

## IFA to Launch Survey Gathering Public Perceptions on Brain Health and Cognitive Decline

TORONTO, Oct 21, 2022 - The prevention and treatment of cognitive decline across our community are crucial to supporting individuals with cognitive decline and their caregivers. As part of this important work, the International Federation on Ageing (IFA) is gathering views on public perceptions surrounding brain health and cognitive decline.

In our work to combat ageism and stigma we aim to identify common misconceptions, and gaps in information sources for members of the public, as well as caregivers and healthcare professionals in Canada. The findings from this survey lay the groundwork to help inform mechanisms to improve awareness and understanding.

Brain health is a growing field of research globally, in part due to the rapidly ageing global population, and indeed in Canada. The ambitious of Canada's Dementia Strategy is built on three distinct objectives namely to prevent dementia, advance therapies and find a cure, and improve the quality of life for individuals with dementia.

It is estimated that by 2050, 2 million individuals will be living with dementia in Canada. Misconceptions and personal bias may hinder the necessary lifestyle changes required to promote brain health and can lead to inadequate management and treatment for individuals with brain health disorders. Understanding what misconceptions exist allows for targeted communications strategies for the individuals that need it most.

Healthcare professionals and the broader community including caregivers are encouraged to complete the brain health survey. Survey findings will be used to tailor further communication around the prevention and treatment of cognitive decline in the Canadian context.

To learn more about the [Brain Health Survey](#), and to participate please click [here](#). More information on the IFA can be found at [www.ifa.ngo](http://www.ifa.ngo) or [@IFAgeing](#) on all social media platforms.

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The [International Federation on Ageing](#) (IFA) is an international, non-governmental organization (NGO) with a unique membership base comprising government, NGOs, academics, industry, and individuals in over 80 countries. Nearly 50 years old, the IFA has become known as a leading and innovative organization that works across disciplines and sectors toward common goals that improve the lives of older people. Through the IFA's formal relations with the World Health Organization (WHO) and general consultative status at the United Nations and its agencies, the IFA is in the position to advocate directly with member states and contribute to and inform intergovernmental dialogue.