

World Dementia Council
Leading the Global Action Against Dementia

Advocacy for brain health

Date: **27 January 2026**
Time: **14:00–15:30 GMT / 09:00–10:30 ET**
Registration: By invitation only. Please contact info@worlddementiacouncil.com to request participation.

The Meeting

The dialogue will consider strategic questions for the field: where the brain health narrative is powerful, and where it risks becoming too broad — particularly as it overlaps with mental health, cognitive ageing, and emerging brain capital frameworks. The discussion will focus on defining where alignment strengthens advocacy and where sharper distinctions, clearer messaging, or more targeted framing are necessary to maintain coherence and influence. Alongside this, participants will examine the practical application of advocating for brain health in real-world settings. Organisations will share examples of how they are positioning brain health publicly, engaging policymakers.

The Format

WDC Virtual Dialogues are closed, invitation-only expert discussions designed to enable candid exchange and shared learning. Each dialogue begins with short opening presentations to frame the issue, followed by a roundtable conversation among participants. After the meeting, a full transcript and meeting report are published, and a summary piece is developed for *Alzheimer's & Dementia* to highlight the key insights and lessons for the global community.

Participants

The first in a series of dialogues in 2026 on advocacy in the era of treatments. Event participants will have expertise in health care advocacy, government relations, civil society and dementia research.

The Project

Scientific progress in dementia now spans prevention, diagnosis, and treatment: lifestyle-based interventions have demonstrated measurable impact on cognitive health, blood-based biomarkers are moving into clinical use, and disease-modifying therapies are becoming available. But translating these advances into routine practice remains uneven and difficult. This project brings together advocacy organisations and leaders to consider how advocacy needs to adapt in this context — shaping public understanding, supporting health system adoption, and ensuring equitable and timely access. Through a series of dialogues and shared outputs, the WDC will facilitate exchange of experience and practical strategies, culminating in a final paper for *Alzheimer's & Dementia* setting out priorities for the next phase of advocacy in the treatment era.



About the World Dementia Council

The World Dementia Council brings together leaders from science, medicine, public policy, industry, and advocacy to drive global progress on dementia. We work as both a convening platform and a strategic think tank, connecting an international community and supporting collaboration across borders and sectors. Our purpose is to help shape the direction of the field and ensure that scientific and clinical progress translates into meaningful change for people and societies.

Our History

The World Dementia Council (WDC) was established by the UK Government following the G8 Dementia Summit held in London in 2013. The Summit set out a shared ambition to accelerate progress through international cooperation, information exchange, and coordinated action. The Council's mission is to support and challenge the global community to deliver on that ambition: to ensure dementia remains a priority for governments, health systems, and research funders; to provide thought leadership on emerging opportunities; and to build the networks required to move from commitments to real-world impact.

Where We Are Today

Today, we are at a pivotal moment in the trajectory of our field. Scientific progress has brought us to an inflection point. In prevention, we now understand that the risk of Alzheimer's disease and other dementias can be meaningfully reduced through public health interventions. In diagnosis and treatment, a revolution in diagnostics is underway that promises to transform how and when people are diagnosed.

With these breakthroughs comes a clear and urgent challenge: ensuring that the benefits of scientific research are translated into real-world impact for people everywhere, regardless of geography. Scientific progress must translate into real-world outcomes. This new phase demands a new approach for our global community. We must think longitudinally, about how to sustain innovation and strengthen global advocacy over time. But we must also consider how global advances are implemented through national and regional policies that deliver measurable outcomes.

The World Dementia Council is working in both domains. Our task now is to convene, to connect, and to help lead a global effort that turns scientific possibility into meaningful change for individuals, families, and societies.

Leadership

The Council is chaired by Dr Joanne Pike, with vice chair Professor Paulo Caramelli, and executive director Shallcross. Together, they guide the strategic direction and day-to-day work of the organisation. The Council itself is made up of a board of global experts drawn from across the dementia field, including leaders from industry, life sciences, venture capital, academia, care, and advocacy, as well as representatives from national governments and international public bodies. The organisation also has a Board of Trustees, who provide oversight and stewardship in support of the Council's mission.

