



Reimagining Dementia: A Creative Coalition for Justice is an international group of people living with dementia, care partners, family and community members, dementia activists and allies, health professionals, advocates, artists, academics, policymakers, and others. Reimagining Dementia is committed to creativity, belonging, caring relationships, joy and growth for everyone. Launched in September 2020, Reimagining Dementia currently has over 840 members in 35 countries. Unique to Reimagining Dementia is a belief in creativity (the arts, theater, music, movement, improvisation, performance and more) as an innovative way to challenge the stigma and stereotypes of dementia and the inequities experienced by people living with it, and to effect individual and social transformation.

Over the last three years, Reimagining Dementia has emerged as a grassroots catalyst for change and a visible “hub” and community of support for all. By leveraging the collective resources, experiences and successes of our members and others with whom we are collaborating, Reimagining Dementia is giving everyone impacted by dementia the tools, understandings and support they need to thrive. We will not stop until we all have access to life-affirming alternatives in every aspect of their lives.

Since our launch in September 2020, Reimagining Dementia has:

- Hosted quarterly virtual gatherings that regularly bring together hundreds of members.
- Launched Taking It to the Streets (www.reimaginingdementia.com/takingstreets), which took place during September 18-24, 2023, in communities around the world. The campaign, which will feature public facing events and activities, is designed to shatter the silence about dementia; creatively transform the journey of dementia and build a world in which diagnosis is not the end of life, but a starting point for joy, humanity and new possibilities.
- Collaborated with Grammy Award-winning musician Simon Law and members across the globe to create an original song/video, “Let’s Reimagine,” which is available on our website.
- Published an article, “Separate and Unequal: A Time to Reimagine Dementia,” in *The Journal of Alzheimer’s Disease* in May 2021.
- Participated in dozens of podcast and media interviews and presented at conferences and to local, national and global organizations, including the International Federation on Ageing.

Volunteer-driven and independently funded, Reimagining Dementia is eager to advance our capacity (human, financial and technological) to impact and influence by:

- Partnering with communities under-represented in the broader dementia conversation.
- Strengthening our capacity to reach individuals and organizations through social media, video and other creative mediums.
- Designing and developing projects and initiatives that will influence the development of new and more creative approaches, policy reform and change in practices.

The Coalition’s website is www.reimaginingdementia.com; coordinator Mary Fridley may be reached at reimaginingdementia@gmail.com.