

Dementia Kills - But YouGov Survey Reveals Britons Don't Know the Disease is Fatal

Submitted by: Re:Cognition Health
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New survey reveals:

- Almost half of Britons don't realise dementia is a fatal disease
- British adults are more concerned about having Alzheimer's or developing dementia (38%) than cancer or heart disease combined (31%)
- 87% believe early detection of dementia can make a difference to their future health BUT awareness of symptoms is severely lacking so people are in the dark on what to look for

New research has revealed that 38% of the UK population are most concerned about developing dementia in the future. The recent YouGov survey, commissioned by award winning brain clinic Re:Cognition Health (<http://www.recognitionhealth.com>), has revealed that 49% of those questioned don't realise that dementia is fatal, despite it being the leading cause of death in England and Wales.¹

The survey of 2049 UK adults was commissioned to determine how much the British public know about dementia and its symptoms.

Despite more people (38%) fearing they may develop dementia, compared to cancer (26%) and heart disease (6%), many (11%) aren't sure of what the symptoms of dementia are at all, apart from memory loss, with (81%) of Brits thinking difficulty remembering recent events is a symptom of dementia.

62% of those surveyed know that dementia can cause unexpected and uncharacteristic anger, but 68% didn't realise that Alzheimer's and other causes of dementia can cause inappropriate sexual behaviour such as making inappropriate remarks.

Alarmingly, it was revealed that 11% of Britons are unsure of what the symptoms of dementia are at all, however, it is reassuring to discover that 87% believe early detection of Alzheimer's Disease and other causes of dementia can make a difference to the future health of the individual. Dr Emer MacSweeney, CEO and Medical Director of Re:Cognition Health says, 'Early intervention and accurate diagnosis of the specific cause of a person's cognitive decline are key to ensuring the individual receives access to the correct and best treatment, at the earliest possible stage, before their symptoms have progressed to those of dementia. In order to receive an early diagnosis, it is essential to recognise symptoms as soon as possible. Unfortunately, this survey highlights that the general public is not yet sufficiently well informed; there is a massive lack of awareness.'

Early symptoms of cognitive impairment which may lead to dementia include:

- Short term memory loss
- Repeatedly asking the same questions
- Changes in behaviour - unexpected / uncharacteristic anger and changes in mood

- Confusion
- Getting lost in a familiar environment
- Forgetting words / problems with speech and language
- Loss of sense of direction / disorientation
- Difficulty in performing everyday (seemingly normal) tasks
- Misplacing items
- Difficulty making decisions and planning
- Issues with balancing and spatial awareness
- Becoming passive and disinterested
- Problems with calculation

'If you, or a loved one are experiencing one of more of these early symptoms, I advise you, strongly, to seek prompt medical advice. An early diagnosis of Alzheimer's Disease and other causes of cognitive impairment, leading eventually to symptoms of dementia, will give you the chance to change your quality of life and eventual outcome, for the individual and their families,' adds Dr MacSweeney.

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For further information, detailed survey results and interviews with Dr Emer MacSweeney please contact:
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About Re:Cognition Health:

Re:Cognition Health was established in 2011 to provide a specialist service in the neurological assessment and imaging of cognitive impairment, neurovascular diseases and traumatic brain injury. The Re:Cognition Health Clinics in London, Essex, Surrey, Plymouth (and Birmingham from August 2017) are also major centres for international trials for a new generation of disease-modifying treatments, designed to slow progression of Alzheimer's Disease and its symptoms.

NOTES TO EDITOR:

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2049 adults. Fieldwork was undertaken between 19th - 20th April 2017. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+).

REFERENCES:

1. Office for National Statistics Deaths registered in England and Wales (Series DR): 2015. Registered deaths by age, sex, selected underlying causes of death and the leading causes of death for both males and females.