

WESTERN CAPE NEWSLETTER

2025 MEMORIES *matter* - A CHRISTMAS EDITION

DECEMBER 2025

ISSUE #02



Community Outreach Highlights

(August to December 2025)

Since joining ADASA in August, the ADASA Western Cape region has significantly expanded its community outreach and awareness efforts, strengthening support for older adults, caregivers, and families affected by dementia.



Top News

2025 Marks new beginnings for our ADASA team in the Western Cape.

- Reaching Older Adults Where They Are
- Raising Awareness Through Radio
- Community Engagement in Struisbaai
- Community Engagement in Bredasdorp
- A Growing Regional Presence
- Heartfelt Appreciation

Reaching Older Adults Where They Are

ADASA has visited 22 old-age homes across the Western and Southern Cape, engaging with management teams, care staff, residents, and families. These visits focused on strengthening dementia awareness, offering guidance on care challenges, and ensuring that facilities have access to reliable educational material and support services. The response from the homes has been overwhelmingly positive, with many requesting further training and follow-up sessions.



Raising Awareness Through Radio

ADASA recently featured on Radio RSG, helping to bring the topic of dementia into the homes of thousands of South Africans. The discussion highlighted common signs of dementia, the importance of early diagnosis, and the support services available through ADASA. Radio continues to be one of the organisation's most effective platforms for reaching caregivers who may not have access to formal training or support structures.

Community Engagement in Struisbaai

A special highlight this quarter was the community event in Struisbaai, hosted by Talk Tok, where ADASA's Western Cape office participated in a public discussion before personalities like Danie Gerber and Dozi entertained the guests. The conversation centred on ageing, memory loss, community resilience, and the reality of dementia in families. The event drew a diverse and engaged audience, creating a warm and open space for people to ask questions, share stories, and learn how ADASA can support them.



Community Engagement in Bredasdorp

On Saturday, the 6th of December ADASA will be present to talk at the Business Women of the Overberg gathering where meaningful conversation about prevention and treatment of Alzheimer and Dementia will be discussed. We are hoping to make a meaningful impact on this day too.



A Growing Regional Presence

These activities reflect ADASA's ongoing commitment to building dementia-aware communities throughout the Western and Southern Cape. By partnering with residential facilities, local media, and community leaders, ADASA continues to promote early understanding, reduce stigma, and ensure that families and caregivers know where to turn for help.



Heartfelt Appreciation

ADASA extends heartfelt appreciation to all care facilities, partners, and community members who have welcomed these initiatives. Together, we are strengthening the circle of support for every person affected by dementia.

[Click back to National Newsletter](#)

Merry Christmas
from the
adasa team



TOGETHER WE CAN MAKE A DIFFERENCE

Your donation is SARS tax-deductible, and we give you recognition through issuing of a Section 18A certificate.

BANK DETAILS:

ADASA NPC WC, ABSA, Savings Account, Acc#: 925 748 3935, Branch Code: 632005

Swift Code: ABSAZAJJ, Reference: Surname & Region

Scan this QR Code to donate now. Reference: Surname and Region you would like to donate to.