

## **Strategy Document**

### **April 2024 – March 2030**

This Strategy Document capture the organisational ambition and aspirations for next five years, i.e. April2024 – March 2030 and captures the following aspects:

- Well-defined program focus areas for next five years aligned to organisational ambition.
- Defined thematic program priorities aligned to Funding Situation Analysis.
- Selection of Program Priorities and Geography done in alignment to organisational presence, capability and management bandwidth.
- Management Efficiency, Leadership and Structural Reorganisation for future programs, advocacy, networking and resource mobilization.

#### **Objective:**

Enhancing Dementia Care, Awareness, Prevention, Research and Support for Sustainable Impact

#### **Mission Statement:**

To create a compassionate and informed society that offers dignified care, respect, and resources for individuals living with dementia, their caregivers, and families by creating a comprehensive dementia care ecosystem, with prevention, research, and quality care at its core.

#### **Vision:**

By 2030, achieve a supportive ecosystem for people with dementia through better awareness, improved care standards, increased funding, and policy changes.

#### **Core Thrust Areas:**

1. Prevention Programs
2. Raising Awareness and Educating Communities
3. Improving Dementia Care Standards and Practices
4. Fundraising and Financial Sustainability
5. Research and Advocacy for Policy Change
6. Engagement with Caregivers and Families
7. Building Dementia Palli, a Residential Home

## **1. Prevention Programs**

Objective:

Reduce the risk of dementia through public health initiatives aimed at promoting brain health and early intervention.

**Key Actions:**

Public Awareness on Prevention (2024-2026):

Design and implement community outreach programs that educate the public on risk factors such as lifestyle, diet, and physical activity, tailored to the Indian context.

Brain Health Screenings (2025-2027):

Organize free or low-cost screenings in partnership with local healthcare providers to identify early cognitive decline. Create a referral system for high-risk individuals.

Healthy Aging Workshops (2025-2028):

Conduct workshops for older adults focusing on mental stimulation, social engagement, and nutrition, using culturally appropriate materials.

Culturally Relevant Campaigns (2024-2030):

Collaborate with community leaders to launch culturally sensitive campaigns in multiple languages to promote dementia prevention, targeting both urban and rural populations.

Outcomes:

Widespread awareness of risk factors and prevention strategies.

Increased participation in early screening and intervention programs.

## **2. Raising Awareness and Educating Communities**

Objective:

Foster widespread understanding of dementia and dispel misconceptions, especially among rural and underserved populations.

**Key Actions:**

Public Awareness Campaign (2024-2026):

Launch a statewide campaign using print, radio, and social media to highlight early signs of dementia and promote healthy aging practices. Incorporate cultural relevance for diverse Indian audiences.

Seminars and Workshops (2024-2030):

Organize monthly/annual seminars, including a flagship event on World Alzheimer's Day, to present cutting-edge research, share best practices, and engage policymakers.

Dementia in Rural India (2025-2028):

Focus on rural outreach by collaborating with local community leaders, healthcare workers, and NGOs to educate families and provide access to resources.

## **3. Improving Dementia Care Standards and Practices**

Objective:

Elevate the quality of care for individuals living with dementia by introducing innovative, person-centered care practices and staff training programs.

**Key Actions:**

Caregiver Training Program (2024-2026):

Develop a comprehensive caregiver training program covering best practices for engagement, daily living activities, and meaningful conversations. Include workshops, certifications, and hands-on training.

Implementation of Therapeutic Activities (2025-2027):

Pilot therapeutic activities based on music, art, and reminiscence therapies with metrics for measuring improvements in client wellbeing.

Technology Integration (2026-2030):

Invest in technology to support remote monitoring, cognitive therapy apps, and tailored interventions for clients. Partner with tech firms or healthcare companies for affordable solutions.

#### **4. Fundraising and Financial Sustainability**

Objective:

Secure consistent and scalable funding to sustain operations, improve facilities, and expand services.

**Key Actions:**

Fundraising Campaigns (2024-2030):

Develop targeted fundraising campaigns using digital platforms, community engagement, and corporate sponsorships. Highlight the critical needs of dementia care home in the appeal.

Corporate Partnerships (2025-2028):

Establish relationships with corporate donors and CSR programs, positioning your organization as a top destination for health-related social responsibility investments.

Grant Applications and Government Support (2026-2030):

Apply for national and international grants focused on elder care, dementia research, and innovative health technologies. Pursue government subsidies to enhance infrastructure.

#### **5. Research and Advocacy for Policy Change**

Objective:

Advocate for dementia-friendly policies and expand research on care innovations tailored to the Bengal/Indian context.

**Key Actions:**

Collaborative Research Projects (2024-2026):

Partner with universities and research institutions to conduct longitudinal studies on dementia in India, focusing on genetic, lifestyle, and environmental factors.

Prevention-Focused Studies (2025-2028):

Lead research on the effectiveness of prevention programs and brain health interventions, developing evidence-based models for reducing dementia risk.

Innovations in Care (2026-2030):

Invest in research on non-pharmacological interventions (e.g., cognitive stimulation therapy, art therapy) and technology that enhances care delivery in both daycare and residential settings.

Knowledge Dissemination (2026-2030):

Publish findings in national and international journals, and create accessible reports for policymakers and care providers.

## **6. Engagement with Caregivers and Families**

Objective:

Provide emotional, practical, and educational support to caregivers and families navigating dementia care.

### **Key Actions:**

Caregiver Support Groups (2024-2026):

Set up support groups in local communities for caregivers to share experiences, receive emotional support, and access resources.

Resource Toolkit (2025-2027):

Develop a culturally-sensitive toolkit that provides detailed advice on engaging with people living with dementia, drawing on your expertise from campaigns such as "From Missteps to Mastery."

Family Counseling Services (2026-2030):

Offer counseling sessions for families to better understand the emotional and practical challenges of dementia care, focusing on coping mechanisms and future planning.

## **7. Building Dementia Palli, a Residential Home**

Objective:

Build specialized, long-term care home that meets the diverse needs of people with dementia.

### **Key Actions:**

Building the facility (2024-2026):

Invest in infrastructure improvements to create a more dementia-friendly environment, focusing on safety, comfort, and sensory stimulation.

Specialized Care Teams (2024-2027):

Develop specialized care teams comprising nurses, social workers, and therapists to address the medical, emotional, and psychological needs of residents.

Dementia-Specific Programs (2025-2028):

Introduce dementia-specific care plans that include cognitive rehabilitation, occupational therapy, and individualized care plans for residents based on their level of cognitive function.

End-of-Life Care (2026-2030):

Develop a compassionate care model for residents in advanced stages of dementia, focusing on palliative care and dignity in the final stages of life.

## **Implementation and Monitoring**

2024-2025: Focus on training programs, public awareness, and initial fundraising.

2026-2027: Scale up research collaborations, policy advocacy, technology integration & running a residential care home.

2028-2030: Monitor the impact of initiatives, introduce new funding streams, and continue expanding reach to underserved areas.

### **Metrics for Success:**

Improved care outcomes based on client and caregiver feedback

Increased awareness as measured by media engagement and workshop participation

Sustainable growth in funding and donor base year-on-year

Policy changes or research breakthroughs influenced by advocacy efforts

Self sustaining residential facility catering to long term care needs of those in need