

Help for Today.  
Hope For Tomorrow.

Alzheimer Society  
BRITISH COLUMBIA

# Contact

Summer/Fall 2007

## Exciting steps forward with our provincial government

Alzheimer Society  
BRITISH COLUMBIA

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**T**he Alzheimer Society of B.C. has worked for years to influence public policy to ensure a better life for those affected by Alzheimer's disease and related dementias. It's exciting to see real progress being made on three key fronts!

### A strategy for dementia

We asked the government to commit to a province-wide strategy that would ensure access to consistent and comprehensive health-care services that meet the needs of people with dementia, their families and caregivers.

We were heard. The government included dementia as one of its priorities for chronic disease management, and a dementia service framework was completed in March. The Alzheimer Society was an active participant in developing the framework, which identified some significant barriers to optimal dementia care in B.C. and made recommendations for closing the gaps in service.

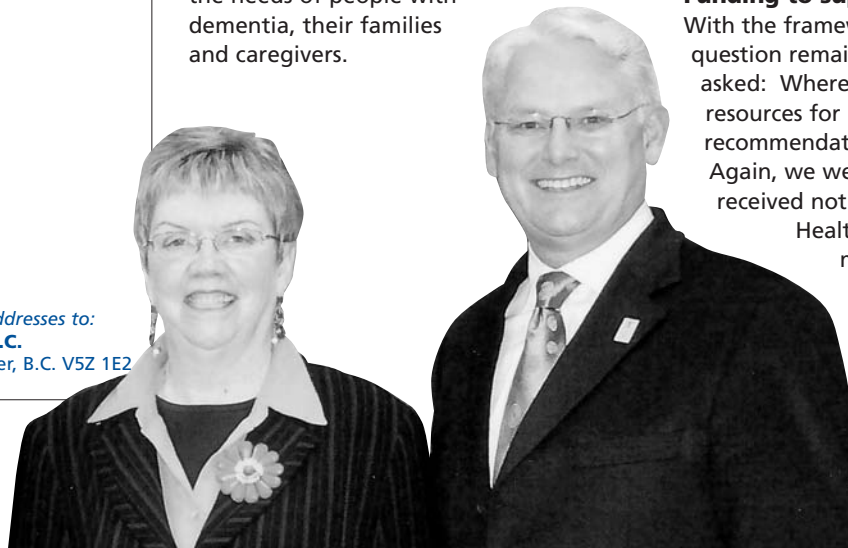
### Funding to support implementation

With the framework completed, a major question remained. The Alzheimer Society asked: Where would the support and resources for implementing the recommendations come from? Again, we were heard. In March, we received notification that the Ministry of Health was awarding us a \$1-million grant to support the initial steps towards implementing the framework. We've begun to develop a plan that will address this important opportunity.

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**Alzheimer Society of B.C.**  
300 – 828 West 8th Avenue, Vancouver, B.C. V5Z 1E2

Photo: Rosemary Rawnsley, Executive Director of the Alzheimer Society of B.C., meets with Premier Gordon Campbell.



## Home, sweet home

**T**he Czorny Alzheimer Centre in Surrey is the first stand-alone residential care facility in B.C. designed specifically to meet the needs of people with Alzheimer's disease. It opened earlier this year after 10 years of planning and building. The Czorny Alzheimer Centre resulted from unique partnership of the Stewart Family, Fraser Health Authority and the Alzheimer Society of B.C.

Czorny will employ 40 staff, including five registered nurses and registered psychiatric nurses, 24 residential care facility attendants, a music therapist, recreation therapist, a social worker, rehabilitation personnel and support staff. The 33,000 square foot centre will be home to 36 residents living in three home-like cottages.



Dorrie Ferster, manager of the Czorny Centre, welcomes people to the Alzheimer Society's Resource Centre, which is located in the building.

(Continued from page 1)

## Exciting steps forward with our provincial government

### Coverage for medications

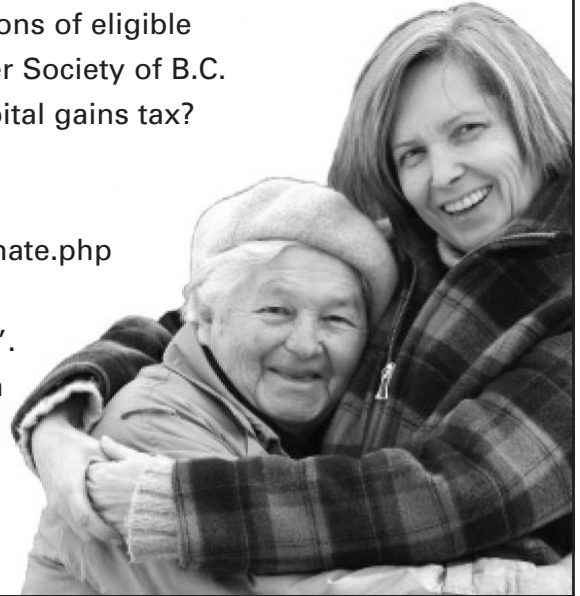
The third area of progress is around the issue of coverage for the Alzheimer medications. B.C. is the only province in Canada that doesn't provide coverage for even one of these medications. We have continued to ask the government to find a way to provide the right medications, for the right people, for the right period of time.

Changing public policy is a slow process requiring the support of all Alzheimer Society stakeholders. Many of you have helped us influence government – letting us know the issues faced by individuals with the disease and caregivers, writing to and visiting your local government representatives. Your involvement has been critical to our making real progress.

## SUPPORT US WITH A Gift of Securities

Did you know that donations of eligible securities to the Alzheimer Society of B.C. are fully exempt from capital gains tax?

Learn more today! Go to [www.alzheimerbc.org/donate.php](http://www.alzheimerbc.org/donate.php) and click on "Donating publicly traded securities". Or call Yolanda Bouwman at 604.681.6530 or 1.800.667.3742



## Teeing off to fight dementia



The Forget Me Not Golf Tournament took place on May 17, 2007 at Northview Golf and Country Club. Since its inception 13 years ago, this tournament has raised an incredible \$4.2 million to support the Alzheimer Society of B.C., including \$485,000 from this year's event.

"Since I joined the organizing committee in 1998, the tournament has continued to grow – both in the number of sponsors and in the recognition it has within the business and investment community," said Martin Gerber, chair of the volunteer committee.

Joining him on the committee are Greg Aasen, Annette Colligan, Kyle Harrison, Bob Hastings, Russell Lane, Hugh Murray, Don Towers and Art Willms. "Each member of the committee is able to bring business skills to organize and grow this event, and that has made it successful," added Gerber. "The positive impact we have is a strong motivator to keep building on our success."

Led by long-time title sponsor PMC-Sierra and founding sponsor S & R Sawmills, more than 40 businesses supported this year's tournament. The Alzheimer Society would like to thank to Chick and Marilyn Stewart and all the staff at Northview Golf and Country Club for their ongoing support and hospitality for this key fundraising event.

Rosemary Rawnsley, Executive Director of the Alzheimer Society of B.C., with Martin Gerber, chair of the Forget Me Not Golf Committee.



# Ten years of stepping up: Ascent for Alzheimer's marks its 10th anniversary

Since the Alzheimer Society of B.C.'s first Ascent for Alzheimer's team set out in the fall of 1998, more than 130 Canadians have literally climbed mountains in the fight against Alzheimer's.

Whether trekking up Mount Kilimanjaro or taking on Gokyo Ri in Nepal, over the years Ascent has proven to be a life-changing opportunity to those who step up to the challenge.

This summer, ten individuals are training, fundraising, and raising awareness of Alzheimer's disease and dementia as they prepare for the journey of a lifetime – the journey to the summit of Mount Kilimanjaro in Tanzania, Africa.

With past participants aged 14 to over 65, Ascent has a more than 90% rate for a

successful summit of Mount Kilimanjaro – and a 100% success rate in terms of safety. For those who commit to Ascent, motivation comes from more than just the personal accomplishment; it's a heartfelt tribute to a mother, father, friend or even a stranger whose life has been impacted by dementia.

This year's team will land in Tanzania on Sept. 10 and begin the ascent two days later. To learn more about this year's participants and follow their journey this fall, visit our website at [www.alzheimerbc.org](http://www.alzheimerbc.org).

If you're interested in joining the 2008 team, contact Sandra Girard at 604-681-6530, toll-free 1-800-667-3742, or e-mail [sgirard@alzheimerbc.org](mailto:sgirard@alzheimerbc.org).

## From Kili to Kelowna, this volunteer makes a difference

For Kate Sladen, volunteering with the Alzheimer Society of B.C. was never really something she had to think about.

"I never doubted for a moment it was what I should be doing," said the active 69-year-old Okanagan native. "I want to do what I can to help fight Alzheimer's because I've seen the devastation it and other dementias can cause to families and individuals."

Sladen has taught student caregivers at Okanagan University College in Kelowna how to care for those with dementia, and provided care as a nurse for 15 years. "I cared for my mom in my home during the last two years of her life," she added about her mother, who also had dementia.

*(Continued on page 4)*

Kate Sladen, third from right, pauses for a moment with her Ascent for Alzheimer's teammates on Mount Kilimanjaro in the fall of 2003.

  
Ascent  
for Alzheimer's  
ALZHEIMER SOCIETY OF B.C.  
Presented by Webber Naturals

Media Sponsor:





## Brewing for a cure

**J**oin us for the 12th annual Alzheimer Coffee Break! Launched every year around World Alzheimer's Day, Coffee Break will kick off on Thursday, Sept. 20, 2007, with events taking place throughout September.

Coffee Break is an easy way to support people whose lives are impacted by dementia and get involved in the Alzheimer Society of B.C. All you need to do is brew a pot of coffee or tea and share it with friends, family or coworkers by donation.

### Step 1 – Register today!

Call Maria Panis at 604-681-6530, toll-free 1-800-667-3742, or visit [www.alzheimerbc.org](http://www.alzheimerbc.org) and sign-up to be a Coffee Break host. Before you host your event this fall, you'll receive a host kit complete with everything you'll need to host a successful event.

### Step 2 – Plan your event

You can make your event as big or as small as you like – in your kitchen, at the office, or at the community centre or local mall. You can offer tea and juice as well as coffee, and add cookies or pastries to increase the donations. As a Coffee Break host, you'll receive tips to help promote your event.

### Step 3 – Wrap up

Details for securely submitting your event proceeds to the Alzheimer Society are included in your Coffee Break host kit. You could be eligible to win one of our host prizes (see sidebar for details).

**Coffee Break is a simple and easy way to get involved and make your coffee count. Join us today!**

*(Continued from page 3)*

### From Kili to Kelowna, this volunteer makes a difference

Four years ago, Sladen participated in Ascent for Alzheimer's. "It was truly an amazing experience," she reflected.

Sladen first began volunteering with the Alzheimer Resource Centre in Kelowna after she retired in 1999, helping with a variety of caregiver programs. In February 2007, she joined the Alzheimer Society of B.C.'s Board of Directors. "I just want to see where I might fit in terms of helping with this disease," she said of her

multi-level involvement.

"The important thing for me to do through my volunteer work – and why I participated in Ascent – is to raise awareness," she said.

"I've shown slides from my journey to the top of Kilimanjaro and talked to many groups about the challenges our healthcare system faces with this disease. I want to help people get a better understanding of Alzheimer's, and help families care for those with dementia."

### ENTER TO WIN

Get your camera ready and take a photo of your Coffee Break display! Submit your photo with your event proceeds for a chance to win one of two contests.

One prize will be awarded to the Coffee Break with the Most Funds Raised and one for Best Display! The prize for each contest is an extra large basket of Tim Hortons goodies including a \$50 gift certificate! Contest ends October 5, 2007.

Register today to be a Coffee Break host. Call Maria Panis at 604-681-6530, toll-free 1-800-667-3742, or go to [www.alzheimerbc.org](http://www.alzheimerbc.org).



**Watch your local retailers for Coffee Cup cut-outs. For a nominal donation, you can add your name to a cup and support this year's Coffee Break!**



## Calendar of events

For the most up-to-date event details, including educational programs, visit our website at [www.alzheimerbc.org](http://www.alzheimerbc.org) and click on the Events link on the left side of the page.

AUGUST

### Flora Aasen Memorial Golf Tournament

August 20, 2007 Pitt Meadows, B.C.  
Participate in one of the best pro-am tournaments in B.C.! For more information, call John Aasen at 604-716-4653, e-mail [johnaasen@telus.net](mailto:johnaasen@telus.net), or go to [www.acegolfpro.com](http://www.acegolfpro.com).

### "Beyond Memory" on Knowledge Network

August 29, 2007 Airing on the Knowledge Network  
A new documentary that shares the powerful, personal stories of people living with dementia, and the people who are caring for them. (See article page 6)

### Coffee Break

September 20, 2007  
Enjoy a cup of coffee or tea and help fight Alzheimer's disease! For more information, contact Maria Panis at 604-681-6530, toll-free 1-800-667-3742, or e-mail [mpanis@alzheimerbc.org](mailto:mpanis@alzheimerbc.org). (See article page 4)

### Ralph Robinson Golf Tournament

September 22, 2007 Penticton, B.C.  
To register for this event or for more information, contact the Penticton Alzheimer Resource Centre at (250) 493-8182 or toll-free 1-888-318-1122.

### 10th annual Ascent for Alzheimer's

September 10 to 18, 2007 Tanzania, Africa  
This fall, 10 British Columbians will reach for the summit of Mount Kilimanjaro in an ascent that marks a decade of success for this flagship Alzheimer Society event. (See article page 3)

### Annual General Meeting

September 29, 2007 Burnaby, B.C.  
For more information, contact Nancy Hable at 604-681-6530, toll-free 1-800-667-3742, or e-mail [nhable@alzheimerbc.org](mailto:nhable@alzheimerbc.org).

JANUARY

### Investors Group Walk for Memories

January 27, 2008 Locations throughout the Province  
For more information, call Linda Forrest at 604-681-6530, toll-free 1-800-667-3742, or e-mail [lforrest@alzheimerbc.org](mailto:lforrest@alzheimerbc.org).

## Heads Up: Keeping your brain fit

Nearly 2000 British Columbians learned what they could do to help keep their brains fit by attending a *Heads Up: Keeping Your Brain Fit* public forum, presented by the Alzheimer Society of B.C.

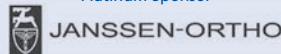
The first *Heads Up* forum was held on April 24, 2007, in Vancouver. A second forum, on May 14, was hosted in Victoria – and webcast to 10 regional events around the province. The webcast was also available through our website.

Questions about healthy living, brain health, and other subjects including dementia were collected from the audience during the *Heads Up* forums. These questions and their responses, collected from a panel of experts, will be posted this summer.

For more information about these forums or to learn more about what it takes to maintain a healthy brain, visit our website at [www.alzheimerbc.org](http://www.alzheimerbc.org).

These public forums were generously sponsored by unrestricted educational funding from:

Platinum Sponsor



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Bronze Sponsor



Silver Sponsor - Victoria



The *Heads Up: Keeping Your Brain Fit* public forums were delivered by Victoria-based mental fitness consultant Guy Pilch.



## WE NEED YOU!

Help make Alzheimer's disease a memory and join the *Investors Group Walk for Memories* planning committee in your community. The Walk is in January, but planning starts now!

Training and support provided. Interested? Call Linda Forrest at 1-800-667-3742.



[www.alzheimerbc.org](http://www.alzheimerbc.org)

# A journey *Beyond Memory*

**I**t is a journey none of us takes willingly – the journey *Beyond Memory*.

The Alzheimer Society of B.C. and Knowledge Network, with financial support from the provincial Ministry of Health, have partnered to develop *Beyond Memory*, a powerful 80-minute documentary which is as much a story about hope and resilience as it is about loss.

This documentary takes a compelling look at Alzheimer's disease and dementia as told through the stories of five B.C. families. Each of the individuals featured is at a different stage in their illness, and together they paint a poignant picture of

the journey through dementia and its impact on their loved ones.

**Milton** – a former R & B singer who can no longer remember the words to the songs he used to perform, but is supported by his loving wife Ruby, his children and his grandchildren.

**Elaine** – a 47-year-old single mother from Vancouver who shows that, even with Alzheimer's disease, one can literally climb mountains.

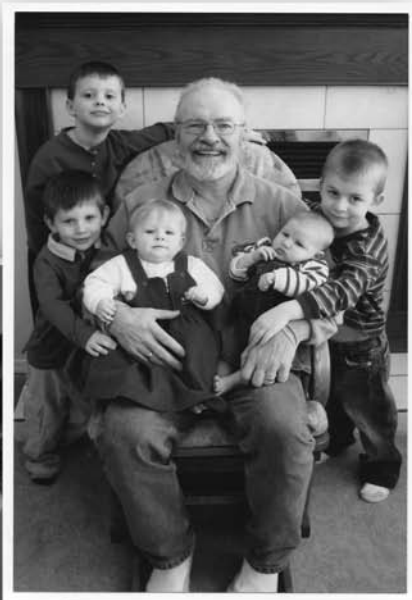
**Alberta** – a mother from New Westminster whose son George has given up his job to move nearby and care for her.

**Gord** – from Revelstoke who, together with his wife Claudia, is making plans for his future.

**Dede** – from Ladner, whose husband Gerry tries to cope with the loss of his life companion and friend.

Their stories are woven together with knowledge from Drs. Howard Feldman and Kiran Rabheru, who explain the scientific and medical aspects of dementia.

Although it premiered in May, *Beyond Memory* can also be viewed during the summer, with a final broadcast on Wednesday, August 29 at 9 p.m. You can also browse through personal stories, expert advice, and helpful resources, or view *Beyond Memory* in its entirety online by going to [www.knowledgenetwork.ca/beyondmemory](http://www.knowledgenetwork.ca/beyondmemory).



## Acknowledgements:

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