

Help for Today.  
Hope For Tomorrow.

Alzheimer Society  
BRITISH COLUMBIA

# Contact

Summer/Fall 2009

## Sharing the journey

**W**hen Norma laughs, you can't help but laugh with her.

When she speaks, she draws you in with the finesse of a practiced storyteller. Or, perhaps, using skills honed during a career of teaching.

If you've ever had the privilege of listening to Norma Selbie, diagnosed with Alzheimer's disease more than a decade ago, you'll know how much she loved teaching, how much she treasures her family, and how much she values the Alzheimer Society of B.C.

Norma is one of thousands of British Columbians who have shared her journey with the Alzheimer Society, which has been a partner in her care through a disease

that impacts a growing number of families every year.

Statistics show the incidence rate is increasing; more than 70,000 British Columbians are living with Alzheimer's or another form of dementia - nearly 10,000 of whom are under the age of 65.

Through our advocacy work with government and ongoing development of our programs and services, we hold to the tenet that each one of these individuals and their families should have access to the care and services they need, when they need them, regardless of where in this province they call home.

To deliver resources more effectively we've focused on the opportunities we can

find through partnerships and technology; many of these are highlighted in this edition of *Contact*.

Economically, there's no doubt that this is a challenging time for all of us. But dementia is a challenging disease.

We're grateful to everyone who has continued to be involved: trusting us with a carefully placed donation; contributing energy to deliver our programs and services; speaking up during the election; or coming out for a few hours to participate in an event.

For you, for Norma, and for every person who will turn to us for help and hope, the Alzheimer Society is here. Thank you.

Sincerely,



### Jean Blake is the new Chief Executive Officer of the Alzheimer Society of B.C.

Formerly the Executive Director of Canadian Diabetes Association, Pacific, Jean joined the Alzheimer Society in May following the retirement of Rosemary Rawnsley.

Jean brings a wealth of experience in the charitable and health care fields, and in working with government. She has also served as chair of the BC Healthy Living Alliance.



## What do you think of our new look?

At the beginning of July, the Alzheimer Society of B.C. relaunched its website, [www.alzheimerbc.org](http://www.alzheimerbc.org).

Building on the information that was previously available through the site, we've added:

- An expanded **"Living With Dementia"** section, with information for people who have been diagnosed as well as for caregivers.
- **Accessibility features**, including the ability to increase text size.
- **"In My Community"**, with a page for each region of the province that highlights local news and upcoming events in your community.
- A section called **"In the News"** (located under "News and Events") where you can find the latest news articles about brain health and dementia.

Visit our website and let us know what you think by sending an e-mail to [info@alzheimerbc.org](mailto:info@alzheimerbc.org).

### Alzheimer Society of B.C. Provincial Office

300 - 828 West 8th Avenue, Vancouver, British Columbia V5Z 1E2

Tel: 604-681-6530 | Toll-Free: 1-800-667-3742 | E-mail: [info@alzheimerbc.org](mailto:info@alzheimerbc.org) | Web: [www.alzheimerbc.org](http://www.alzheimerbc.org)

The Alzheimer Society of B.C. (ASBC) is committed to protecting the privacy of people whose personal information is collected and held by ASBC, and we adhere to all legislative requirements with respect to protecting privacy. If at any time you wish to have your name removed from this or another mailing, call us by phone at 604-681-6530 or toll-free 1-800-667-3742, or via e-mail at [info@alzheimerbc.org](mailto:info@alzheimerbc.org), and we will gladly accommodate your request.

## Thank you!

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.

Janssen-Ortho Inc.  
Lohn Foundation  
London Drugs Foundation  
Lundbeck Canada Inc.  
Manulife Financial  
Novartis Pharmaceuticals Canada Inc.  
Pfizer Canada Inc.  
Province of British Columbia  
Provincial Employees Community Services Fund  
RBC Foundation  
Shoppers Drug Mart  
Vancouver Foundation



The attitudes that we have about dementia, and more specifically how we relate to people who are living with dementia, may in fact change the way that individuals experience the disease, according to Dr. Elisabeth Drance.

As guest presenter for the Alzheimer Society of B.C.'s April tele-workshop – *Interacting with People with Dementia* – Dr. Drance, a geriatric psychiatrist specializing in person-centred dementia care, offered strategies for communication and care.

“Person-centred care means communicating to people living with the disease in a way that honours who the person with dementia is, and what is important to them,” she explained. This approach to care recognizes that every person with dementia maintains a core of self that can be reached throughout the illness.

Honouring those with the disease means involving them, whenever possible, in decision-making, taking the time to listen and understand them, caring for them in a way that respects their pace, and ensuring that they don't feel judged. Along with changes in memory and comprehension, Dr. Drance



Dr. Elisabeth Drance  
Geriatric Psychiatrist

noted that dementia also brings about changes in the social-psychological environment, which includes changes in relationships and social interaction.

“Healthy social environments and supportive relationships are key to the wellness of people with dementia. However traditional models of care have tended to

overlook these factors, even though they have the potential to alter the progression of the disease.”

Activity, she pointed out, is also central to a supportive environment. Being active, either at work or at home, is a large part of how we define ourselves, and our role in society.

“Choose activities that are engaging and meaningful to the individual, and recognize that these will change throughout the stages of the disease,” said Dr. Drance.

If we can encourage people with dementia to focus on what they can do, this may help to empower them in spite of the many changes they are experiencing.

“The goal of person-centred care is to enable the person with dementia to function at their optimum level, and slow the impact of the disease.”

## What is a Care-ring tele-workshop?

For caregivers who find it difficult to access dementia support and information, the Alzheimer Society of B.C.'s free one-hour tele-workshops make it easy to pick up the phone and learn from home.

Listen to the presenter, over the phone, read the online handouts on your computer and ask questions – all without leaving home.

To provide the tele-workshops to participants all across the province, the Alzheimer Society of B.C. has partnered

with Care-ring Voice Network, a non-profit organization that provides the technology and registration services for our tele-workshops.

Eight tele-workshops are offered throughout the year, with two new titles coming soon. For information or to register, visit [www.alzheimerbc.org](http://www.alzheimerbc.org) or call Care-ring at 1-866-396-2433.

Please register at least one week in advance in order to receive necessary instructions.

# Thank You to Our Donors

The Alzheimer Society of B.C. gratefully acknowledges the thousands of donors who have supported our activities. Your donation helps people in B.C. that are affected by Alzheimer's disease or a related dementia and makes an important difference to their quality of life.

The following list is in recognition of gifts of \$1,000 or more received in 2008.

## INDIVIDUALS

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Bob & Sue Hastings  
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### Our Friends \$1,000 - \$4,999

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 United Floor Covering Limited  
 US Global Investors Incorporated  
 Vancouver Arbutus Lions Club  
 Vancouver South Lions Club  
 Warthog Glassworks  
 Werner & Helga Hoing Foundation  
 White Rock Lioness Club  
 White Rock Professional Building

### CIRCLE OF HOPE

We thank and honour those individuals who have made a provision for a future gift through a bequest, life insurance, annuity, or trust arrangement.

Anonymous (5)  
 Earl DesLaurier  
 Paula Jakeman  
 Jack & Nancy Jefferson  
 Alfred Knowles

Phyllis Marchment  
 Cameron McLean  
 Patricia Mitchell  
 Rose Pascal  
 Barbara Nightingale  
 Helen Wilson

### ENDOWMENT FUNDS

The endowed funds listed below have been set up by generous donors to help the Alzheimer Society of B.C. meet the needs of today and our hope for tomorrow.

Anonymous (1)  
 H. Clark Bentall Fund  
 Grace Bowden Fund  
 Charles W. Brazier Fund  
 Nell Brown Fund  
 Hibler/Lamoureux Fund  
 William E. & Marion (Thelma)  
 Ingledew Fund  
 Edna Leckie Fraser Memorial Fund  
 George P. Kelly Fund  
 Robert Kenny Fund  
 Ellinor Richards & Hazel Richards  
 Loane Fund  
 David Macaree Fund  
 Roy and Bertha Wrigley Fund

### ESTATES

We are deeply honoured to recognize estate distributions of over \$1,000 that we have received in 2008.

Estate of Edith Alice Adnams  
 Estate of Marjorie Bezanson  
 Estate of J.C. Birt  
 Estate of Bernard R. Evans  
 Estate of Alberta E. Fraser  
 Estate of Reesa Lynn Greenberg  
 Estate of Dorothy Hayman  
 Estate of Xavier A. Hetzman  
 Estate of Winnifred Theresa Jones  
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 Estate of Ronald Alexander  
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 Estate of Gabrielle S. Medynski  
 Estate of Dorothy Margaret  
 Pauline Paton  
 Estate of David Reddekopp  
 Estate of Barbara Anne Rolls  
 Estate of William H. Scruton  
 Estate of Nance Eveline  
 Charles Wright

The Society would like to acknowledge over 2,500 donations that were made in memory or in honour of someone special as an expression of friendship, love or sympathy. Thank you for thinking of others now living with Alzheimer's disease and extending your hand to them.

The Alzheimer Society of B.C. would like to thank the thousands of donors who have supported our activities with gifts totaling less than \$1,000. We want you to know that your support is truly appreciated!

Every effort has been made to ensure that this listing is accurate. Please accept our sincere apology if your name has been missed or a mistake has been made. We ask you to call us at 604-742-4902 to let us know.

## Thank You

The Alzheimer Society of B.C. would like to thank everyone who has organized or participated in our fundraising events - big and small. We couldn't do it without you!

The *Singing for Charities Gala*, hosted by the Vancouver Arbutus Lions Club on Apr. 18, 2009, generously donated \$8,000 of the event's proceeds to support the programs and services of the Alzheimer Society of B.C.

In honour of her mother, Marianne Schmidt hosted the *Forget Me Not All-Star Musical Revue* at the Yale Blues Bar on Mar. 19, 2009. With the support of the Yale and local musicians, the event raised more than \$14,800.



Top photo: Sharon Craver, Alzheimer Society Board member, presents a Certificate of Appreciation to Catherine Lam, president of the Arbutus Lions Club. Bottom photo: Marianne Schmidt

# Research in B.C.

A profile of Dr. Claudia Jacova

**C**ognitive psychologist Dr. Claudia Jacova is one of three clinical researchers whose work at UBC is funded by the \$1.8 million *Ralph Fisher and Alzheimer Society of B.C. Professorship*.

Working at the UBC Hospital Clinic for Alzheimer's Disease and Related Disorders, Dr. Jacova is researching two initiatives: an assessment tool that measures individuals' responses to symptoms and treatments, and studies using Magnetic Resonance Imaging (MRI) for early diagnosis.

The *Clinical Meaningfulness in Alzheimer Disease Treatment (CLIMAT)* scale is a clinical interview that helps assess cognition, functioning, severity of symptoms, and the social impact that these symptoms have.

Through interviews, the CLIMAT gives people with dementia the opportunity to say whether changes in their symptoms as a result of treatment truly make a difference in their everyday lives.

"Assessing the impact that the disease and treatments have for individuals is an interesting new direction for research," she said.

Dr. Jacova is also looking at the use of **serial Magnetic Resonance Imaging (MRI)** – comparing MRI scans over a period of time

– as a possible approach to improving early diagnosis.

Researchers know that the brain actually shrinks and loses volume as Alzheimer's disease progresses. Dr. Jacova hopes her research will help identify which areas of the brain start to lose volume early in the disease, and at what stage of the disease the damage accelerates.

It is currently impossible to identify the point at which the loss of brain volume accelerates, but evidence suggests that such a point exists.

"MRI is becoming an important technology for early diagnosis because it can detect abnormalities in brain volume loss years before symptoms occur," she said. "The research points out that we need more sensitive tools that can identify risk and allow for earlier intervention."

*For more complete details about Dr. Jacova's research, or to learn more about research that's happening here in B.C., visit the Research section on our website, [www.alzheimerbc.org](http://www.alzheimerbc.org).*



Dr. Feldman, Dr. Jacova and Robin Hsiung at the UBC Brain Research Centre

## Golfing to fight dementia

**A** big thank you to the event participants, sponsors and the staff at Northview Golf and Country Club who helped raise more than \$435,000 at the 15th annual *Forget Me Not Golf Tournament* held on May 21. The tournament has raised over \$5.1 million since its inception to support the Alzheimer Society of B.C. Proceeds from the event are divided equally between funding research and programs to support those affected by the disease.



(L-R: Bob Hastings; Alan Tynan; Martin Gerber, committee chair; Jim Carter; Sandra Girard; Kyle Harrison; Russell Lane; Don Towers; and Rob Travers. Missing: Sandi Green, John McLean, Hugh Murray)

## Thanks for Walking

**T**housands of participants in 17 communities across B.C. stepped out in the fight against Alzheimer's on Jan. 25, 2009. The annual *Investors Group Walk for Memories* raised more than \$491,000. Each year, people join *Walks* in their communities to support the more than 70,000 families in B.C. living with Alzheimer's.

### 2009 Sponsors

Investors Group  
Canada Safeway  
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Bayshore Home Health  
Global TV  
The Vancouver Sun  
CKNW AM980

**Save the date! Walk with us on January 31, 2010**

Below: Walkers enjoyed some January sunshine in Barriere.



For more info: [www.walkformemories.com](http://www.walkformemories.com)

# Making your portfolio work

Column by Marilyn Kerfoot, Donor Relations Officer – Gift Planning

**W**ith the markets and economy under stress, we are all going through trying financial times. The Alzheimer Society of B.C. has felt the impact of economic uncertainty and we're sure many of you have too.

We also know, however, that you believe deeply in supporting those who face the daily challenges of dementia. At this time, you may be taking a step back and saying, "I want to help but what should I do?"

If you have a non-registered portfolio of securities (i.e. stocks, bonds and mutual funds) you can continue to use these assets to make a gift to the Alzheimer Society. In this volatile market, you may have some

'winners' and some 'losers' in your portfolio. Consider using either of these to make a gift in a tax effective way.

You might consider gifting some of the 'winners' and then re-purchasing them on the market at a higher adjusted cost base. You will receive a tax receipt from the Society that will offset income tax on other income, plus you will reduce the tax on capital gains when you sell the

re-purchased securities in the future.

Another option is to trigger a capital loss by selling your 'losers' and donating the cash proceeds to the Society. You can apply the capital loss against capital gains in 2009 – or in the previous three years – or carry it forward indefinitely into the future.

If you have any questions about making a gift to the Alzheimer Society, please contact me at 604-742-4922 (toll-free 1-800-667-3742) or e-mail [mkerfoot@alzheimercbc.org](mailto:mkerfoot@alzheimercbc.org).

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

## Calendar of events

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

### NINTH ANNUAL FLORA AASEN GOLF TOURNAMENT

Aug. 31, 2009 Pitt Meadows, B.C.  
Tee off at this pro-am golf tournament at the Pitt Meadows Golf & Country Club, held in memory of Flora Aasen. For information, e-mail John Aasen at [johnaasen@telus.net](mailto:johnaasen@telus.net) or visit [www.acegolfpro.com](http://www.acegolfpro.com).

### RALPH ROBINSON GOLF TOURNAMENT

Sept. 19, 2009 Penticton, B.C.  
Come out to Skaha Meadows Golf Course and celebrate the memory of Ralph Robinson who passed away from Alzheimer's in 2003. For information, e-mail Pauline Tadey at [tadeys@shaw.ca](mailto:tadeys@shaw.ca).

### COFFEE BREAK

Sept. 17, 2009 throughout the Province  
This fall brew coffee and sell cups by donation in your home or office. For information, contact Jenna White at 604-742-4915 (toll-free 1-800-667-3742) or e-mail [jwhite@alzheimercbc.org](mailto:jwhite@alzheimercbc.org).

### 12TH ANNUAL ASCENT FOR ALZHEIMER'S

Sept. 6-15, 2009 • Team One  
Sept. 15-24, 2009 • Team Two  
Tanzania, Africa

In September, 15 Canadians will reach for the summit of Mount Kilimanjaro to support those living with Alzheimer's and dementia. For information, contact Sandra Girard at 604-742-4920 (toll-free 1-800-667-3742) or e-mail [sgirard@alzheimercbc.org](mailto:sgirard@alzheimercbc.org).

### ANNUAL GENERAL MEETING

Sept. 26, 2009 Burnaby, B.C.  
For more information, contact Nancy Hable at 604-742-4917 (toll-free 1-800-667-3742) or e-mail [nhable@alzheimercbc.org](mailto:nhable@alzheimercbc.org).

### Acknowledgements:

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Please recycle and help us reach more people by passing this newsletter along to someone else.

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

**Alzheimer Society**  
BRITISH COLUMBIA

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FALL 2009 Newsletter

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.

Cut along dotted line