

Around the World

Leveraging the co-creation power of AI (“love”) to warm the lonely world of Dementia: World Dementia Day 2024 Advocacy Campaign in Shanghai, China

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Key Highlights

- This is the first collaboration initiated by a non-profit organization in China, bringing together diverse sectors of society, such as media professionals, families dealing with dementia, Artificial Intelligence-Generated Content (AIGC) enthusiasts, medical experts, university scholars, and associations.
 - With the assistance of cutting-edge AIGC technology, they collaborate to create multimedia content related to dementia, including videos, pictures, articles, and interactive agents, to disseminate knowledge in innovative way.
- The theme of this event is “harnessing the co-creation power of AI (love) to bring warmth to the lonely world of dementia”.

Background

In September 2024, the Shanghai Charity Foundation, Phoenix.com News, Merry Memory, Way to UM, and AIGC x China collaborated with medical experts to launch the 2024 World Dementia Day AI Public Welfare Content Co-Creation Program. This initiative explored innovative applications of Artificial Intelligence-Generated Content (AIGC) technology to raise awareness and advocate for dementia care during World Dementia Day.

Notably, the Chinese pronunciation of “AI” (Artificial Intelligence) aligns with the Mandarin word for "love," creating a meaningful linguistic connection that underscores the program's theme: combining technological advancements with humanistic care to foster a more inclusive, understanding, and hopeful future for those affected by dementia.

The initiative sought to:

- **Enhance Public Awareness:** Improve understanding of dementia, dispel misconceptions, and reduce stigma around patients.
- **Provide Resources:** Offer practical information and tools for individuals with dementia and their caregivers to better navigate the challenges posed by the disease.
- **Inspire Co-Creation:** Leverage AIGC technology to produce multimedia content—including videos, images, articles, and interactive tools—that disseminates knowledge in novel ways.

By merging cutting-edge AI tools with the creativity of participants, the program received 56 entries, of which 28 were selected for showcasing.

According to the 2023 National Communiqué on the Development of Aging, released by the Ministry of Civil Affairs and the National Office on Ageing, China had 216.76 million individuals aged 65 and above by the end of 2023, comprising 15.4% of the total population. The China Dementia Report 2024 further revealed that nearly 17 million people were living with dementia in 2021.

Despite advancements in AIGC technology and its growing community of enthusiasts, many individuals still lack a proper understanding of dementia and often avoid using the term. Instead, there is growing advocacy for terms like “geriatric cognitive impairment” to reduce stigma and promote more accurate representation.

A Showcase of Creativity and Compassion

Participants, primarily young individuals, utilized a variety of AIGC tools known for their capabilities in semantic understanding, text creation, logical reasoning, and natural language processing. These tools enabled low-threshold participation and empowered participants to create impactful content. Here are some of the standout works:

1. "The Memory That Was Swallowed Up by the Disease, I Will Fill It with Love"

This 2-minute, 47-second video tells the heartwarming story of a dementia-stricken grandmother and her devoted grandson. Despite her inability to recognize him, the grandmother remembers his favorite dish, braised pork. The grandson, motivated by love and resilience, decides to study medicine to help his grandmother and others facing similar challenges. The film portrays the unyielding power of love in filling the gaps left by fading memories.

2. "The Language of Silent Flowers"

In this 3-minute, 26-second short film, a 94-year-old woman with dementia, living in a nursing home, recalls her youth upon smelling the fragrance of gardenias. Mistaking her caregiver for her daughter, whom she fondly nicknames "Little Gardenia," the flower becomes a symbolic bridge for emotional connection. Created by social work students from East China Normal University, including a visually impaired team member, this film emphasizes the warmth and empathy technology can convey.

3. "The Guardianship of Memory Begins with the Painting of the Clock"

This 2-minute, 47-second video, created by four law students, educates viewers on the importance of early diagnosis and intervention in dementia care. Through compelling

storytelling and vivid visuals, it underscores the need for family members to recognize early warning signs to ensure timely support.

4. "Remembering Grandma"

This 2-minute, 12-second AI-generated music piece is a heartfelt tribute to the creator's late grandmother, who lived with dementia for eight years. Through this song, the creator honors the memories of their grandmother while expressing hope and solidarity for all dementia patients and their families.

5. "Even if Memory Fades, Love Remains"

This 3-minute, 7-second music single vividly portrays the struggles faced by dementia patients—blurry memories, unfamiliar faces, and difficulty in communication. Despite these challenges, the song conveys an enduring message: love and care can transcend the limitations of memory, offering solace and warmth to those affected.

The program highlighted the transformative potential of AIGC tools in addressing complex social issues. Participants effectively leveraged the tools' capabilities in natural language processing and multimedia creation to produce deeply emotional and informative works. These creations were designed not only to educate but also to inspire empathy and action among audiences. The 2024 World Dementia Day AI Public Welfare Content Co-Creation Program represents a significant step toward integrating technology with advocacy and care. As dementia continues to impact millions of individuals and their families in China and beyond, initiatives like this pave the way for more inclusive, compassionate, and resourceful support systems. Through the power of technology and love, the program aspires to create a world where no memory is forgotten, and no individual feels alone.

For access to all the featured works, scan the barcode below.



Ms. Qiuxia, Zhang, the founder of the Merry Memory Senior Care Service Center in Putuo District, Shanghai, is an activist who provides Musical Care for families living with dementia in the community. She is currently a postgraduate student at the School of Social Development at East China University of Political Science and Law.