World Dementia Council
Leading the Global Action Against Dementia

Global Advocacy Leaders Network

Global context

Alzheimer's disease is treatable. The first disease-modifying treatments are approved in a number of countries. Further treatments will follow that will be more effective and more easy to administer. Already innovation is making current treatments easier to administer, and clinical experience has improved the safety profile. Blood-based biomarkers are moving diagnosis earlier and making identification of disease more accurate. This is exactly the pathway other diseases have been on: scientific understanding leads to the development of treatments. And as has been seen in other areas, where a disease moves from untreatable to treatable, health systems are at very different stages – in whether they are willing, or able, to pay for treatments, and in how prepared they are to deliver them.

Policy challenge

Advocacy has driven progress in dementia over the last few decades. It raised awareness of the disease, pushed for better care, and made the case that secured sustained public and philanthropic funding for research. That investment is now paying off, with the first treatments and new diagnostics. But it means advocacy is entering a new phase. The challenge is no longer only securing funding for research; it is getting treatments and diagnostics adopted by health systems. That means payer decisions that differ country by country, health systems that need pathways, capacity and workforce in place, and earlier diagnosis that reaches people in their 50s and 60s who do not see themselves as patients.

Need for a network

People working in the science are much better connected internationally than those working in advocacy. The public affairs leads at the largest dementia not-for-profits face the same problems, but most have never met. When something like the Cochrane review lands, people scramble to find out what others are doing. The Global Advocacy Leaders Network, convened by the World Dementia Council, is a space for these leads to get to know one another and share the approaches, tactics, successes and lessons in getting treatments adopted. The approach is deliberately informal – small steps rather than a formal structure. The first meeting was held in September 2026

Founding members

Six of the largest dementia not-for-profits, across five countries. Each is represented by its public affairs lead.

Alzheimer's Association	**Alzheimer's Research UK**
Alzheimer Society of Canada	**Alzheimer's Society**
Alzheimer Nederland	**Dementia Australia**