

[203] CULTURE CHANGE IN DEMENTIA CARE IN ISRAEL AND WORLDWIDE

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Arts For Dementia (AfD) is an online community that was conceived at DementiaHack 2015 in Toronto. The initiative is supported by **Alzheimer's Disease International (ADI)**, **Dementia Alliance International (DAI)**, **Canadian Institute of Health Research (CIHR)**, and **Israeli Alzheimer's Association (EMDA)**. The portal is currently being developed and the database populated. AfD aims to aggregate arts based initiatives around the world that educate how to engage meaningfully with people living with dementia. In addition, it prompts social activism that benefits people living with dementia and their care and support circles, as well as health care professionals and researchers through arts, creativity, technology, education and social innovation. The internet-driven movement sprung out of the CEO's experience as a caregiver to her mother and her consequent action-based PhD research on technology and artistic expression in dementia care.

Question for Service provider category are:

- **Main Service:**
We offer: Arts & health educational programs development, Community outreach, Arts-based workshops for clinicians, policymakers, caregivers and patients, Public lectures and Consultancy services.
- **Key Strengths:**
We address ethical and justice-driven dementia care that offers hope and help to all circles of support through arts and creativity, technology and education, empowerment and social innovation. We address the challenges of people with dementia, their families, institutional caregivers, clinicians, researchers and policymakers. Having been educated in Israel, UK and Canada, we shed new light on dementia-care in Israel.
- **Experience with Israeli Companies:**
We've been offering lectures at Ben-Gurion University, Soroka Hospital, as well as developing therapeutic workshops at Zhahalon LTC in Jaffa, we've been also working with Hertzog hospital in Jerusalem, Beit Yona in Beer Sheva and EMDA (Israeli Alzheimer's Association)
- **Key Markets:**
Health and medical education of all levels including Med schools
Hospitals
Long Term Care
Communities