World Dementia Council
Leading the Global Action Against Dementia



Advancing advocacy

WDC at Alzheimer's Europe

Tuesday 7 October



Lenny Shallcross

Executive Director, World Dementia Council

Lenny Shallcross is the Executive Director at the World Dementia Council. Prior to that he was Head of Community Engagement leading programmes across the UK to establish Dementia Friendly Communities. This includes the Dementia Friends programme which is the biggest health social movement campaign delivered by 10,000 volunteers that have recruited 2 million individuals through a community, digital and corporate offer. Before working for Alzheimer's Society he worked in the UK government as a political adviser at the Department for Culture, Media and Sport and the Department of Health as well as working in Parliament and for the Labour Party.



Dr Joanne Pike

Chair, World Dementia Council and President & CEO, Alzheimer's Association

Joanne Pike, DrPH, is president and chief executive officer of the Alzheimer's Association, the global leader in Alzheimer's and dementia research, care, support, and public policy. Since 2022, she has guided the Association's relentless pursuit of its vision of a world without Alzheimer's and all other dementia.

Under Dr. Pike's leadership, the Association aims to dramatically transform the Alzheimer's and dementia landscape over the next decade, while continuing to meet the urgency of today for people, families and communities. The effort is guided by a bold 10-year vision launched in 2024 that will guide the country toward a future in which people across all communities routinely take action to promote brain health, reduce their risk, and prevent dementia; widespread screening, diagnosis, quality care, and effective treatments for all stages of dementia are accessible to everyone; and clinical symptoms are able to be slowed, stopped, and even prevented.

In addition to her role with the Association, Dr. Pike is CEO of the Alzheimer's Impact Movement (AIM), a separately incorporated advocacy affiliate working to develop and advance policies to overcome Alzheimer's and all other dementia.

She also serves as chair of the World Dementia Council, a global coalition focused on driving progress in Alzheimer's and dementia.

The Alzheimer's Association is a worldwide voluntary health organization dedicated to Alzheimer's care, support and research. Our mission is to lead the way to end Alzheimer's and all other dementia — by accelerating global research, driving risk reduction and early detection, and maximizing quality care and support. Our vision is a world without Alzheimer's and all other dementia®. For more information, visit alz.org.



Richard Angell OBE

Richard Angell became Chief Executive of Terrence Higgins Trust in March 2023, having joined the organisation in 2020.

Since then, he has played a pivotal role in securing £27 million in government funding for opt-out HIV testing in emergency departments, leading to its expansion across 96 hospitals in England and Scotland.

Richard was instrumental in overturning discriminatory blood donation rules affecting gay and bisexual men, as well as people from the UK's Black communities. He also led successful campaigns to lift bans on people living with HIV serving in the military, working as commercial pilots, and the outdated restriction on 'driving with AIDS'.

He played a key role in securing the UK government's pledge to end new HIV transmissions by 2030 and was part of the team that helped make Sir Keir Starmer the first UK Prime Minister to publicly take an HIV test.

More recently, Richard contributed to the rollout of the gonorrhoea vaccine in the UK and was awarded an Honorary Doctor of Science for his dedication to charitable work.