

Help for Today.
Hope for Tomorrow...®

Alzheimer Society
BRITISH COLUMBIA

CONTACT

Fall 2010

EXPANDED SERVICES: HELPING MORE BRITISH COLUMBIANS

Our national report, *Rising Tide: The Impact of Dementia on Canadian Society*, confirmed dramatic increases in the prevalence and economic impact of dementia. In B.C. over 15,000 people develop dementia each year. As the numbers continue to accelerate, we're responding to this need with expansion.

We are expanding our education programs into five new B.C. communities, increasing our staff to deliver these services, growing our awareness and fundraising events and building our relationships with government and health professionals to ensure that we are leaders in dementia services in B.C.

Recognizing that the numbers of people developing dementia in the coming years are increasing more quickly than our health care system can provide for, we are working to extend our services. With our partners in government, we are expanding *First Link*®, an early intervention program, and *Minds in Motion*™, a social program for people with early-stage dementia (see article on page 3) to more communities. These programs will soon be available in Richmond, Burnaby, Nanaimo, Kelowna, Prince George (and reach adjoining

communities as well) and we are working to increase the capacity of our pilot project in Victoria.

An innovative and proven program that provides knowledge and support for families living with dementia, *First Link*® enables the Society to use formal referrals from health practitioners to connect people to community services as soon as possible after diagnosis.

To support this expansion, we are hiring staff at our provincial office and in each of the five communities to implement these critical new programs.

The *Rising Tide* report provided an urgent call to action for increased intervention strategies and caregiver supports. We are moving forward with growth to rise to these challenges.

MESSAGE FROM THE CEO

The Society is busy enhancing our services to support the needs of the growing numbers of people in B.C. who are living with dementia outlined in our *Rising Tide* report.

With our partners in government we are working hard to bring the *First Link*® and *Minds in Motion*™ programs to five new B.C. communities. We are also continuing with the province-wide expansion of *Shaping the Journey: living with dementia*™ – a program helping families prepare for the dementia journey. *Continued on page 2*



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MESSAGE FROM THE CEO

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We are building on our education services to develop a full spectrum of education programs and support families from the point of diagnosis throughout all stages of the disease. In order to ensure that access to current information is available to families in all areas of the province when they need it, we are also enhancing our telephone and Internet-based education options.

To deliver these critical services and increase our reach, we continue to rely on our supporters and advocates to help us raise awareness about the disease. September 21 is *World Alzheimer's Day*. We invite you to join us in raising your voice to increase understanding of Alzheimer's and related dementias. Together we can be an effective influence for change.

This September, with the support of our volunteers and donors, our annual fundraising events—*Coffee Break* and *Ascent for Alzheimer's*—are two more opportunities for us to raise funds to support our services and invest in research into the causes and cure for dementia. We are pleased to announce that this year, in addition to our regular contributions to the national Alzheimer Society Research Program (ASRP), two new research awards are being funded by B.C. contributions (see story on page 4).

It continues to be our privilege to serve the people in our province who are living with dementia and their families. As the numbers continue to escalate, we are growing to meet the challenges ahead and we rely on your continuous support.

ADVOCACY: LEADING CHANGE FOR BETTER DEMENTIA CARE

As an advocate for change, the Alzheimer Society of B.C. brings new ideas to public attention and advances new solutions to the dementia health care challenges in B.C. The Society's Advocacy Committee is an essential link between people living with dementia and our partners in the health care system.

Advocacy Committee members are persons with dementia, caregivers, researchers and health care providers, all sharing a passion for improving dementia care in B.C. so that all people affected by dementia will experience a good quality of life. The Committee members write letters to the editor, meet with their MLAs, tell their stories at public events and forums and build positive relationships with care providers in their effort to improve the system of care.

Reporting to the Board of Directors, the committee advances solutions for improving health care for people affected by dementia.

The Advocacy Committee is currently using two key public position statements – *Changing the culture of care in residential care* and *End of life care* for people with dementia - to lead a provincial effort to improve residential care in B.C. Based on research carried out by Gloria Puurveen, who has a Master's degree in Gerontology from Simon Fraser University, these two documents chart a course for providing enhanced dementia care.

Find out more about advocacy issues and how you might join other Alzheimer Advocates at www.alzheimerbc.org/We-Can-Help/Advocacy/The-Issues.aspx.

EVENT CELEBRATIONS

SCOTIABANK VANCOUVER HALF MARATHON & 5KM



Our champions, Society past presidents Nicole Bertrand & Sandy Riley celebrate at the half-marathon finish line.

A total of \$16,490 was raised at the event this year. This was an incredible opportunity for us to spread the word about Alzheimer's and dementia and the work we do. Thank you for your gift of time, fundraising and sweat! We look forward to seeing you at the finish line again next June. See more event photos under Get Involved at www.alzheimerbc.org.

FORGET ME NOT GOLF TOURNAMENT



The volunteer golf committee for the *Forget Me Not Golf Tournament* includes representatives from corporate leaders such as Connor, Clark and Lunn, Russell Lane & Associates, Gowlings, and KHD Humboldt Wedag.

Thanks to the tremendous efforts of our volunteer committee and the support of our sponsors, the 16th annual *Forget Me Not Golf Tournament* raised over \$510,000 for the Alzheimer Society of B.C. Held each May at the Northview Golf and Country Club, the tournament has raised more than \$6 million for research and support services since its inception. For more information visit www.fmngolf.com.

INSIGHT FROM THE JOURNEY: MINDS IN MOTION™

“Minds in Motion is a place to go where we are both comfortable and aren’t walking around on eggshells. It is a place where we come to be ourselves.” – Margaret Cox

One of the newest programs offered by the Alzheimer Society of B.C., *Minds in Motion*™ is a unique fitness and social program for people experiencing early-stage memory loss and a family member or caregiver. The weekly sessions begin with 45 minutes of gentle exercise led by a certified fitness instructor followed by activities such as billiards, ping pong and a chance to socialize.

For people with dementia, *Minds in Motion*™ offers a place where they can experience a sense of community and

camaraderie. Exercise is also a great way to lift the spirits!

For caregivers, *Minds in Motion*™ provides a brief respite. It allows them to connect with others who are on the same journey, sharing stories and practical information with fellow caregivers.

Minds in Motion™ is currently available in the Greater Victoria area, and we are working with our partners in government to bring this program to more communities in B.C. this year.

For people experiencing early-stage memory loss, *Minds in Motion*™ offers a sense of community.



SPOTLIGHT: AMAZING WALK VOLUNTEERS



Last year’s volunteers for the *Investors Group Walk for Memories* gathered to represent their communities at the volunteer training.

Over the next several issues of *Contact*, we will highlight the work of our amazing volunteers who work with us throughout the province. We can’t mention everyone by name unfortunately, but we can give you a glimpse of the energy and work they contribute to the Society.

The *Investors Group Walk for Memories*, taking place in 20 communities across B.C. on Sunday, January 30, 2011 is made possible by the tremendous commitment of our volunteer *Walk* committees around the province.

The complexity of putting on 20 regional events is tremendous and volunteers help us every step of the way, from planning logistics, securing sponsorship, promotions in their communities, raising pledges and inviting local dignitaries to attend.

Each *Walk* reflects the community in which it is held—some take place in malls and stadiums, while others are in parks or on city streets—but all of them honour and support families in their communities who are living with Alzheimer’s disease or related dementias.

Through the generosity of these volunteers, who are leading change in their communities, the Society raises funds that allow us to continue providing community programs and services for individuals living with dementia and their families.

Thank you for your continued support.

B.C. FUNDS TWO NEW RESEARCH AWARDS TO MARK ANNIVERSARY

Responding to the urgent call to action in our *Rising Tide* report for more research funding, the Society is increasing its contributions to the Alzheimer Society Research Program (ASRP), a nation-wide peer-review program administered by the Alzheimer Society of Canada. A portion of every donation to the Alzheimer Society of B.C. supports research and this year is funding two new research awards:

Alzheimer Society of British Columbia Doctoral Studentship Award (3 years) was awarded to Terri Petkau at the UBC for the project, "The role of the progranulin protein in the Central Nervous System" (\$69,090).

Alzheimer Society of British Columbia Post Doctoral Fellowship Award (2 years) was awarded to Dr. Susan Vanderhill at the Rotman Research Institute for the project, "Differential patterns of problem solving in Mild Cognitive Impairment subtypes: cognitive, neuroimaging, and functional implications" (\$90,000).

Through the ASRP, this year celebrating its 22nd anniversary, the Alzheimer Society of B.C. is a leading funder of Alzheimer research and research training in B.C. and Canada to both eradicate dementia and improve the quality of lives of those affected by it, and to ultimately create a world without dementia.

To read more about the 2010/2011 research grant recipients visit our Research in B.C. web page at www.alzheimerbc.org.



MEET ONE OF OUR YOUNG B.C INVESTIGATORS AND RESEARCH PROGRAM AWARDEES!

Now approaching the end of her PhD degree at UBC, Jennifer Barker, the 2008 research grant recipient, focused her investigations on the effects of estradiol (a form of estrogen) on the new cells produced in the adult hippocampus, a region of the brain heavily involved in learning and memory. A close family friend who was diagnosed with Alzheimer's put a human face on the disease and inspired Jennifer's work. Read more about her research on our Research in B.C. web page at www.alzheimerbc.org.

INTERVIEW: DR. MAX CYNADER



Dr. Max Cynader is Director of the Brain Research Centre at Vancouver Coastal Health Research Institute and The University of British Columbia.

QUESTION: On a weekly basis we seem to get information on the advances in research on Alzheimer's. How close are we to finding a cure?

ANSWER: It can be a long, hard road between identifying a potential cause that gives scientists a treatment target to work on, and having an actual medication or therapy on the shelf. There are many different drugs and treatments in clinical trials right now. I believe we are closer than ever to finding a cure, and to finding preventative measures but we have to be very careful that we are not giving treatments that will have harmful side effects. The brain is a very complex organ to study and treat and it's going to take more investment in research and effort on the part of scientists before we can say we have conquered Alzheimer's.

Excerpted from *In Touch: Bulletin for Caregivers* April/May 2010 Alzheimer Society of B.C. Read the complete bulletin at www.alzheimerbc.org under News and Events.

PARTICIPATE: ASCENT FOR ALZHEIMER'S

Every September for more than a decade, *Ascent for Alzheimer's* participants have been making their way to Tanzania, Africa to begin their journey up the 19,340 foot mountain, known as Mt. Kilimanjaro. The physical experience of climbing Mt. Kilimanjaro is said to resemble the day-to-day reality for people on the dementia journey, making the trek much more emotional and meaningful for *Ascent* team members.

Participants come from all walks of life and have included politicians and business leaders. Each team trains together to prepare for the journey and are united by one single destination and a common cause: to help the Alzheimer Society of B.C. support families impacted by dementia.

This year, Ed Arnold made his second climb to Mt. Kilimanjaro as an *Ascent* team member. The first time, he made the trek with his son Ryan in memory of Ed's mother. But not long after his return, Ed and his wife learned that their good friends had also been affected by Alzheimer's disease and felt compelled to support the cause with a second climb.

"I believe our generation must do all we can to help find this elusive cure to ensure that our children will grow older without the worry that this very debilitating disease may impact their lives," explained Ed.

Ascent for Alzheimer's is a seven-day trek, which includes one full day spent at mid-mountain to allow for better acclimatization before continuing onward toward the summit of Mt. Kilimanjaro. Each group is led by world-renowned climber and guide, Sue Oakey-Baker, who has mentored more than 145 *Ascent* climbers since the fundraising event was first established in 1998.

To date, *Ascent for Alzheimer's* teams have raised more than \$2.5 million through personal sponsors and fundraising initiatives. Each team has a maximum capacity of 12 climbers who are committed to making a difference through this once in a lifetime opportunity.

To learn more about joining an *Ascent for Alzheimer's* team, please contact Jenna White, Fund Development Assistant at 604-742-4915 or jwhite@alzheimerbc.org.



The journey up Mt. Kilimanjaro symbolizes the daily challenges experienced by people living with the disease.

CALENDAR OF EVENTS

For the most up-to-date event details, including educational programs, visit our website at www.alzheimerbc.org and click on the News and Events button at the top of the page.

COFFEE BREAK

Thursday, September 16, 2010
Locations throughout the province

Host your own Coffee Break event and give hope and support to the 70,000 people in B.C. who are living with Alzheimer's and dementia. Gather your friends, family, or coworkers to share a cup of coffee or tea and make a donation to celebrate *Coffee Break's* 15th anniversary. Register today to become a host. Contact Jenna White at 604-742-4915 (toll free 1-800-667-3742) or jwhite@alzheimerbc.org

ANNUAL GENERAL MEETING

Saturday, September 25, 2010
Burnaby, B.C.

For more information, contact Nancy Hable at 604-742-4917 or (toll free 1-800-667-3742)

INVESTORS GROUP WALK FOR MEMORIES

Sunday, January 30, 2011
Locations throughout the province

Save the Date! This year, on Sunday, January 30, 2011, there will be 20 communities across B.C. participating in our *Investors Group Walk for Memories* event. Go to www.walkformemories.com for more information about a *Walk* in your local community or contact Angie Kok at 604-742-4908 (toll free 1-800-667-3742) or email akok@alzheimerbc.org

Let's get Walking!

RETHINKING DEMENTIA

Thanks to the generous support of Rethink Communications, we are pleased to re-launch a new design of *Contact*, the Alzheimer Society of B.C.'s newsletter. We've also taken the opportunity to enhance our content. In each issue you will find informative articles about the latest in research, advocacy initiatives to improve dementia care in B.C., as well as personal stories from families impacted by dementia and volunteers who help to ensure no one is ever on the dementia journey alone.

"Creative concepts that engage, inform and entertain are what we do best at Rethink," said Ian Grais, a partner at Rethink Communications. "Taking our expertise and applying it to a cause that is providing support in local communities is an opportunity for us to give back."

Rethink Communications is one of Canada's top creative and rebranding strategists. In addition to giving our newsletter a fresher look, they will also be donating their award-winning

expertise to develop the concept for an awareness campaign aimed to increase understanding about the disease and what needs to be done to turn the rising tide of dementia in the province.

We will also be launching *e-Contact*, an electronic version of our newsletter. To receive each issue of the newsletter right in your inbox, please send an email to lkelly@alzheimercbc.org with "Subscribe to e-Contact" in the subject field.

PROGRAM SUPPORT

In 2010, organizations from around British Columbia partnered with the Alzheimer Society of B.C. to help deliver the programs and services needed throughout our communities.

BC Hydro Employees' Community Services (HYDRECS)
F.K. Morrow Foundation
Janssen – Ortho Inc.
London Drugs Foundation
Novartis Pharmaceuticals Canada Inc.
Pfizer Canada Inc.
Province of British Columbia
Provincial Employees Community Services Fund
RBC Foundation
Vancouver Foundation
Victoria Foundation
Lohn Foundation

YES! I WANT TO HELP THE ALZHEIMER SOCIETY OF B.C. PROVIDE HELP FOR TODAY AND HOPE FOR TOMORROW.

Alzheimer Society
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THANK YOU. A tax receipt will be sent to you for any donation over \$15. Donations made by December 31, 2010 can be used for your 2010 Income Tax Return.

Fall 2010

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BRITISH COLUMBIA

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