

Forget Me Not

Help for Today.
Hope For Tomorrow.

Alzheimer Society
BRITISH COLUMBIA

Contact

Winter 2008/Spring 2009

Put your mind to it – make change happen

Alzheimer Society
BRITISH COLUMBIA

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In 2009, the Alzheimer Society of B.C. will call on British Columbians to put their minds to it and make change happen in three critical areas: research, fighting the stigma of Alzheimer's disease and related dementias, and calling for further change by our government – all with a goal of reducing the impact of the disease.

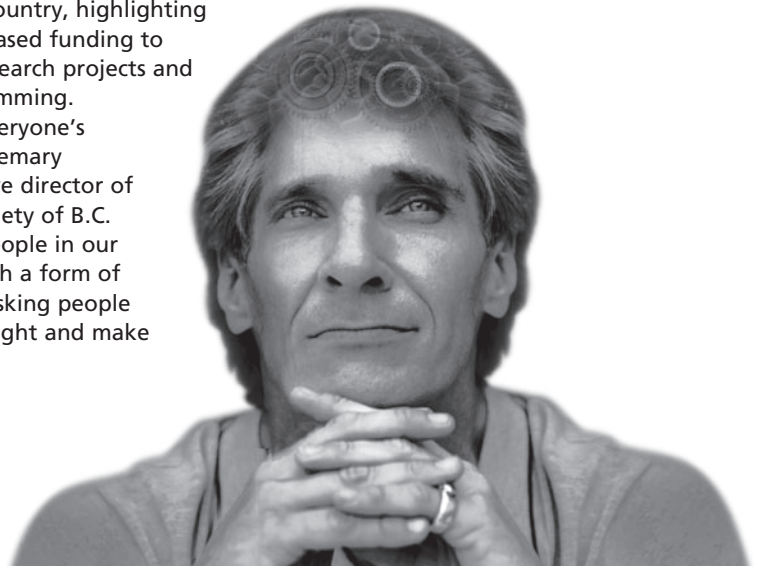
This January, as part of Alzheimer Awareness Month in Canada, the Alzheimer Society will release the first data from a new national study, *Rising Tide: The Impact of Dementia on Canadian Society*.

For the first time since 1991, *Rising Tide* will show the current impact of dementia in this country, highlighting the need for increased funding to support critical research projects and supportive programming.

"Dementia is everyone's concern," said Rosemary Rawnsley, executive director of the Alzheimer Society of B.C. "For the 64,000 people in our province living with a form of dementia, we're asking people to champion the fight and make change happen."

Change is already happening in B.C., and this edition of *Contact* highlights some of that work.

For the latest Alzheimer Society news and activities as we move into the new year, keep an eye on our website, www.alzheimerbc.org.



Our commitment to high standards

The Alzheimer Society of B.C. has recently joined Imagine Canada's *Ethical Code Program*.



Accountability is essential to our success, and we believe our supporters are entitled to transparency and the greatest impact possible for your investment in us.

To learn more about our adherence to the *Ethical Code*, visit our website at www.alzheimerbc.org – where you can also review our most recent annual report.

Win an island getaway for two!

Complete our online reader survey, and you could win a two-night island health escape for two people to Hollyhock, a renowned retreat centre on B.C.'s Cortes Island and generous supporter of the Alzheimer Society of B.C.!

Visit www.alzheimerbc.org to complete the survey.



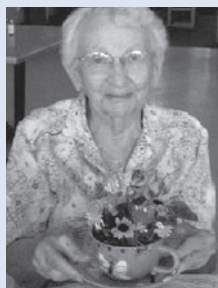
In brief

Coffee Break

Hundreds of individuals and organizations around the province and across the country hosted *Coffee Break* events on Thursday, Sept. 18, 2008, to coincide with World Alzheimer's Day.

The Alzheimer Society of B.C. appreciates the *Coffee Break* hosts, volunteers, sponsors and donors who made their coffee count and raised money in 44 B.C. communities from Chemainus to Chilliwack.

It's easy to host a *Coffee Break* – for more information contact Jenny Soukphamuong at 604-742-4923, or e-mail jennys@alzheimerbc.org.



Martha Wolgram and residents of the Vernon Restholm Association helped grow *Coffee Break* to more than 150 events province-wide this year.

Flora Aasen Golf Pro-Am Golf Tournament

More than \$42,000 was raised by the participants and sponsors of the ninth annual *Flora Aasen Memorial Pro-Am*, hosted Sept. 8, 2008, at the Pitt Meadows Golf Club. Thanks to the Aasen family, who host the tournament in honour of the late Flora Aasen, the pro-am event has raised more than \$380,000 for the Alzheimer Society of B.C. since its inception.

Ralph Robinson Memorial Golf Tournament

On Sept. 13, 2008 the sixth annual *Ralph Robinson Memorial Golf Tournament* raised more than \$22,000 in support of the Alzheimer Society of B.C. Thanks to the tremendous effort of the volunteer organizers, the sponsors and the support of the community, the tournament at Skaha Meadows Course is a lasting legacy to Ralph Robinson's community involvement.

A stronger national voice

On Oct. 1, 2008, the Alzheimer Society of B.C. joined Alzheimer Societies from across Canada to commit to a new federation agreement.

This agreement, several years in the making, confirms a spirit of cooperation through every province as we work together towards common goals and one strong voice for families impacted by dementia.



Representatives of the Alzheimer Society of B.C. included (clockwise front right to left) Bob Hastings, volunteer president; Nicole Bertrand, past president; Rosemary Rawnsley, executive director; and from B.C. Sandy Riley, director-at-large, Alzheimer Society of Canada.

Thank you!

Every year, organizations from around British Columbia partner with the Alzheimer Society of B.C. to help deliver the programs and services needed throughout our communities. These supporters include:

Dementia Series:

Provincial Employees
Community Services Fund
Lundbeck Canada Inc.
Manulife Financial
RBC Foundation
Pfizer
Province of B.C.
Shoppers Drug Mart

Dementia Helpline:

London Drugs

Rural Initiatives:

Janssen - Ortho Inc

A column by Marilyn Kerfoot, Donor Relations Officer – Gift Planning

Creating your legacy

Did you know that gifts made through estates form a significant part of the financial support we receive from our most loyal donors each year?

The *Circle of Hope* is a special recognition program that honours those individuals who have left a legacy gift to the Alzheimer Society of B. C. through a bequest, life insurance, annuity, or trust arrangement.

In future editions of *Contact*, we will share the stories of donors who have arranged an estate gift to the Society, and provide you with information about the ways in which these kinds of gifts can benefit you and your heirs.

We look forward to getting to know you better.

Over the coming months, we will be contacting many of you who have shared information about your gift plans, or who have expressed interest in learning more about estate giving.

If you have already made plans to include the Alzheimer Society of B.C. in your will, or if you plan to, please let me know! You can reach me by phone at 604-742-4922 (1-800-667-3742) or send an e-mail to mkerfoot@alzheimerbc.org.



\$1 million in action

In January 2008, the Alzheimer Society of B.C. announced funding for seven initiatives through the *Grant to Improve Dementia Care*. With these funds, received from the Ministry of Health Services, much has been accomplished, and numerous partnerships have formed that add even more strength to the work being done.

Dementia Journey live at www.dementiajourney.ca

The Dementia Journey website connects people with helpful resources and information about dementia. Originally created by the Vancouver Coastal Health Authority for Lower Mainland residents, an expanded site was launched on Oct. 20. The new site contains information from across the province, including an interactive map of local services. The site uses personal stories of people impacted by dementia to guide users to information for those with dementia, caregivers, families and health professionals.

Sustainable Caregiving Project at evaluation stage

The Interior Health Authority worked in four communities to run a six-month pilot project that established (or refined, if they already existed) screening and referral processes for caregivers, to enhance early detection of high caregiver burden and stress. Since each community has different caregiver supports already in place, methods and results in each community were a bit different. Evaluations of the trial run are now underway, with results expected in January.

Multi-lingual project holds Chinese Community Forum

This UBC initiative provides culturally sensitive dementia information in Cantonese, Mandarin, Hindi, and Punjabi. More than 600 people listened to eight physicians speak at the Chinese Community Forum on Oct. 11, where the dementia section of the Chinese Online Health Network (iCON) was launched. Provided entirely in Chinese, iCON (www.iconproject.org) includes information on diabetes, heart health, and now dementia.

To review the initial project descriptions, visit www.alzheimerbc.org/dementia-care.php.

E-Learning Project at testing stage

Under development by the Northern Health Authority, the first modules of this online education program have been developed and are now being tested. This initiative will provide user-friendly dementia education through the Internet to health professionals, people with dementia, caregivers and families starting in early 2009.

Great response to First Link program

A partnership between the Vancouver Island Health Authority (VIHA) and the Alzheimer Society of B.C., *First Link* connects people who have received a diagnosis of dementia with important information and services as early as possible in the disease process. Through work with Victoria-area physicians and VIHA, 62 people were referred to the program in the first few months. A second part of this initiative, a program for caregivers called *Coping with Transitions in Dementia Caregiving: Dimensions of Loss and Grief*, launched in October.

Dementia Policy Lens presented to National Conference

The *Dementia Policy Lens* – a tool to determine whether legislation, policies and practices have unintended negative effects on those with dementia – was reviewed by professionals across Canada. Under development by the University of Victoria, it was presented at the *Canadian Association on Gerontology National Conference* in October.

Dementia Education Framework (DEF) completes needs assessment

A project of the Fraser Health Authority, this provincial Framework will provide the foundation for consistent and coordinated programming to address the educational needs of people with dementia, caregivers, family members and health-care providers. The recently completed needs assessment survey received more than 650 responses. The consistent message: respondents want province-wide education standards, e-learning accessibility, and an interdisciplinary approach reaching all levels of care.

From knowledge to practice: Improving dementia care and services in B.C.



Gerri Hinton's story as a caregiver for her husband Peter (pictured left), who has Alzheimer's disease, was one of many shared during this two-day forum that reinforced the need to put families at the centre of dementia policy. *From Knowledge to Practice: Improving Dementia Care and Services in B.C.* was hosted by the Alzheimer Society of B.C. in Richmond on Sept. 25 and 26.

"Each time project leaders, health care leaders, families and individuals impacted by dementia get together to share knowledge and experiences, we move one step closer to a better health care system and to finding a cure," said Val Tregillus, executive director of Primary Health Care, reading a letter from George Abbott, Minister of Health Services.

Support along the dementia journey

The Alzheimer Society of B.C. has support groups for people in the early stages of the disease, and groups for family caregivers in communities around the province.

Alzheimer Society support groups follow an information and mutual aid model. The groups provide up-to-date information about the disease, and the people who attend also benefit from the wisdom of others who are on the same journey – a combination that research now shows has a measurable benefit.

For some, the idea of attending a support group might seem intimidating: being asked to reveal private feelings, or focusing too heavily on the hardships of dementia.

“In fact, it is just the opposite,” said Judy Bourne, a support group facilitator and Alzheimer Society staff person. “People who attend support groups are there to inform themselves with current information that will help

them to cope better.”

“Being in a support group is a really positive experience – we learn, we laugh, we help each other when we’re having a bad day,” explained Lynn Jackson, a person with dementia who is a member of the Early Stage Support Group in Vancouver.

Facilitators note that the format of meetings allows spontaneous nuggets of information to emerge – either from facilitators or participants – that help people who are struggling. For many, their group is a place to share and to be understood in a way that their own families and friends can’t.

Helen Mintz is a long-distance caregiver for her mother with Alzheimer’s. “I was certainly not eager to attend a support group,” said Mintz. “But because of what I’ve learned at my group, supporting my mom through the disease has become a transformative process of healing for our relationship.”



Lynn Jackson, who has frontal temporal dementia, attends the Early Stage Support Group in Vancouver.

Two kinds of support groups in B.C.

For more information about support groups in your area, please contact your local Alzheimer Resource Centre or call the toll-free Dementia Helpline at 1-800-936-6033.

For People in the Early Stages of Dementia

If you’ve recently been diagnosed with Alzheimer’s disease or a related dementia, you may feel that no one else truly understands what you’re going through. Our Early Stage Support Groups provide an opportunity to:

- Learn about living with dementia and its progression,
- Share feelings and common experiences,
- Exchange practical coping strategies, and
- Participate in discussions.

For Caregivers

Caregivers can be spouses, family or friends who often experience feelings of frustration, uncertainty and loneliness. Caregiver Support Groups offer the opportunity to talk about experiences and share new ways of coping. The benefits include:

- Exchanging information and friendship with others affected by dementia,
- Accessing the most current information,
- Learning practical tips for coping with change,
- Decreasing feelings of loneliness and isolation,
- Expressing feelings and being reassured that these feelings are normal, and
- Finding a sense of hope.



Ascent for Alzheimer's – a once in a lifetime journey

Congratulations to the ten members of the 2008 *Ascent for Alzheimer's* team who have stood on what must feel like the top of the world. The team reached the summit of Mount Kilimanjaro in Tanzania, Africa at 19,340 feet in the early morning light on Sept. 10, 2008, and raised more than \$110,000 to support British Columbians living with dementia.

Their incredible journey, taken one step at a time, reflects the immense challenges those with the disease and their caregivers face on a daily basis.

"Summitting this mountain was a great adventure, and combining it with a great cause brought it to a different level," said team member Angela Chang.

Ascent is a signature event for the Alzheimer Society of B.C., raising funds for programs and services that support families living with Alzheimer's and dementia; dollars raised also help fund research into the causes and the cure.

Since *Ascent's* inception in 1998, more than 140 Canadians have literally climbed mountains in the fight against Alzheimer's disease. Sixteen individuals have already joined the *Ascent* 2009 team for the once-

in-a-lifetime summit of Mount Kilimanjaro next September; if you are interested, there is still time to sign up for the adventure next fall.

Why do so many choose *Ascent for Alzheimer's*? *Ascent* has a more than 90% summit success rate, and a 100% safety success rate. The trek takes seven days rather than the more common four-day journey, allowing for better acclimatization. Over the last decade, the Alzheimer Society of B.C. has also developed a strong relationship with a team of very experienced guides and porters who are an integral part of the event. A North American doctor accompanies each team up the mountain.

And because each team member commits to paying their own expenses,

every dollar of the money they fundraise – a minimum of \$10,000 – goes directly to support the Alzheimer Society of B.C.

The ten members of the 2008 *Ascent* team will use their wealth of experience and pass it on to next year's team through a buddy system that matches them with a person on the 2009 team.

"People who are embarking on this unique adventure will have all kinds of questions – it's important that they get all the support they need – either fundraising ideas or trekking tips," said Sandra Girard, special events officer at the Alzheimer Society of B.C.

Back in Vancouver, the 2008 team gathered as a group for the first time since their journey at a celebratory dinner on Nov. 2 to share their triumph as a team. "The trek was a mind-opening experience that we made as a very cohesive group; we encouraged each other every step of the way," shared team member Harry Diemer.



(Standing back row, from left) David (local porter), Lisah Fraser, Dr. Cam Ross, Peter Debay, Kit Morissette, Shannon Epp, Darcy Bender. (Front row, from left) Harry Diemer, Angela Chang, Sue Ross, Becki Paterson, Cliff Saito.

If you would like more information about *Ascent for Alzheimer's*, or to learn more about joining the 2009 or 2010 team, visit www.alzheimerbc.org/ascent.php or contact Sandra Girard at 604-742-4920, toll-free at 1-800-667-3742, or send an e-mail to sgirard@alzheimerbc.org.

Ascent for Alzheimer's Sponsors (2008)

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 Investors Group
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ALZHEIMER SOCIETY OF B.C.



Get Walking!

Sunday, January 25, 2009

www.walkformemories.com / 1.800.667.3742

Calendar of events

Learn about these and other upcoming events in your community by checking our Events Calendar regularly at www.alzheimerbc.org – click on the Events tab on the left.

JAN. 25, 2009

Investors Group Walk for Memories

Locations throughout the province
Take a step forward to help fight Alzheimer's and join an *Investors Group Walk for Memories* in your community. For more information, call Angie Kok at 604-742-4908, toll-free 1-800-667-3742, or e-mail akok@alzheimerbc.org.

MAY 21, 2009

15th Annual Forget Me Not Golf Tournament Surrey, B.C.

Since its inception, the exclusive *Forget Me Not Golf Tournament* has raised more than \$5.1 million to support the

Alzheimer Society of B.C. For more information about sponsoring this event, or to register as a participant, contact Sandra Girard at 604-742-4920, toll-free 1-800-667-3742, or e-mail sgirard@alzheimerbc.org.

JUNE 28, 2009

Scotiabank Vancouver Half-Marathon and 5K Run/Walk Vancouver, B.C.

Sign up for the *Scotiabank Half-Marathon or 5K Run/Walk* and go the distance for Alzheimer's. For details visit www.alzheimerbc.org/run.php or call toll-free 1-800-667-3742.

Join our team



Looking for a way to get involved with the Alzheimer Society of B.C.? Check our website regularly for the latest volunteer and career opportunities.

Go to www.alzheimerbc.org/opportunities.php

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Yes! I want to make change happen in B.C.

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A tax receipt will be sent to you for any donation over \$15. Donations made by December 31, 2008 can be used for your 2008 Income Tax Return.

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