World Dementia Council
Leading the Global Action Against Dementia

From Discovery to Delivery: Advocacy in the Treatment Era

About the project

Advocacy movements have long led the demand for change in dementia — bringing together people with the disease and caregivers with scientists, clinicians, industry, policymakers and others. The field now stands at a pivotal moment. Evidence shows that prevention strategies can meaningfully reduce risk; blood-based diagnostics are moving from research into clinical practice; and disease-modifying treatments are becoming available for the first time. This scientific progress creates real possibility — but history shows that progress only delivers impact when it is implemented.

The challenge now is to ensure that prevention, diagnosis, and treatment reach people in a timely and effective way. Advocacy has a central role in shaping that transition: influencing awareness, policy, access, reimbursement, workforce capacity, and models of care. Over the year ahead, the World Dementia Council will convene leaders from across the advocacy community to examine how advocacy can evolve to bridge the gap between scientific discovery and real-world delivery — shaping public understanding, supporting health system adoption, and ensuring equitable access. Through a series of dialogues and shared outputs, the WDC will bring together strategic thinking, experience, and practical approaches to public policy implementation, culminating in a final paper for Alzheimer's & Dementia setting out priorities for the next phase of advocacy in the treatment era.

Advocacy to date

Across 2025, the World Dementia Council has brought together advocacy leaders to examine how the field should adapt as prevention, diagnostics and treatments become possible. A virtual dialogue explored how emerging treatments change the role and priorities of advocacy organisations. At the Advocacy Breakfast at AAIC in Toronto, discussions focused on what it takes to translate scientific progress into system change. A convening during UNGA week in New York considered how advocacy shapes public understanding and government action on brain health. At the Alzheimer Europe Conference in Bologna, the Council led a panel on implementing diagnostics and treatments and the role of advocacy in reshaping the public and professional narrative. Together, these conversations form a sustained programme examining how advocacy can drive real-world delivery in the treatment era.

What's planned

The project will comprise a series of virtual and in-person meetings examining strategic questions on public policy implementation and the role of advocacy. Four invitation-only Public Policy Dialogues will be held, beginning with a session for advocacy leaders to reflect on overarching strategic priorities, followed by three topic-focused dialogues on brain health, the introduction of diagnostics and treatments, and patient engagement and activism. In addition, the Council will host three Insight Dialogues — open discussions in which experts introduce emerging developments and participants explore the questions these raise for practice and progress across regions and settings. Finally, an in-person convening will take place alongside AAIC in London in July 2026, bringing together senior leaders from advocacy organisations, research, clinical practice and policy to consider how the field positions progress in prevention, diagnosis and treatment, and how advocacy can support effective implementation across different health systems.

What's planned next

Public Policy Dialogues

These Public Policy Dialogues will bring together leaders from advocacy, research, policy, and practice to examine how progress in prevention, diagnosis, and treatment can be translated into routine care. Each dialogue will focus on a specific strategic area, with participants sharing experience from different systems and considering what approaches may support effective and equitable implementation.

- **Advocacy Leaders Dialogue**
  This dialogue will bring together leaders from non-profit organisations, academia, and industry to reflect on strategic priorities for advocacy in the context of earlier diagnosis, prevention, and emerging treatments. The discussion will consider how advocacy can support the translation of scientific progress into routine practice, and what this means for policy, system design, and public communication. Participants will share perspectives on current opportunities and constraints across prevention, diagnostics, and treatment access, and identify areas where coordinated action may enable further progress.

- **Brain Health Dialogue**
  The dialogue will consider strategic questions for the field: where the brain health narrative is most effective, 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 where alignment strengthens advocacy and where clearer distinctions, more precise messaging, or more targeted framing are required to maintain coherence and influence. The dialogue will also examine how these strategic choices are shaped by national context and by practical experience of deploying the brain health narrative in policymaking, public communication, and programme design.

- **Diagnosis and Treatments Dialogue**
  Scientific advances have introduced new possibilities for diagnosis and treatment in Alzheimer's disease, including blood-based biomarkers and the first disease-modifying therapies. However, their introduction has been slow and, at times, contentious. Regulatory debate, reimbursement constraints, questions about clinical benefit, and limited health system readiness have created an uneven and often confusing landscape. As a result, the field now faces a different set of advocacy challenges: making the case for access while addressing expectations, evidence, safety, and equity. This dialogue will explore how advocacy can respond — what messages, strategies, and partnerships are required to support responsible adoption and ensure that progress translates into meaningful benefit for people and societies.

- **Patient Engagement and Activism Dialogue**
  The involvement of people living with dementia and their families has long shaped the direction and urgency of advocacy. As the field shifts toward prevention, earlier diagnosis, and new treatment pathways, expectations of what care should look like are also changing. This creates an important moment to consider how patient voices are represented, how lived experience informs policy decisions, and what forms of collective action are most effective today. The dialogue will examine approaches to patient engagement across different settings and systems, including where empowerment strategies are working, where they fall short, and how to build models of activism that are credible, inclusive, and aligned with the realities of scientific and clinical progress.

Insight Dialogues

As part of this advocacy project, the Council will host three Insight Dialogues. Insight Dialogues are open discussions that introduce emerging ideas and developments, where experts share perspectives on a defined topic and participants explore the questions these raise for practice and progress across regions and settings. This series will focus on what can be learned from public policy implementation in three areas: advancing brain health, introducing new diagnostic tools, and delivering new treatments. Speakers will include experts from both within and beyond the dementia field, drawing on lessons from other areas of health policy and service change to inform how scientific progress in dementia can be translated into routine practice.

Convenings

The Council will hold an in-person convening held at AAIC in London in July 2026. This meeting will bring together senior leaders from advocacy organisations, research, clinical practice and policy to explore strategic questions on advancing dementia advocacy, including how the field positions progress in prevention, diagnosis and treatment, and how advocacy can support effective implementation across different health systems.

Summits

Across the year, the themes explored through dialogues, exchanges, and convenings across all the World Dementia Council projects build a shared understanding that is brought together and debated at in person international summits that bring together global leaders. In 2026, the Satellite Summit in Istanbul will focus on how scientific progress moves into public health delivery. The WDC Summit will focus on the strategic direction of the field: as early detection, prevention, and treatments become possible, the community must rethink how dementia is defined, communicated, and supported, and consider how the field must adapt to drive progress and deliver for patients. The China Summit will focus on clinical implementation. Read more about what's on the agenda for our summits.

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.