

## Baroness Greengross, A4D Patron. Co-Chair, All Party Parliamentary Group on Dementia

---

BARONESS GREENGROSS, awarded an Honorary Doctorate from Newcastle University, co-chairs All-Party Parliamentary Groups (APPG) on Dementia, Corporate Social Responsibility, Continence Care, Social Care and Ageing and Older People. She is Vice Chair of the Choice at the End of Life and Longevity APPGs and Treasurer of the Equalities APPG and chairs the Intergenerational Fairness Forum. Baroness Greengross is Chief Executive of the International Longevity Centre UK, was Co-President of the ILC Global Alliance (2010-17) and is their Special Ambassador. Sally was UK Woman of Europe in 1990. Director-General of Age Concern England and joint Chair of the Age Concern Institute of Gerontology (Kings College London) until 2000. Sally is Secretary General of Eurolink Age and an Ambassador for Alzheimer's Society, SilverLine and HelpAge International, Honorary Vice President of the Royal Society for the Promotion of Health, a Vice President of the Local Government Association and Honorary Fellow of the Royal Society of Medicine, Patron of the National Network of Clinical Ethics Committees, Association for Ageing and Education and Age UK Westminster and holds honorary doctorates from nine UK universities. Recognised by the UN Committee on Ageing, Baroness Greengross has received an outstanding achievement award from the British Society of Gerontology and British Geriatric Society Medal.

Thank you very much. This is not about work; it is not about learning about dementia. It is about being inspired, because many people think that if you have a diagnosis of dementia, it's the end of a decent life. Veronica has inspired us to understand a new sort of life is just beginning, and it can be inspirational, because the arts can inspire us. They can put us on different footing, learn to appreciate new things better, in depth, in a way we couldn't do before perhaps. This is part of social prescribing, this is a prescription that can improve, enhance, and in fact create a quality of life we imagined was gone forever.

I want to say that inspiration is Veronica, she has done more to make people understand that through the arts, and in my case particularly, music, that people can be totally inspired with new ways of feeling, of emotional input, of emotional pleasure, of an understanding of what the arts can do for us. Dementia is just one factor in a varied life. Veronica will sure make you inspired as well as prescribed to enjoy life through the arts, because that doesn't end. I can't wait to hear the speakers who are all specialists in their field. Thank you for being with us. I look forward to hearing all the speakers and to being even more inspired than I have been in the past.

**Contact:** [GreengrossS@parliament.uk](mailto:GreengrossS@parliament.uk)