



BRIDGE

GREECE, ITALY, ROMANIA

"People with dementia (PwD) are often excluded from intergenerational social activities due to stigmatisation - forming a generation gap. This gap continues to widen at the same time as young people are losing their interest in volunteering with elderly people.

The Bridge's intergenerational workshops have narrowed the gap between generations, decreased the stigma of dementia, created awareness and motivation about the importance of 'serious games' and improved cognitive and behavioural dysfunctions of PwD.

Bridge consults with healthcare professionals, members of the general public, university students and game-designers to create and promote games to improve cognitive and behavioural symptoms of people with dementia (PwD).

Encouraging young people over the age of 15 to volunteer, Bridge increases the awareness of young adults about dementia and inspires intergenerational bonds through playful activities and workshops.

The COVID-19 pandemic created unique challenges for Bridge. The project has responded effectively, designing digital content and sending physical copies to PwD to play with family members and caregivers.



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