TOWARDS A CURE, OUR STRATEGY TO 2033
BACKGROUND

• ARUK’s new 10-year organisational strategy **ARUK: Towards a Cure** sets out our path towards a cure. It defines the change that we want to see for people affected by dementia and identifies the unique role that we play.

• **ARUK: Towards a Cure** marks a pivotal moment both for everyone affected by dementia and for us as a charity. Dementia is the UK’s biggest killer and 1 in 2 of us will be directly affected by it. For many years, the situation has felt hopeless – but global optimism around new treatments and host of advances in research are now revealing a path to a cure.

• We are at the beginning of our journey – but with the right support and action, it’s a matter of when, not if, life-changing treatments arrive. Our new strategy sets out our path towards a cure. We are grateful to our supporters and people directly affected by dementia, whose feedback has shaped the strategy.
WHY ACCELERATING PROGRESS TOWARDS A CURE MEANS SO MUCH TO ME

My husband Frank Littleford survived prostate cancer, and it felt like a miracle – one only possible thanks to sustained investment in cancer research. But sadly, when a diagnosis of Alzheimer’s disease shortly followed, there was no such miracle in sight.

His diagnosis of Alzheimer’s felt completely different. There was a sense of abandonment. You are given the diagnosis and then that’s it, there’s little that can be done for you.

It has been very difficult to see a once articulate, confident, outgoing and sociable man become afraid, confused, embarrassed and dependant on me in such a short period of time. For me and Frank, and all people in our situation, we need to see every avenue explored to find effective treatments and one day a cure.

I’m delighted to have given my views in the development of ARUK: Towards a Cure. While sadly progress will be too late for Frank, I am full of hope and optimism that people diagnosed with dementia will in the future have more options to live longer, better lives.

Alison Littleford, ARUK Patient Representative
STRATEGIC PLAN
ALZHEIMER’S RESEARCH UK - TOWARDS A CURE
OUR STRATEGY TO 2033

OUR VISION IS A WORLD FREE FROM THE FEAR, HARM AND HEARTBREAK OF DEMENTIA

OUR MISSION IS TO ACCELERATE PROGRESS TOWARDS A CURE

OUR GOALS

define the changes we want to see for people affected by dementia:

TREATMENT:
People will be able to access new life changing treatments for the diseases that cause dementia

DIAGNOSIS:
People will get an earlier and more accurate diagnosis of the diseases that cause dementia, for improved access to research and treatments

PREVENTION:
Fewer people will develop the diseases that cause dementia

OUR ENABLERS

will deliver these changes:

OUR SUPPORTERS:
we’ll make progress with the dedication and generosity of every supporter

OUR INFLUENCE:
We’ll generate awareness, impact and action

OUR ORGANISATION:
We’ll develop our people, systems and structures
OUR GOALS

They describe the changes we want to see for people affected by dementia in the next 10 years

**TREATMENT**
People will be able to access new life changing treatments for the diseases that cause dementia

**DIAGNOSIS**
People will get an earlier and more accurate diagnosis of the diseases that cause dementia, for improved access to research and treatments

**PREVENTION**
Fewer people will develop the diseases that cause dementia

ALZHEIMER'S RESEARCH UK FOR A CURE
OUR ENABLERS WILL DELIVER OUR GOALS

They describe the changes we’ll make as an organisation with the help of supporters

**OUR SUPPORTERS**

With the dedication and generosity of every supporter, we’ll deliver our goals

**OUR INFLUENCE**

We’ll generate awareness, impact and action to deliver our goals

**OUR ORGANISATION**

We’ll ensure our people, systems and structures are set up to deliver our goals
OUR GOALS IN DETAIL
TREATMENT GOAL

Our 10 year goal: People will be able to access new life changing treatments for the diseases that cause dementia

Our strategy to deliver this goal

We need life-changing treatments to exist and for the NHS to be ready to deliver these treatments to people as soon as possible. We want to see dementia as a priority for UK and international governments to drive forward progress.

Our research programme will accelerate progress towards new treatments – we will increase investment in making fundamental discoveries, translating them into treatments, and creating the clinical environment to bring them to patients. We want to see increased numbers of treatments ready to test and faster ways to test them in the UK.

We will work with the UK government to prepare the NHS for new treatments, with a focus on boosting clinical trials, agreeing clinical pathways and funding new treatments.

What we’ll do in the next three years:

- Continue to fund our flagship strategic research programmes to increase our understanding of the diseases that cause dementia and to support initiatives to bring more targets into development. Key initiatives:
  - UK Dementia Research Institute, Drug Discovery Alliance, Dementia Discovery Fund, Grant Funding Programme
- Work with clinicians, patients and other stakeholders to support innovation in clinical trials. Key initiatives:
  - Clinical Accelerator Programme
- Boost the number of clinical trials and speed up dementia research through our involvement with the work of the UK government’s Dame Barbara Windsor Dementia Mission. Our role will be to bring together industry, the NHS, academia and families living with dementia.
- Influence to help the NHS become more prepared to support the delivery of new treatments. We want to see an agreed clinical pathway and the first drug funded on the NHS.
- Increase our understanding of the views and perspectives of people to help us, building our role as an advocate for people affected by dementia.
DIAGNOSIS GOAL

Our 10 year goal: People will get an earlier and more accurate diagnosis of the diseases that cause dementia, for improved access to research and treatments.

Our strategy to deliver this goal

To achieve our goal, tools need to exist that enable the diagnosis of dementia earlier and more accurately. And these diagnostic tools need to be less costly, less invasive and more widely available. That way, people can start to benefit from upcoming treatments at a time when they will make the biggest difference.

We will fund research into the diagnosis of the diseases that cause dementia. We will focus on three different aspects of diagnosis - diagnosing at the earliest possible stage; diagnosing swiftly and diagnosing accurately. We will influence to help to prepare the NHS with the infrastructure and resources to enable everyone who needs these diagnosis tools to get an earlier and more accurate diagnosis.

What we'll do in the next three years:

• Continue to fund research to identify the biological and digital biomarkers that predict changes in the brain and likelihood of disease progression. Key activities:
  • Blood-based Biomarkers Challenge
  • EDoN Initiative and related activity

• Work with the dementia research community to gain consensus on diagnosis criteria.

• Influence the UK Government’s Dame Barbara Windsor Dementia Mission’s work to better understand biomarkers associated with neurodegenerative diseases.

• Build the case for brain health monitoring through mid life health checks.
**PREVENTION GOAL**

**Our 10 year goal:** fewer people will develop the diseases that cause dementia.

**Our strategy to achieve our goal**

To achieve our goal, the different risk factors for dementia need to be better understood, and what interventions can help to lower dementia risk. We need education and encouragement to support people to take action to reduce their dementia risk and we want to see effective interventions made by governments.

We will fund research to increase understanding of dementia risk factors and potential interventions. Recognising the shared lifestyle factors which help to reduce dementia risk, we will work in partnership with others to increase understanding of how to protect brain health and we will make the case for why governments need to act to reduce people’s dementia risk.

**What we'll do in the next three years:**

- Develop further our understanding of both dementia risk factors and possible effective interventions through our research programme. Key activities:
  - Support the Lancet Commission on Dementia follow-up study
  - Prevention strategic funding call

- Develop the economic case for interventions to prevent dementia to drive change on a national and international scale.

- In partnership with others, promote our Think Brain Health Campaign to drive understanding of brain health amongst the public- in particular under-served groups.

- Develop Think Brain Health partnerships to support the public to take action to protect their brain health through behavioural change.
FIND OUT MORE
www.alzheimersresearchuk.org