



Clinical Research Network  
East Midlands

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Contact: Kerry Todkill

For immediate release

### **Join Dementia Research is hitting the road**

The Clinical Research Network East Midlands is teaming up with Alzheimer's Society's in a series of Community Roadshows which are touring the East Midlands throughout March.

The pioneering Roadshow provides an opportunity to put questions to local Dementia Support Workers about the condition which affects about 60,000 people in the region.

For the first time, the Roadshow will also be a chance to find out more about Join Dementia Research, which is a campaign run by the National Institute for Health Research (NIHR). Join Dementia Research is a database of people who are interested in taking part in research relating to dementia - its causes, potential cures and everyday care.

The East Midlands tour will visit:

Spalding (by Tonic Health on Westlode Street) on March 8th

Spilsby (Sainsburys on Boston Road) on March 9th

Grantham (Downtown/Oldrids on Gonerby Lane) on March 10th

Oadby (The Parade, by Nuhu Restaurant) on March 15th

Oakham (The Cooperative Food on Burley Road) on March 16th

Northampton (Market Square) on March 17th

Leicester (Humberstone Gate West) on March 18th

Derby (Royal Hospital car park) on March 21st

Ashbourne (Coopers Mill, King Edward Street) on March 22nd

The Roadshow is open from 10am – 4pm each day.

The Dementia Community Roadshow aims to increase local awareness and understanding of the condition. It offers free information and advice to anyone with queries about the condition, as well as helping to promote the benefits of an early diagnosis.

It is also open to people currently living with dementia, who are worried about a friend or relative's memory or who just have questions about the condition. No appointment is needed.

Diane Smith, Regional Operations Manager for Alzheimer's Society in the East Midlands, said:

"Dementia is one of the biggest health and social care challenges of our generation. Yet it continues to be a condition blighted with stigma and lack of understanding. This can mean that people who are worried about dementia in some way, or simply want to find out more may not know where to turn."

"The Dementia Community Roadshow is the perfect way to get that information and support out to the people who need it. We're here to provide people with information about where to get help and encourage those with concerns about their memory to visit their GP."

Research is vital as it can help to understand what causes dementia, develop effective treatments, improve care and hopefully one day to find a cure. But for research to progress we need more people to take part in more studies.

One of the challenges faced by researchers involved in dementia research is attracting potential participants to get involved in their studies. At the same time, many people are looking for research studies to contribute to and take part in, but don't know where to find out about them.

This is why the NIHR, in partnership with Alzheimer Scotland, Alzheimer's Research UK and Alzheimer's Society, has developed 'Join Dementia Research', a new service which allows people to register their interest in participating in dementia research and be matched to suitable studies.

Based within the Institute of Mental Health in Nottingham, Prof Tom Dening, Speciality Lead for Dementia, Clinical Research Network: East Midlands said: "The fantastic response we've seen so far is indicative of the importance of dementia and research to the wider public. There are about

800,000 people in the UK living with dementia, so there's a lot to be done. Research plays an important part in that progress and it's great that the public are willing to donate their time and play their part in making it happen."

Sign up today at: [www.joindementiaresearch.nihr.ac.uk](http://www.joindementiaresearch.nihr.ac.uk)

Or if you need assistance please call:

Alzheimer's Research UK 0300 111 5111 (Monday-Friday 9am-5pm)

Alzheimer's Society 0300 222 1122 (Monday to Wednesday 9am-8pm, Thursday and Friday 9am-5pm, Saturday and Sunday 10am-4pm)

ENDS

Social media:

Please help to spread the word using the following social media:

@AlzSocEMidlands or visit the Facebook page [facebook.com/AlzheimersSocietyEastMidlands](https://facebook.com/AlzheimersSocietyEastMidlands)

@NIHRCRNEastMids

About Alzheimer's Society

Alzheimer's Society is the UK's leading dementia support and research charity.

Alzheimer's Society research shows that 850,000 people in the UK have a form of dementia. In less than ten years a million people will be living with dementia. This will soar to two million people by 2051.

225,000 will develop dementia this year, that's one every three minutes.

Dementia costs the UK economy over £26 Billion per year. This is the equivalent of more than £30,000 per person with dementia.

Alzheimer's Society funds research into the cause, care, cure and prevention of all types of dementia and has committed to spend at least £100 million on research over the next decade.

Alzheimer's Society champions the rights of people living with dementia and the millions of people who care for them.

Alzheimer's Society works in England, Wales and Northern Ireland.

Alzheimer's Society supports people to live well with dementia today and funds research to find a cure for tomorrow. We rely on voluntary donations to continue our vital work. You can donate now by calling 0330 333 0804 or visiting [alzheimers.org.uk](http://alzheimers.org.uk).

Alzheimer's Society provides a National Dementia Helpline, the number is 0300 222 11 22 or visit [alzheimers.org.uk](http://alzheimers.org.uk).

Alzheimer's Society YouTube channel [www.youtube.com/AlzheimersSociety](http://www.youtube.com/AlzheimersSociety)

#### About the NIHR Clinical Research Network

The National Institute for Health Research is an arm of the Department of Health led by Dame Sally Davies and the Clinical Research Network is part of that. They provide researchers with the practical support they need to make clinical studies happen in the NHS, so that more research takes place across England, and more patients can take part. This practical support includes: reducing the "red-tape" around setting up a study; enhancing NHS resources, by funding the people and facilities needed to carry out research "on the ground"; helping researchers to identify suitable NHS organisations, and recruit patients to take part in research studies; advising researchers on how to make their study "work" in the NHS environment. The University Hospitals of Leicester NHS Trust hosts the Clinical Research Network: East Midlands.