpaid care partner	Informal carers
Older person/people	Aged person/people Elderly
Challenging, debilitating	Hopeless, impossible, unbearable
Impact/effect of caring for a person with dementia mate wareware	Carer burden, burden of caring

[See the Decade of Healthy Ageing media guide for more support.](#)