

I was fortunate to meet with Jim Mann this week. Jim has done a phenomenal amount of advocacy and lobbying work for the Alzheimer Society of Canada nationally and for the society here in British Columbia. In fact it is impossible to do justice to all of his work in this short post. After being diagnosed with Alzheimer's disease in 2007, Jim started volunteering with the Alzheimer society, as he explained, volunteering was something he had always done. Jim worked for the airline industry for many years as a lobbyist so he was highly skilled in advocacy roles and happy to share these skills to help others. He is enthusiastic about educating society about dementia to help reduce stigma and stereotyping. He was a board member of both the Alzheimer Society of Canada and the society in British Columbia for six year terms. He has spoken before federal and provincial Parliamentary Standing Committees. He travelled around British Columbia in 2013 giving talks and interviews for TV and newspapers as part of a campaign the society ran called Jim's Push for a Plan: [https://www.youtube.com/watch?v=BHa7bTN\\_Gjs&t=35s](https://www.youtube.com/watch?v=BHa7bTN_Gjs&t=35s). More recently he has been involved in a call for a national strategy <http://www.alzheimer.ca/en/Get-involved/Advocacy/National-dementia-strategy/Jim-Mann>.

Jim is also a board member of the Science and Technology Aging Institute where he provides advice on how technology can be more user friendly. Jim is an avid technology user himself and believes strongly that it is important to remain active and involved. He believes he is as good as he is because of all he does. Jim spoke about an article he really identifies with which discusses the Pygmalion effect. The theory is that after a diagnosis the bar is lowered for the person with dementia, that people expect less of them and that this has negative consequences: <https://daanow.org/living-well-with-dementia-the-pygmalion-effect/>. Not surprisingly, Jim has received many awards for his work the latest of which was the Governor General's Caring Canadian Award in 2016. It was a true pleasure meeting Jim and hearing about all his work. Here are a couple of other links Jim recommended to me:

Developing Ontario's Dementia Strategy: A Discussion Paper

[https://files.ontario.ca/developing\\_ontarios\\_dementia\\_strategy\\_-\\_a\\_discussion\\_paper\\_2016-09-21.pdf](https://files.ontario.ca/developing_ontarios_dementia_strategy_-_a_discussion_paper_2016-09-21.pdf)

Speaking about dementia – A Simple Guide to Raising you Voice

[http://www.alzheimer.ca/bc/~media/Files/bc/Advocacy-and-education/Advocacy/2016-03-05\\_Advocacy%20Guide.pdf](http://www.alzheimer.ca/bc/~media/Files/bc/Advocacy-and-education/Advocacy/2016-03-05_Advocacy%20Guide.pdf)

'How often does Aged Care fly the friendly skies?'

<https://changingaging.org/blog/disturbing-parallels-often-aged-care-fly-friendly-skies/>