

Improving awareness and reducing stigma of dementia in minority ethnic communities: a scoping review and consultation

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The changing ethnic composition of Europe presents challenges for health and social care systems to provide effective, equitable care. As minority ethnic populations age, the numbers living with dementia are projected to increase steeply but people may not seek help due to lack of awareness and stigma. Community-based campaigns to raise awareness and reduce stigma are essential to addressing ethnic inequalities in access to care and outcomes for minority ethnic people with dementia.

In this talk, we will present findings from a **scoping review and consultations** that:

- summarised awareness-raising/stigma-reducing campaigns focused on dementia in minority ethnic communities
- summarised research that designed or evaluated such campaigns
- gained the perspectives of minority ethnic people with lived experience and providers from charitable/statutory services

We identified 21 relevant sources. A range of campaign formats were identified, including videos, podcasts, online guides, posters, webinars, and community-led initiatives. Campaigns that resonated most with communities featured personal stories, information delivered by professionals, the use of community languages, and discussions on culturally relevant topics. Research evidence suggests these campaigns have potential to improve knowledge and encourage help-seeking. Consultations highlighted that: campaigns should be inclusive of all generations, building trusting, sustainable relationships is key to changing attitudes, a culturally competent workforce is crucial, and gaps in ethnicity data and a lack of long-term funding undermine impactful campaigns.

Our talk will summarise key points on evidence-based ways to raise awareness and reduce stigma of dementia in minority ethnic groups.

This work is part of a wider project, ***Reducing inequalities across the care pathway for minority ethnic communities inequalities***.

Visit [Alzheimer Europe website](#) to access the conference programme.