

Introduction

Dementia remains widely **misunderstood and stigmatized**, creating systemic barriers that **delay diagnosis, limit timely prevention, and reduce discourse about brain health**.

Barriers	Consequence
Dementia stigma	Social isolation
Low cross generational awareness	Late diagnosis, Missed early care
Fear of disease	Late clinical diagnosis
“Normal ageing” misconception	Reduced prevention efforts
Limited brain health education	Limited lifestyle change adoption

Table 1: Barriers Faced Early in the Patients’ Journey

Beyond these barriers, dementia profoundly affects the people living with the condition and their caregivers, generating significant **psychological, social, and economic burden**.

Dimension	Impact
Psychological burden	Anxiety, Depression
Social isolation	Loss relationships, Social exclusion
Financial burden	High care costs, Loss of income
Caregiver burden	Burnout, Reduced wellbeing
Uncertain disease progression	Stress, Difficulty planning future

Table 2: Lived Impact of Dementia

These challenges highlight the urgent need for **innovative, inclusive approaches** that raise awareness, reduce stigma, and engage communities.

The 5IBA Model

We transform the perception and discourse about dementia by combining **endurance sport, human storytelling, and scientific research** to **raise awareness, reduce stigma, and promote brain health across generations**.

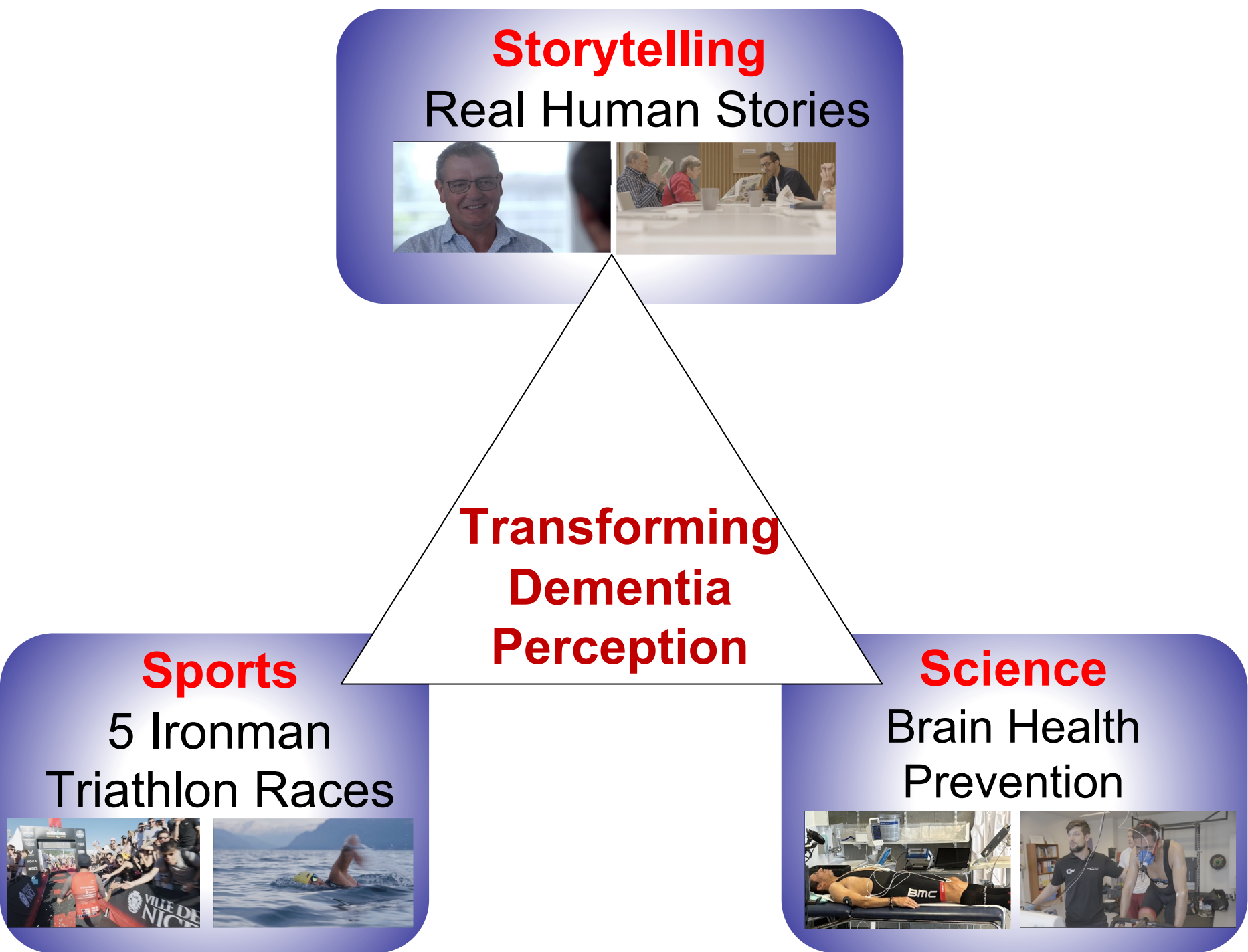


Figure 1. How 5IBA Transforms Perception of Dementia

Methodology

The **5IBA initiative** is designed as a **multi-faceted grass-root public awareness campaign** integrating storytelling, sport, and science, each with defined aims, activities, and approaches to drive engagement, reduce stigma, and advance brain health research.

Pillar	Aim	Approach
Storytelling	Humanize dementia, Reduce stigma	Narrative-based engagement, Lived experience amplification
Sport	Engage public, Symbolize resilience	Experiential awareness, Visibility through endurance challenge
Science	Advance knowledge on brain and body health	Multimodal research, Real-world data from endurance athletes

Table 4: Design of the Multi-Faceted Public Awareness Campaign

These components form an **integrated, scalable model for dementia awareness and prevention**.

Impact

Key Impacts

5 Ironman Races
completed

9000+
people reached

5 Countries

45+ Talks & Activation
public, schools, sports

60+ Interviews
individuals living with AD, caregivers, experts

Participation & Mobilisations
100+ Contributors involved
50+ Lived-experience participation
5 Countries activated

Education & Institutions
14 School interventions
25 Organisations engaged

Public Reach
50+ Media exposures: TV, radio, podcasts
12 Media partners: TV, radio, press

Study Initiative and Focus
1 Pilot longitudinal multi-case study initiated
4 Universities, Hospitals, Research Centers
10+ Biotechs, Pharma, Sports Orgs

Study Focus
#1: Physical activity in mid-aged athletes
#2: Mental and cognitive resilience

In-Depth Data Collection
3yrs+, 2 athletes, 20+ races, 1B+ datapoints
50+ Scientific biomarkers & self-reported data
5000hrs+, 60000km+, 50000+ METS/wk

Observations / Insights

Integrating sport, storytelling, and science creates a **powerful and scalable model** to transform dementia awareness and prevention.

1. Awareness & Engagement

Sport is a powerful engagement catalyst.
Endurance sport creates a unique entry point for dementia awareness at scale.

2. Narrative Impact & Storytelling

Human stories help reduce stigma.
Lived experience narratives are critical to shifting public perception.

3. Behaviour & Prevention

Awareness can drive behaviour change.
Sport-based engagement promotes preventive health behaviors.

4. Scientific & Biological Signals

Emerging links between endurance and brain health.
Endurance activity contributes to cognitive resilience.

Future Directions

Traditional awareness campaigns often struggle to engage new generations, highlighting the need for **innovative, scalable approaches**.

1. Scaling Advocacy: From local to global model

A scalable model for next-generation dementia awareness and engagement.

2. Expanding Education & Prevention: Embedding brain health in society

From awareness to knowledge to behaviour change across generations.

3. Advancing Study & Collaboration: From pilot to scientific program

Building evidence on physical activity and cognitive resilience.

Acknowledgements



References

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