



July 20, 2017

MEDIA RELEASE

USING MULTI-MEDIA TO RAISE DEMENTIA AWARENESS IN CALD COMMUNITIES

Limited awareness of dementia in people from culturally and linguistically diverse (CALD) backgrounds often results in delayed diagnosis, poorer prognosis, and a higher burden of care on families and health systems.

Moving Pictures, a multi-media project, aims to change this through the production of nine short films made in conjunction with people from Hindi, Mandarin and Arabic communities, the top three fastest growing CALD groups in Australia today. The films will be free to air online, a mobile app, and as story boards.

The initiative has been funded through the Federal Government's Department of Health's Dementia and Aged Care Services Research and Innovation grants.

Dr Bianca Brijnath, Director Social Gerontology at the National Ageing Research Institute, is chief investigator, and is working alongside colleagues from Curtin University, the University of Technology Sydney, and Peking University.

Moving Pictures will address the very real issue of an increase in non-English speaking people living with dementia moving to Australia, especially from India, China, and the Middle-East.

"Low English proficiency, lack of awareness of where to seek services, and different cultural understandings of ageing, cognitive decline, and the role of family in enabling diagnosis and care, are all playing a part in delaying dementia diagnosis in CALD communities," Dr Brijnath said.

Using film making to inform and educate these communities about dementia, and the importance of early diagnosis of dementia for better treatment and quality of life was deliberate, according to Dr Brijnath.

"Film making has a long history of portraying the cultural complexities of everyday life, and lends itself well to the communities the initiative is trying to reach."

She said that *Moving Pictures* was significant nationally and internationally. Globally, India and China are poised to have a 90% increase in dementia prevalence by 2020. Given such high numbers, these films could become an international resource, pioneered in Australia, and adaptable to different cultural settings and varying literacy levels," Dr Brijnath said.

Moving Pictures will be guided by Alzheimer's Australia, Federation of the Indian Association of Victoria, the South Western Sydney Local Health District, and the Australian Arab Association.

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