

Nomination: 20535

<Il-sang-ye-chan! – Art Gallery, Co-Created with the Hands of Dementia Patients> Campaign by The Korean Dementia Association

**Page: General Information**

**Name of Organization / Company**

PR Bom Inc.

**Logo**

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**Web Site Address**

<https://www.prbom.com/> (<https://www.prbom.com/>)

**Page: Entry Information**

**Entry Title**

Campaign by The Korean Dementia Association

**Category**

G01 - G07 - Award for Innovation in Events > G06. Award for Innovation in Non-Profit/NGO Events

**Submission Format**

An Essay of up to 625 Words

## Essay

### [Background]

Korea has entered a super-aged society, with nearly 1 million dementia patients as of 2024. One of the biggest challenges they face is the decline in Activities of Daily Living (ADL), making it difficult for both patients and their carers to go out. Research shows that carers struggle with increased caregiving hours and work-life balance due to ADL decline.

### [Overview]

The Korean Dementia Association (KDA), since 2012, has been conducting a campaign to improve awareness on the importance of ADL management for dementia patients. As a significant milestone, in 2015, KDA signed an MOU with the National Museum of Modern and Contemporary Art (MMCA) and co-developed and organized <Il-sang-ye-chan! – Art Gallery, Co-Created with the Hands of Dementia Patients> campaign, celebrating the 10th anniversary in 2024. This campaign not only encourages dementia patients suffering from long-time struggle against the disease but also brings about positive changes to the patients' everyday life by offering healing through art and various cognitive stimulation activities. Moreover, it helps carers relieve stress from caring their patients while providing educational effects for dementia patient care.

"Il-sang-ye-chan," meaning "admiration for everyday life," highlights the importance of cherishing memories and recognizing the value of daily activities—something often challenging for dementia patients and their caregivers.

The campaign includes the following activities:

- 1) Diverse creative activities and experience programs linked with an exhibition
- 2) Cognitive stimulation and interaction activities to help patients' better appreciation of artworks
- 3) Development of the art gallery's educational content customized for dementia patients and their carers

### [Key Strategy]

1. We draw carers' participation in cognitive stimulation activities for dementia patients as much as we can, so that not only can we improve the awareness on ADL's importance but also carers can apply them to the patients' daily life.
2. We stick to the sustainability of the campaign in order to make as many a patient and carer as possible take part in the programs, while putting the safety of patient participants at the center of the campaign all the time.
3. We enhance participant satisfaction by developing effective programs in collaboration with both healthcare professionals and art education specialists.

### [Event Innovation]

- 1) Encounter of medical sciences and art: Programs created by the collaboration between neurologists and art educators can provide both therapeutic effects and artistic experience at the same time.
- 2) Customized programs for dementia patients: Programs customized for each patient's cognitive function level and each exhibition's characteristic can maximize participation and satisfaction.
- 3) Carers' involvement: Programs enabling active involvement of not only dementia patients but also their carers can help improve patient-carer relationship while providing continued educational effects for their everyday life.
- 4) Sustainability: Strategic and regular updates on programs and the campaign design enabling a win-win situation of hosting entities can motivate their consistent initiative, resulting in the 10 years' history.
- 5) Successful model of government-private sector cooperation: The successful combination of public resources and medical expertise through the cooperation between MMCA and KDA can help dementia patients show their creativeness and ability in public spaces, thus improve positive awareness on dementia among the public.

### [Results]

- ☐ Over the past 10 years (2015–2024), approximately 1,000 dementia patients and carers have participated, making this a model collaboration between a medical association and a government organization.
- ☐ In 2024, to mark the 10th anniversary, the campaign was held in conjunction with Jung Youngsun: For All That Breathes On Earth, a major exhibition by renowned landscape architect Jung Youngsun, attracting 221 dementia patients, carers, and 27 KDA member professors.
- ☐ According to the satisfaction survey:
  - 100% of participants were satisfied, with 64% rating it as "very satisfied."
  - 92% found the program helpful in improving ADL.
  - 91% acknowledged the importance of ADL.
  - 98% reported a positive impact on participants.

## For this category please provide

An essay of up to 625 words describing the nominated innovation(s) in event conception, development, planning, promotion, and/or execution since July 1 2022, **OR** a video of up to five (5) minutes in length illustrating the same.

Up to 10 supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges. These may include video clips, photographs, press reviews, news articles, and so on.

Optionally, you may list creative and production credits for your event(s) - a list of the people and organizations that contributed to its development.

## Credits

**Do You Have Supporting Files You Would Like to Upload?**

Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

**File 1**

[Redacted]

[Redacted]

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**File 5**

No File Uploaded

**File 6**

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**File 7**

No File Uploaded

**File 8**

No File Uploaded

**File 9**

No File Uploaded

**File 10**

No File Uploaded

**Do You Have Website URLs you would like to link to**

Yes

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URL 5

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