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| **Dementia and social disadvantage** |
| **Background/Objectives**  There is a strong correlation between social disadvantage and the potential risk factors associated with developing dementia and subsequent access to appropriate care and support. Less is known about how the personal and social experience of the condition itself might produce different forms of social disadvantage. This paper explores public perceptions of the impacts of dementia on people living with the condition and those close to them and examines the relationship between dementia and social disadvantage.  **Methods**  111 semi-structured in-depth interviews were conducted with community-living self-selected people (83 women, 28 men; aged 25-87 years) in five Australian states. Participants by “voice” were: people living with dementia (n=19), carers (n=28), health care professionals (n=21), social workers (n=23) and service professionals (n=20). Data from 111 transcripts in Word was imported into NVivo 11, coded for descriptions of impact and further categorised into six thematic domains of impact. Perceptions of impact are described by voice (participant group) and discussed within an adapted social exclusion framework.  **Results**  Dementia has social, psychological, material and service-based impacts, which participants related to different forms of social exclusion and disadvantage. Participants did not consider socio-economic background an important factor in the level of disadvantage experienced. Rather, people with dementia and their carers perceived social isolation, stigma, psychological and emotional stress related to cognitive loss and relationship change, decline in material well-being and challenges in accessing appropriate care and support as consequences of the condition. Experiencing multiple forms and inter-locking patterns of social disadvantage was common for people with dementia and carers.  **Discussion**  The personal and social impacts of dementia can easily translate into different forms of social disadvantage. This is due to current public attitudes, low levels of understanding in the public domain and exclusionary social practices. Moderating the effects of dementia and potentially reducing social disadvantage amongst people with dementia and carers is possible but requires greater levels of understanding, education and social acceptance.  **Keywords**  Dementia, inequality, social disadvantage, social exclusion, social isolation |