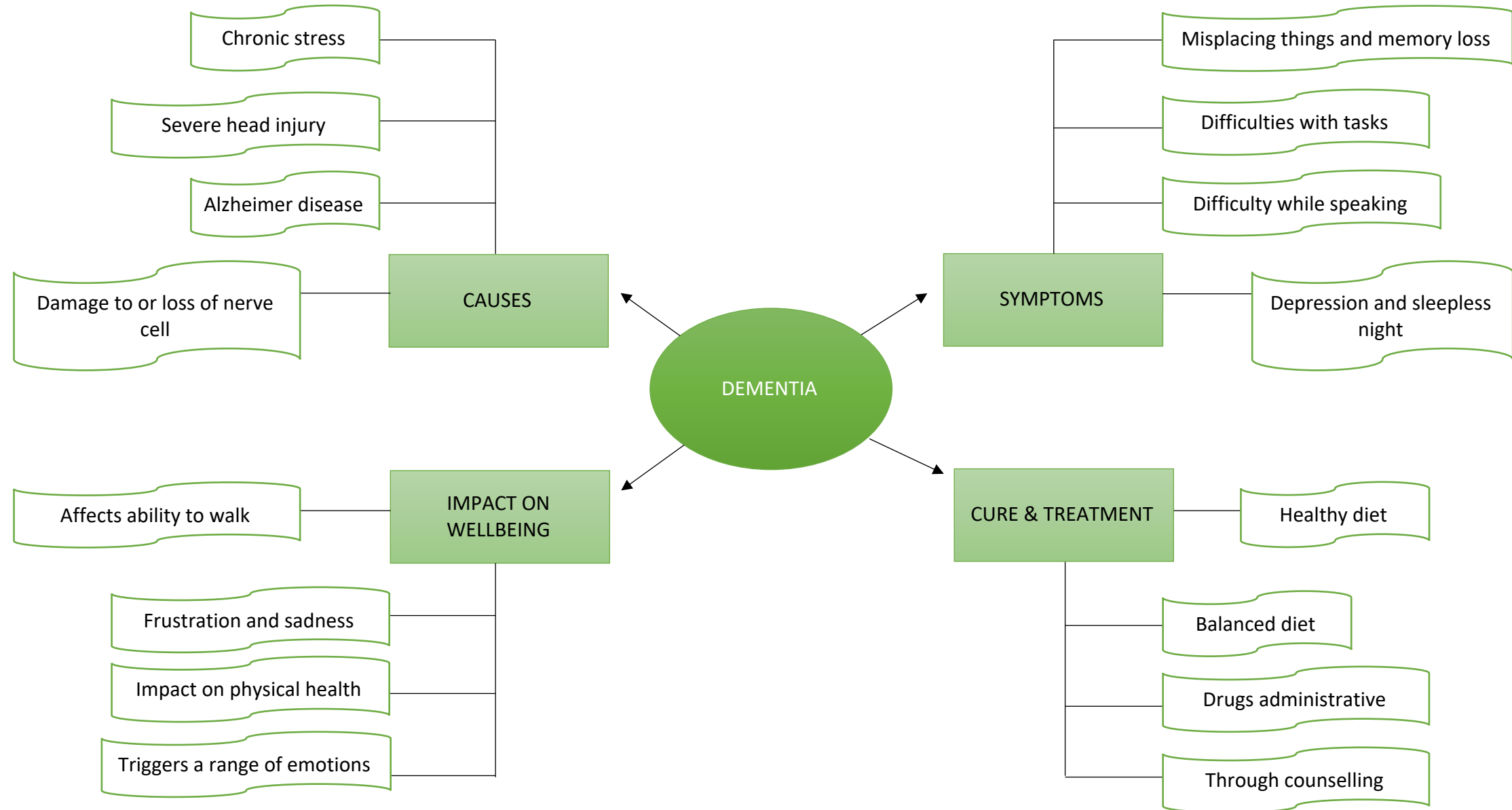


ASSESSMENT 1 ONLINE PORTFOLIO OF SET EXERCISES (E-PORTFOLIO)

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ARTEFACT TASK 1: Mind Map



Discussion

Dementia is a disease that affects a person's daily life activities. In the UK, the total population of patients with dementia is 7.1%. dementia mostly occurs in older people who are above 65 years of age (Bessey and Walaszek, 2019).

The innovative campaign developed for the chosen disease is presenting the Dementia disease to an audience of carer which look after patients with dementia. The campaign will be presented through a flyer to get carer involved. The main points of the campaign will then be shown in a mind-map.

Mind-map

My mind-map on the theme of Dementia identified four interconnecting points. These four interconnecting points are 1. The causes of Dementia, 2. The symptoms of Dementia, 3. The Cure & Treatments of Dementia and 4. The impact on patients' wellbeing.

My first interconnecting point is about the **causes** of dementia, some of the causes of dementia that will be mentioned in the campaign are damage to or loss of nerve cells. When people lost their connections in the brain, depending on the areas of the person's brain that get damaged due to the loss of nerve cells, dementia affects them differently and causes severe symptoms. Apart from that, Alzheimer's disease is one of the biggest causes of dementia (James and Bennett, 2019). Patients with Alzheimer's disease have tangles and plaques in their brains. It results in severe head injuries. Thus, it damages healthy neurons and fibres. Hence, it results in memory loss and weaknesses. Beyond that, chronic stress is also one of the significant risk factors for dementia as people's busy lifestyle, family obligations, and poor financial conditions affect their mental health and causes dementia.

My second interconnecting point is about the **symptoms** of dementia, from what carer have shown, such as people who have shown symptoms of this disease, do not remember to keep any belongings, and there is memory loss and misplacing things (Bessey and Walaszek, 2019). Also, people with dementia find difficulties and nervousness in speaking. They have to face difficulties in walking. Lack of sleep and lack of appetite are also major symptoms of dementia. Due to dementia, many times

people suffer from depression, due to memory loss and being unable to do any work they found themselves sad and frustrated.

My third interconnecting point is about the **impacts on the well-being** of the person with Dementia. The campaign has demonstrated that dementia **impacts** the patient's everyday life in a very bad and unhealthy way because people tend to live under stress due to memory loss and sleepless nights. Their mental health deteriorates, due to which their physical health is also affected (Joyce *et al.*, 2018). Dementia also triggers people's emotions in a very unfavourable way. For example, loss of appetite, always being in depression, feeling sad and getting frustrated because of small things. It has been also found that some patient with dementia also experiences hallucinations which can lead to paranoia, panic, and extreme anxiety.

My fourth and last interconnecting point of the mind-map is about the cure & treatment of Dementia. Currently, it has been answered on the Q&A of the proposed campaign that there is no particular **treatment or cure** for dementia. But, with home care and the rise of technology, symptoms of dementia can be easily eased and handled. Patients who have dementia due to brain injury and who are in depression can be given **treatment** through counselling, which is a psychodynamic approach, psychiatrists can help patients reduce their stress and sadness (Cations *et al.*, 2018). Apart from this, the three main domains people with dementia require a focus on are, the medical domain: such patients can be cured with medicines prescribed by the doctor; the psychological domain: as mentioned, by receiving counselling treatment to prevent depression, anxiety & apathy, and the social domain: getting cured through a balanced and healthy diet with moderate exercises incorporated.

ARTEFACT TASK 4: Flyer



Dementia – You run away !!

Campaign details

The project is about organising a campaign that is based on helping carers who support patients with dementia. The name of the campaign is “Dementia- you run away!”. Carers that support people with dementia will be informed about home treatment and how to support patients. Social media (Facebook, Twitter and Instagram) will be used to promote this campaign and its activities to target a larger audience.



Aim?

Firstly, a survey will be conducted through Facebook, in which questions will be answered by carers that support people with dementia. Therefore, carers who help people with symptoms of dementia will be targeted. Apart from this, the schedule and details of the campaign will be sent to that potential audience to participate in the campaign.

The campaign is to provide general information regarding the home treatment of dementia to reduce its impact on people.

LOCATION → **London**

Important...

This campaign is free of cost as some charity donors will be approached. The campaign is being organised by collaborating with NGOs related to dementia to minimise it and provide general information to mitigate the disease.



This campaign will provide general knowledge about the type of support needed by doctors, nutritionists and with symptoms of dementia by providing knowledge about maintaining their physical health and trying to improve their daily life routine.

Activities



BENEFITS

DOCTORS WILL BE THE ONES GIVING SUPPORT THROUGH THE WEBSITE AND WILL BE THE ONE PROVIDING, EXERCISES AND DIET ACCORDING TO PATIENTS' IMPROVEMENT

• This campaign will be for 15 days & it is going to start from the 10th of April and will run from 10am to 4pm

The campaign will benefit people in many ways. For instance, it will enhance the well-being of the community. It provides low-cost support and ideas to people for recovery from dementia. It will increase people living and awareness of dementia. Most importantly, it will let people know about balanced diets and disciplinary lifestyles that will help improve people with dementia's health. Hence, it will create a stronger community.



CARER



- Apart from this, carers that support patients with symptoms like depression (for example, sleepless nights), the counsellors and psychiatrists will counsel them and help them to get rid of stress and depression which ultimately help treat some symptoms of dementia.
- Since this campaign is about how carers can help patients maintain their physical and mental health through a healthy and balanced diet, nutritionists who will play an important role in this campaign will tell carers about which healthy diet patients should follow, including through which exercises patients should follow balancing it with healthy diets, they can keep their body fit and start to lose some symptoms of this disease.



Facebook link:
<https://www.facebook.com/dementiayourunaway>

Website link:
<https://www.dementiayourunaway.com>

Help line number:
(+44) 7766 8787



Discussion

No particular cure or treatment has been discovered because dementia is caused by a different number of diseases and therefore it is unlikely that a single cure will be efficient. The most common type of dementia is Alzheimer's disease, which affects people's brain, memory, and way of thinking.

The Campaign "*Dementia – You run away!*" is a project which has been proposed to carers who support patients with dementia. The campaign aims to provide general information regarding the home treatment of dementia to reduce its impact on people.

The campaign will aim at carers that support people with dementia and inform them about home treatment and how to support patients.

This campaign will be promoted through social media such as Facebook, Twitter, and Instagram, to target a larger audience of carers, whereas the project will take place in London. The duration of the campaign will be 15 days and it is going to start on the 10th of April following the suggested timing: 10 am to 4 pm. Before the starting day, a survey will be conducted through Facebook, in which questions will be answered by the targeted carers.

The proposed campaign is free of cost as some charity donors will be approached together with the collaboration of NGOs related to the disease to minimise it and provide the right information to mitigate the disease; it will also provide carers with the type of support needed from doctors, authorities, nutritionists, and counsellors which will counsel patients to get rid of stress and depression, which are symptoms of dementia. The role of carers will be to help patients with symptoms of dementia by providing them with knowledge about maintaining their physical health and trying to improve their daily-life routine. Although doctors themselves will be the ones giving the support providing the type of exercises and diets according to the patients' improvement through the given website on the flyer.

The campaign will benefit carers and people who suffer from dementia in many ways, for instance, this campaign will enhance the well-being of the community. It will increase people leaving and reduce symptoms of dementia. Most importantly, it will make people aware of balanced diets and disciplinary lifestyles that will improve health.

The idea of the campaign "*Dementia – You run away!*" came from the evidence that in some cases, people are not aware that they have dementia or symptoms related to it. I have used catching colours, images, and a catching title to present my flyer as there is more chance to

attract carers' interest. Promoting the campaign through social media, I think is the most effective way as social media are the new way of interaction and promotion.

I have chosen carers as a targeting audience for my campaign because they are more able to understand and remember what the flyer is promoting, I did not target my campaign directly to people who suffer from dementia as they might not be able to read, comprehend and remember the aim of it.

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