

Forget Me Not
Help for Today.
Hope For Tomorrow.

Contact

Alzheimer Society
BRITISH COLUMBIA

Winter 2009/Spring 2010

ALZHEIMER AWARENESS MONTH, JANUARY 2010

Rising Tide: Startling dementia statistics are a call to action

Alzheimer Society
BRITISH COLUMBIA

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Currently, there are 500,000 Canadians living with Alzheimer's disease and related dementias, a number that within a generation could reach more than one million people across the country. More than 70,000 people in B.C. are already living with a form of dementia and nearly 10,000 of these British Columbians are baby boomers under the age of 65. In short, our aging population is fueling a rising tide of dementia that threatens to overwhelm our health and social systems.

This January during Alzheimer Awareness Month, the Alzheimer Society will be releasing a pivotal study *Rising Tide: The Impact of Dementia on Canadian Society*, providing startling new information on the growing economic impact of dementia in Canada. It will also outline a series of potential intervention strategies that could help reduce the number of people affected by dementia, if our governments were to invest in the right solutions.

"Alzheimer's disease and related dementias are a rising concern, an epidemic that has the potential to cripple the health care system if changes are not made today," says Jean Blake, CEO of the Alzheimer Society of B.C. "This is a call to action for changes to be made in our health policies, for early diagnosis,



for education and support for our caregivers, for awareness in the general public, and for investing in research to find a cure."

While *Rising Tide* will present some startling statistics, we must remember that this only represents a future *where no change is made*.

The voice of the Society is only as strong as the number of Canadians we have supporting our call for action. But we can't do it alone.

Learn more about the Alzheimer Society of B.C. and how you can help educate, participate, advocate or donate, at www.alzheimerbc.org

For more information on *Rising Tide*, please visit www.alzheimer.ca



Message from the CEO

On behalf of everyone at the Alzheimer Society of B.C., I send best wishes for a festive holiday season! As the year-end approaches, it is often a time to look back and reflect on the significant events that have occurred, as well as begin to make plans for the upcoming year.

Reflecting on the past year we were faced with the challenges and impact of the economic environment. Despite these challenges, we have spent the year building relationships and providing programs and services to meet the growing need. We are weathering these times by reducing expenditures while maintaining our levels of service and still achieving success.

Highlights from the year include:

- We held two *From Knowledge to Practice* learning forums and brought together experts committed to improving the lives of people with dementia.

- Our volunteer training around the province was enhanced to increase our capacity to provide services that support families.
- The Alzheimer Societies across the country joined strengths and knowledge by signing a federation agreement, extending our ability to make dementia a national health care priority.

We are proud of the fact that we have been able to continue to provide much needed support and hope to families across B.C. but also recognize that there are more challenges ahead. The demand for our services continues

to grow as more people are diagnosed with the disease and the urgency to find a cure increases.

The Society's success is supported by our generous and very loyal donors. We count on your continued support.

Thank you!

Jean Blake

Shaping the Journey goes province-wide

Shaping the Journey: Living with Dementia is a unique program developed by the Alzheimer Society of B.C. The program is designed for people who want to explore the journey ahead in a positive and supportive environment. Participants meet on a weekly basis to learn about dementia and share their journey with others who are going through similar experiences.

This six-session series is designed for people experiencing the early symptoms of Alzheimer's disease or a related dementia, as well as a care-partner, family member, or friend. It is this joint learning environment that makes the program unique.

Shaping the Journey was originally designed and piloted for people with early symptoms of dementia. After receiving feedback from participants, care partners and staff, the

program was revised to allow people with dementia and a care partner to attend together.

Support and Education staff throughout the province participated in discussions to ensure they are prepared to meet the needs of both people with the disease and their care-partners in one shared learning environment.

Now, we are pleased to deliver *Shaping the Journey* as one of our core services, available through our 18 resource centres around the province.

For more information about *Shaping the Journey*, go to www.alzheimerbc.org and visit the Education section under We Can Help, or call your local Alzheimer Resource Centre.

An invitation to participate in Alzheimer's research

The Alzheimer's Drug Therapy Initiative (ADTI), a partnership between the Alzheimer Society of B.C., UBC, UVic, drug manufacturers, and the Ministry of Health Services, is making it easier for people with mild to moderate Alzheimer's disease to access Alzheimer medications. The ADTI is designed to evaluate the safety, effectiveness and appropriate use of medications for the treatment of Alzheimer's disease. PharmaCare will use information from the ADTI to decide about future coverage of medications.

Two new research projects have also been added to the ADTI. *The Caregiver Study* will talk to caregivers, seeking their opinion about the advantages or disadvantages of the medications. *The Medication Study* examines the changes people might experience when they continue, stop or switch a medication. These studies will provide us with information that will guide future treatment for people with Alzheimer's disease.

Think about whether you or someone you care for might join one of these important studies. A person may be eligible for the research study even if they are already taking one of the medications and/or are covered for its cost through other benefits.

"Enrollment in the research studies is a critical step in ensuring our policymakers have the information they need to make decisions for British Columbians diagnosed with Alzheimer's," said Jean Blake, CEO, Alzheimer Society of B.C.

If you haven't already been assessed for eligibility into the study but are interested, contact your family doctor.

For more information about the ADTI, go to the Ministry of Health Services website at www.health.gov.bc.ca/pharmacare/adi.

To learn about the research initiative, contact the Centre on Aging at the University of Victoria at 1-866-511-2594.

Think about whether you or someone you care for might join one of these important studies.



Coffee and Alzheimer's disease

If there's one thing I'm famous for above all others (actually, my wife says it's not that I'm famous so much as notorious, but hey! No one, least of all me, asked her to comment), it's that I believe in the health properties of coffee.

I say that because studies have determined that people who are regular coffee drinkers (and if you drink lots of coffee, you certainly are regular) have lower risks of Type 2 diabetes, some neurological conditions including Parkinson's disease, less gallstone disease, and lower rates of some cancers. And most important for the purposes of this article, studies have linked regular coffee use with slower cognitive decline, as well as lower risks of Alzheimer's disease and dementia.

In other words, it's not just fish that is brain food: coffee might be, too.

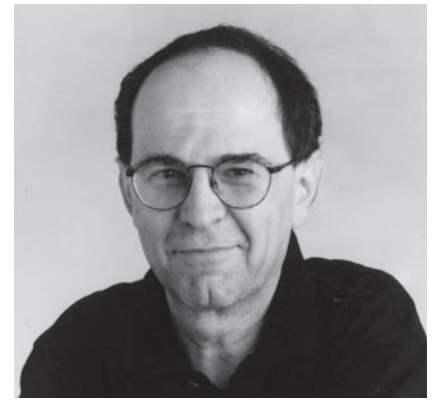
A recent study that aroused quite some interest showed that mice that were bred to develop a form of dementia did much better on cognitive tests after introducing a coffee concoction into their diet.

"But how can coffee deliver all those benefits?" you may well wonder as you sip your boring cup of lukewarm herbal tea. Despite what the anti-coffee evangelists (the kind of people who claim they get symptoms from sitting next to a coffee drinker as a result of second-hand caffeine intake) want you to believe, coffee is not simply a terrific device for delivering caffeine into your system.

Coffee is in fact loaded with minerals and anti-oxidants, and anti-oxidants are the current flavours-de-jour for preventing illness.

Now, before you all rush off to invest in an unlimited supply of coffee beans, a few caveats: I never advise anyone who doesn't drink coffee to start imbibing the stuff as a result of what I think simply because we just don't know that non-coffee drinkers will eventually reap any of those health benefits attributed to people who have been drinking coffee for many years.

Rather my point about the health benefits of coffee is mainly to get coffee drinkers to relax and enjoy their coffee and not be put off by the claims of those anti-coffee militants out there.



Second, coffee can have negative health consequences: pregnant women, for example should severely restrict their coffee intake; people who have been told by their doctors to avoid coffee (usually those with high blood pressure or some cardiac condition) should heed that advice (although if that's you, you may want to ask your doctor what proof she has that coffee is actually bad for your particular condition); and some people with reflux disease (although not all) have their symptoms worsened by a cup of java.

Bottom line, though, is that for most of us: coffee is a health drink.

[Read the Alzheimer Society's response to caffeine as a treatment for Alzheimer's at www.alzheimerbc.org/Research.aspx.](http://www.alzheimerbc.org/Research.aspx)

Advocating for improved dementia care



Dr. David Gayton chairs the Society's Advocacy Committee

The advocacy work of the Alzheimer Society of B.C. provides an essential link between people affected by dementia and our partners in the health care system. Building on a shared passion for change, the Alzheimer Society has developed effective partnerships with health authorities, health care professionals, researchers, community organizations, health care providers, people living with the disease, their families and caregivers.

In 2007/2008, the Society's Advocacy Committee traveled the province, listening to the concerns expressed by people living with dementia and their families and caregivers. Chaired by Dr. David Gayton, the committee strives to include these voices in our efforts to achieve system change by:

- monitoring the effectiveness of health care services
- promoting appropriate legislation, policy and programs, and
- providing leadership for the development and implementation of a provincial dementia strategy.

The committee identified two issues needing immediate attention:

- end of life care for people with dementia and their families and caregivers, and
- changing the culture of care in residential care to a more person-centred philosophy.

The Advocacy Committee engaged Gloria Puurveen, a recent graduate of SFU's Master's degree Gerontology program, to research the two issues. The research papers have now been completed and the Advocacy Committee is re-connecting with families affected by dementia to ensure the research reflects the lived experience. The committee will then develop formal position papers to be posted on the Alzheimer Society of B.C. website, along with an action plan to work towards improving the system of dementia care.

For more information, please contact Barbara Lindsay, Manager of Advocacy & Public Policy at blindsay@alzheimerbc.org

A million tweets to remember

The Alzheimer Society of Canada has launched *1MTweets* social media campaign, which seeks to digitally memorialize one million people who have lived with Alzheimer's disease by having their loved ones tweet about them. Alzheimer's robs people of their memories, so this movement is both a powerful and poetic way to ensure we're remembering those who can no longer remember for themselves. Everyone who tweets will be asked to donate a minimum of a dollar to Alzheimer's research through the Alzheimer Society of Canada or the Alzheimer Association in the US depending on the country.

Visit the site at <http://1mtweets.com>



Our volunteers

Since our inception in 1981, the active participation of volunteers has been vital to the work of the Alzheimer Society of B.C. Working alongside staff, our current volunteers, over 400 individuals, make a positive difference in the lives of individuals affected by dementia.

Volunteers enable the Society to provide more services to more people in more areas of the province. They strengthen our ability to advocate, educate, raise awareness, and raise money.

In 2009, the *National Volunteer Week* theme was "From Compassion to Action" - a phrase that has special meaning for us at the Society. Our organization started as a group of caregivers coming together to discuss the challenges of caring for a person diagnosed with Alzheimer's disease. To continue to support each other, and to create the

much-needed support for caregivers who would come later, this group (our first volunteers) knew they needed to be proactive and take action. Out of their compassion and determination, the Alzheimer Society of B.C. was ultimately founded.

Throughout the year, volunteer roles become available across the province. Whether a volunteer facilitates a Support Group or answers the phone at a Resource Centre, works on an *Investors Group Walk for Memories* Committee, or provides information through the Dementia Helpline, their work is essential.

If you are interested in joining our provincial team and contributing your time and talents, we encourage you to visit our website regularly to view these opportunities or to email Jo-Anne Teal, Volunteer Administrator, at volunteer@alzheimercbc.org.

SCOTIABANK HALF-MARATHON & 5K



Jenna White and Dimpel Sandhu celebrate a great 5K!

Thank you for crossing the finish line for dementia and raising over \$35,000! On June 28, hundreds of supporters ran and walked in support of the Alzheimer Society of B.C. as part of the *Scotiabank Half-Marathon & 5K*.

ASCENT FOR ALZHEIMER'S

Mount Kilimanjaro in Tanzania, Africa



Brenda Yamanaka, Dr. Susan Hollenberg, Jordan & Lindsay Willms, Rowena Anderson, Jennifer Brown, Jane, Salim & Aly Devji



Peter & Shirley Bonner, Michael-James Pennie, Don Depratto, Jim & Deb Yeates, Christina Pilgrim, Dr. Susan Hollenberg

Congratulations to the members of the 2009 *Ascent for Alzheimer's* teams for raising over \$250,000! Each step of their journey honoured the over 70,000 British Columbians whose lives have been impacted by Alzheimer's disease or dementia. Could 2010 be your year? For more information, contact Sandra Girard at 604-742-4920 or sgirard@alzheimercbc.org.

Thank you to our sponsors:

Peak Sponsors: Chan Foundation of Canada, Delta View Habilitation Centre, Prime Bank

Summit Sponsors: Bioasis, The Boathouse Restaurant, Red Door Pan Asian Grill, Starline Windows

Base Camp Sponsors: BMW – Park Shore, ERV Parent, Harbour Cruises & Events, Urban Wasp

Satellite Phone Sponsor: Glentel



Bequests provide significant support

Marilyn Kerfoot, Donor Relations Officer – Gift Planning

Did you know that bequests – gifts in wills – make up roughly 20% of the Society’s annual revenue? These important gifts mean that people with dementia and their families benefit from support services provided by the Society, and they enable funding into the causes of and the cure for Alzheimer’s disease and related dementias.

We are immensely grateful to the many people who have included a gift to the Society in their will. In our experience, bequests come ‘in all shapes and sizes’. Some take the form of a specific dollar amount (e.g. \$10,000) while others consist of a share of residue – the net estate remaining after debts, taxes and specific gifts have been paid.

Some bequests are part of a trust that may have been established in the will.

For anyone interested in leaving a legacy in support of those dealing with the challenges of dementia, a bequest is a straightforward solution. It usually involves adding one simple clause to a person’s will. It really is that easy!

There are also tax benefits to including a charitable gift in one’s will. It’s a good way to take control of your tax dollars by redirecting some or all of them from Canada Revenue Agency to your favourite community causes.

I would be happy to speak with you about including a gift to the Alzheimer Society of B.C. in your will. If you have any questions or would like a copy of our suggested bequest wording, you can reach me at 604-742-4922 (toll-free 1-800-667-3742) or mkerfoot@alzheimerbcc.org.

This information can help facilitate discussions between you and your estate planning advisor. It is not intended as legal or financial advice. We encourage you seek guidance from a qualified professional.

We are immensely grateful to the many people who have included a gift to the Society in their will.

COFFEE BREAK™



Volunteer Board Member, Jim Mann, diagnosed with Alzheimer’s at the age of 58, enjoys a coffee at one of the downtown Vancouver events.

On September 17, 2009 over one hundred Coffee Break™ hosts joined us in making a difference across British Columbia. Families, friends and co-workers gathered together in over 36 different communities across the province to help raise over \$35,000. A big thank you to our volunteers and donors for your time, dedication, and effort in making our 14th anniversary another successful year! Save the date for next year – September 16, 2010!

FLORA AASEN MEMORIAL ALZHEIMER’S PRO-AM



Mr Aasen and friend enjoy a ride together.

The 10th annual Flora Aasen Memorial Alzheimer’s Pro-Am, held on August 31st at Pitt Meadows Golf and Country Club raised more than \$24,000 in honour of the late Flora Aasen.

RALPH ROBINSON MEMORIAL GOLF TOURNAMENT



Winning ladies team: Emilie Schill, Florence Cain, Georgina Palm, Phyllis Fix, Annette Casavant, Elaine Bjornson

A big thank you to the event participants, sponsors and staff at Skaha Meadows Golf Course who raised over \$18,000 at the 7th annual Ralph Robinson Memorial Golf Tournament held in Penticton on September 19.

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

INVESTORS GROUP WALK FOR MEMORIES

Sunday, January 31, 2010

Get Walking British Columbia! *The 2010 Investors Group Walk for Memories* will take place in 19 communities across B.C. on the last Sunday in January. To volunteer or register for a *Walk* near you, go to www.walkformemories.com or contact Angie Kok at 604-742-4908 (toll free 1-800-667-3742) or email akok@alzheimerbc.org.

SCOTIABANK HALF-MARATHON & 5K

Sunday, June 27th, 2010

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

FORGET ME NOT GOLF TOURNAMENT

Thursday, May 27, 2010

Join us in May at the 16th annual *Forget Me Not Golf Tournament* held at the world-renowned Northview Golf and Country Club. For information about participating, sponsorship or how you can get involved go to www.fmngolf.com or contact Sandra Girard at 604-742-4920 (toll free 1-800-667-3742) or email sgirard@alzheimerbc.org.

Program Support

In 2009, organizations from around British Columbia partnered with the Alzheimer Society of B.C. to help deliver the programs and services needed throughout our communities. Thank you to the following organizations for your contribution:

BC Hydro Employee's Community Services (HYDRECS)
F.K. Morrow Foundation
Janssen-Ortho Incorporated
Lohn Foundation
London Drugs
Manulife Financial
Novartis Pharma Canada Incorporated
Pfizer Canada Inc.
Provincial Employees Community Services Fund
Province of British Columbia
RBC Foundation
Vancouver Foundation

Yes! I want to help the Alzheimer Society of B.C. provide Help for Today and Hope for Tomorrow.

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BRITISH COLUMBIA

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Please send me more information about:

- Leaving a gift in my will
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I would like to donate \$ _____

Enclosed please find my: Cheque Credit Card Info

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Expiry _____

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Winter 2009/Spring 2010

THANK YOU. A tax receipt will be sent to you for any donation over \$15. Donations made by December 31, 2009 can be used for your 2009 Income Tax Return.

Alzheimer Society
BRITISH COLUMBIA

Alzheimer Society of B.C. Provincial Office

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