

# **Strategic Plan**

2021 - 2022

Childhood Dementia Initiative is driving world first action for every child with dementia.

We are finding better ways to research and treat the 70+ disorders that lead to childhood dementia.

Through bold, innovative approaches and systemic change we are improving outcomes for children with dementia across the world.

No family should be left to watch their child suffer and die from dementia.



# **Purpose**

Transform research, care and quality of life for children with dementia so they may live long and fulfilling lives.



# **Values**

**Bold** Transparent

**Amplify** 

Unite

### **Focus**

Focusing on dementia, the commonality, rather than the underlying genetic cause will drive progress in therapeutic development and care of the 70+ genetic disorders as a collective.



# **Strategic Objectives**

#### Awareness & Education

We increase the awareness of childhood dementia and educate researchers, health professionals and families.

#### Advocacy & Influence

We are the voice of childhood dementia, framing the conversation and ensuring we are heard wherever change is needed.

#### **Facilitation & Coordination**

We bring great minds together to find solutions for childhood dementia and catalyse change.

## Organisational Sustainability

We build strong foundations in funding and governance to grow into a global, sustainable entity.

## **Impact**

- > Equitable and quality care for children with dementia and their families.
- Research is optimised to deliver effective treatments and improve the quantity and quality of life of children with dementia.
- > The world knows childhood dementia exists and is unacceptable.

