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| **Local and national priorities in meeting the needs of people affected by dementia** |
| **Background/Objectives**By the end of 2017, 195 countries had established a national strategy for dementia based on the World Health Organisation’s Global Action Plan on the Public Health Response to Dementia (2017-2025). Two elements will affect resilience and sustainability: the voices of groups affected by dementia and the direction of local community and national campaigning.**Methods**We conducted semi-structured, in-depth telephone interviews with 19 representatives from campaigning organisations, including nine countries and six local community initiatives in Australia, to explore their priorities for campaigns and interventions on dementia. These views were compared to the voices of people with dementia (n=19), carers (n=28), health care professionals (n=21), social workers (n=23) and service professionals (n=20). Responses were categorised into nine priorityareas*,* three of which were specific to campaigners only.**Results**Local community groups prioritised user-led decision-making and community normalising agendas. National groups were influenced by service frameworks and increasing public awareness. Both claimed a rights-based approach. Professional and care groups focused principally on the need for understanding and communication skills while people with dementia valued being a normal part of society. Surprisingly, no group prioritised prevention and health services.**Discussion**National campaigners reflected national areas of priority, often connected to national strategic planning, or to grasping public attention in specific cultural contexts. Local campaigners showed a relatively high level of consensus on key foci reflecting a common experience of local priorities. While there were areas of overlap between campaigning and voice perspectives, two areas stand out: professional and carer groups focused on increasing mutual understanding and how to interact with people with dementia, while people with dementia and local campaigners emphasised community integration. These priorities reflect two sides of socially inclusive habitats.**Keywords**dementia, community, campaign, voice, health promotion, sustainability |