

Event: IMI impact on dementia, 15 June 2021

## SPEAKER BIO



### Helen Rochford-Brennan

Member and past Chair of the EWGPWD  
Alzheimer Europe European Working Group of  
People with Dementia

Helen Rochford-Brennan is a Global Dementia Ambassador, she is former Chair of the Irish Dementia Working Group and former Chair of the European Working Group of People with Dementia and was the group's nominee to the Board of Alzheimer Europe. Helen is on the Monitoring Committee of Ireland's first National Dementia Strategy and is a panel member of WHO Global Dementia Observatory Knowledge Exchange. Helen supports various research projects with the Global Brain Health Institute. Throughout Helen's time with these organisations she has campaigned to raise awareness of dementia through a rights-based approach, to the media, speaking at international conferences, engaging with pharma, scientists, clinicians, educators, students and many research projects from developing evidence-based diagnosis, to palliative care, rural isolation and more recently living during the Covid lockdown. Helen strongly believes in Public Involvement.

Helen is a former business person working at Senior Executive level in the USA and UK before returning to open her own business in Ireland; she has been very involved in community development wherever she has lived. Helen was diagnosed after a five-year struggle with the brain disorder of Early Onset Alzheimer's in 2012 and has since written very personally about living with the illness. She hopes her participation in research will one day help find a cure; she wants her legacy to be that she has made the world a better place for people living with dementia. Throughout Helen's life she has been a Rights and Social Justice Campaigner and today advocates for the Rights of People with Dementia in particular Alzheimer's disease.

Helen has received several awards for her advocacy work and has been awarded an Honorary Doctor of Laws degree from the National University of Ireland Galway for her work on the Rights of People with Dementia.

She contributed to the following books: Dementia and Human Rights and Perspectives on the person with Dementia and Family Caregiving in Ireland (both Professor Suzanne Cahill); Global Perspectives on Legal Capacity Reform Our Voices Our Stories (Centre for Disability and Law NUI Galway); Remote and Rural Dementia (edited by Anthea Innes, Debra Morgan and Jane Farmer) and wrote the forward on Early Psychosocial Interventions (Esme Moniz-Cook and Jill Manthorpe). Helen has participated in several documentaries the most recent with Global Brain Health Institute Trinity College Dublin and University of California San Francisco.

As a former businessperson Helen strongly advocates for the need of Value Based Healthcare.