

## The European Brain Council's Weekly External Environment Update

**Week of 21<sup>st</sup> November 2011**

### Quote of the week

*“This new concept involves thinking about the person with dementia and how they are feeling. They tend to go back in time with their thoughts and memories, so it is about building an environment in which they feel safe and secure.”*

Sue Sinclair, manager of Hyndburn Homewise, commenting on a pioneering scheme which furnishes dementia sufferers' homes with familiar objects from their past, see articles of interest for further details

### Agenda Watch

- i) Today (November 21<sup>st</sup>), the European Commission is holding its **annual research conference** under the theme, **New growth models for Europe**. Click [here](#) for further information
- ii) Last Friday, the European Commission held the annual **European antibiotic awareness day** in order to raise awareness about the threat to public health of antibiotic resistance and about how to use antibiotics responsibly. Click [here](#) for more details

### Institution Watch

- i) On November 28th, the European Commission is holding a conference on **Ageing in dignity: Designing effective strategies for tackling elder abuse**. Click [here](#) for further information
- ii) On December 5<sup>th</sup>, the European commission is holding a two-day European innovation convention, as part of the **Innovation Union flagship initiative**. Click [here](#) for further information

### Key updates this week

#### **Joined-up thinking**

On Friday 18<sup>th</sup> November, the European Brain Council joined forces with the Polish Presidency to host a conference entitled **First European Year of the Brain: Ageing, Stroke & Alzheimer's disease – Finding Innovative Solutions**. The event took place in Warsaw and examined

developments in healthcare aimed at improving quality of care and patient safety in view of implementing a cross-border healthcare directive recommendation.

Mary Baker, EBC President and Jerzy Buzek, President of the European Parliament, led an enlightening day of speeches from a wide range of political, medical and scientific professionals, including John Bowis OBE and Professor Gunhild Waldemar from Copenhagen Hospital.

The Polish Presidency is particularly focused on drawing attention to the threat to the health of European societies posed by the rising incidence of brain diseases – particularly in the context of a constantly ageing society.

About 70,000 people suffer from strokes in Poland every year, and there are about 400,000 cases of dementia of which 250,000 are Alzheimer's disease.

These numbers have motivated the Polish Presidency to adopt measures to prevent the quality of life of ageing people deteriorating, in a bid to increase public understanding and awareness of ageing-associated diseases, thereby limiting stigmatisation, marginalisation, and social exclusion of elderly people.

Please click [here](#) to view the draft post-conference conclusion.

### ***National plans to fight Alzheimer's disease***

Elżbieta Katarzyna Łukacijewska (PPE) recently addressed the Commission and highlighted that to date few member states have adopted plans to combat Alzheimer's disease. In light of this, Łukacijewska asked the Commission's opinion of the progress of member states in drawing up and implementing national plans to combat brain diseases and neurodegenerative diseases. Łukacijewska also asked whether the Commission planned to publish a report in the near future, detailing the most effective solutions identified by member states.

Responding on behalf of the Commission, Mr Dalli stated that the Commission intends to produce an implementation report on progress made in 2013. Dalli highlighted that the main activity relating to this report is **Alzheimer's Cooperative Valuation in Europe (ALCOVE)**. This initiative maps existing and emerging good practices related to early detection and care for persons suffering from Alzheimer's disease and other forms of dementia and aims to improve the dissemination and application of such practices.

However, Dalli also stated that the Commission wouldn't be circulating detailed information on the drawing up of individual national plans to combat brain diseases and neurological diseases.

### ***Mental Health – Publications***

Please find below three publications on mental health recently issued by DG SANCO:

**[Publication: Long-term mental health care for people with severe mental disorders](#)**

**[Publication: Mental well-being: For a smart, inclusive and sustainable Europe](#)**

**[Publication: Making the long-term economic case for investing in mental health to contribute to sustainability](#)**

### **Articles of interest**

✓ *Inside Housing online*, Fond memories

**<http://www.insidehousing.co.uk/care/fond-memories/6519111.article>**

✓ *Cordis News*, Stronger EU-EECA ties in the pipeline

**[http://cordis.europa.eu/fetch?CALLER=EN\\_NEWS\\_FP7&ACTION=D&DOC=1&CAT=NEWS&QUERY=0133c19e2b75:4246:219355d0&RCN=34045](http://cordis.europa.eu/fetch?CALLER=EN_NEWS_FP7&ACTION=D&DOC=1&CAT=NEWS&QUERY=0133c19e2b75:4246:219355d0&RCN=34045)**

### **Dates for your diary**

Please check future updates for the date of EBC's first Board Meeting of 2012