

# World FTD Awareness Week 2025

September 21 – September 27



## What if it's FTD?

### Daily Prompts

The question in bold will be the prompt for each day. The second line can be added as the first comment on the post to engage the people who see it.

**Sunday: "Did you know that dementia doesn't just happen in old age?"**

FTD often strikes in your 40s, 50s, or 60s – when you're working, parenting, or even building a career.

**Monday: "Did you know that in FTD, memory is typically not the first thing to change?"**

They remember everything and they passed all the tests at the doctor's office – that's FTD

**Tuesday: "Did you know FTD can make someone seem like a stranger to their loved ones?"**

Mood swings, risky choices, appetite changes, impulsive & compulsive behaviours, loss of motivation, lack of empathy – it's not "just stress"

**Wednesday: "Did you know FTD can steal away your words?"**

When conversations stop making sense – it's not forgetfulness, it could be FTD.

**Thursday: "Did you know FTD carers experience some of the highest stress levels?"**

No roadmap, limited support, no recognition. The person with FTD may believe, "nothing is wrong". Others may even blame the carer.

**Friday: "Did you know that FTD can place a large financial burden on a family, often more than later-onset forms of dementia?"**

Poor judgement, poor financial decisions, loss of employment, delayed diagnosis - all can increase the huge financial impact of FTD.

**Saturday: "Did you know FTD is genetic in around 20% of cases".**

What lies ahead for these families? Luckily current clinical trials offer hope.

**To close the campaign:**

We encourage you to do a second post on Saturday, or in the following days, to praise the impact of this campaign in raising global awareness and letting all people affected by FTD know they are not alone.