

Help for Today.
Hope for Tomorrow...®

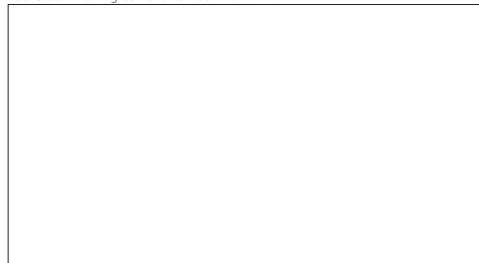
Alzheimer Society
BRITISH COLUMBIA

CONTACT

Fall 2011

WHAT DOES A FACE OF DEMENTIA LOOK LIKE TO YOU?

Publication Mail Agreement Number: 40065609



Return undeliverable Canadian addresses to: Alzheimer Society of B.C.
300-828 West 8th Ave, Vancouver, B.C. V5Z 1E2

1 in 2
Canadians know
someone
with dementia.

1 in 4
Canadians
have someone
with dementia in
their family.

The incidence of dementia is increasing so the need for support is growing – for persons with dementia, their caregivers and the families as well.

We also need a cure. We need to know the causes of the disease so that we can go beyond risk reduction and actually prevent the disease from taking hold of individual lives and families. As we wait there are more than 70,000 British Columbian families already impacted by Alzheimer's disease or a related dementia.

We need more people to be aware of the illness so they can take care of their brain health and know the warning signs for earlier intervention. We also need more people to support the cause.

This year, the Alzheimer Society of B.C. will publish its annual report in *The Vancouver Sun* to expand awareness about how we're leading the cause and the difference our programs and services are making across the province as told by individuals who represent the "faces of dementia".

The online version of the annual report (www.facesofdementia.ca) will contain the full financial reports, personal stories from the dementia journey and information about how you can join the wave of

change. According to Imagine Canada, the average cost to raise a dollar in Canada is \$0.26. The Alzheimer Society of B.C. is proud to say that we use only \$0.15 for fundraising, which means the majority of our revenues goes to providing a province-wide network of support, education and information, and to fund research for a cure.

Alzheimer's disease is the second most feared disease among Canadian baby boomers, yet British Columbians give less than \$2 per person to do something about it. That's why at www.facesofdementia.ca we also made a point to recognize our supporters, the donors and volunteer leaders – your friends, peers, and colleagues – who are helping to ensure that our vision of a world without dementia becomes a reality.

You can be a part of this change. Go to www.facesofdementia.ca and choose to help us turn the rising tide of dementia. Participate at one of our signature fundraising events (or host your own), be an Alzheimer Advocate, be a volunteer in a local Resource Centre to support families on the dementia journey, or simply help us raise awareness.

...there are more than 70,000 British Columbian families already impacted by Alzheimer's disease or a related dementia.



MESSAGE FROM THE CEO

Last year we marked World Alzheimer’s Day by announcing the \$1 million contract with the Government of BC to expand First Link® and Minds in Motion™.

Since then, referrals to the Society through First Link® have steadily increased and our coordinators continue to broaden their referral network. In addition, Minds in Motion™ is now available in 13 locations across the province with plans for at least five more and requests for even more programming. These results strengthen the case for further expansion, a direction we are actively pursuing.

Being mindful of our fiscal responsibility as a charitable organization, one way we are addressing the increasing need for support and programs is through proactive development of our volunteer base. We have been enhancing the various components of our overall volunteer program – recruitment, training, recognition, retention – so that we can continue to be a volunteer-strong organization engaging community members to support families on the dementia journey, as well as the Society’s cause.

This year we are putting a face to dementia, encouraging the public to better understand the disease and to support the people and families on the journey.

On Sept. 21, World Alzheimer’s Day, our first-ever social media campaign launches on YouTube, which you can retweet on Twitter or ‘like’ and repost on Facebook to help us raise awareness.

The next day, our annual report will be released for the first time in *The Vancouver Sun*, one of our provincial media sponsors, with the full financials and profile stories available online at www.facesofdementia.ca.

As we all know, the need is great and it is growing. Remember to support those in your communities who are already impacted by the disease. We thank you for your support in helping to make a difference.

Jean Blake, CEO, Alzheimer Society of B.C.

PROTECT THE BRAINS OF YOUR BUSINESS... YOUR EMPLOYEES



Every year, 15,000 people in British Columbia develop symptoms of Alzheimer’s disease or a related dementia, in addition to over 70,000 already affected. People can start developing symptoms as early as their 30’s, 40’s and 50’s.

This fall, the Alzheimer Society of B.C. is offering free *Brain Health...It’s Your Business!* workshops throughout Metro Vancouver. This is a free and unique education program aimed at increasing personal well being, productivity and the practice of good brain health in the workplace.

Society-trained speakers deliver a 50-minute brain health presentation and guide employees through developing their own Brain Health goals.

To book a *Brain Health...It’s Your Business!* presentation contact Dimpel Sandhu Development Officer, Funds/Grants & Corporate Giving at 604-742-4909 or via e-mail at dsandhu@alzheimerbc.org.

RESEARCH: AN INVESTMENT IN FINDING A CURE



The Alzheimer Society of B.C. was created as a grassroots organization to support caregivers. We have since evolved to support the person affected by the disease and their families through information, services, and education. Since there are limited treatments for this disease, support for the person and their families is critical.

Research to find the cause and a cure is of increasing importance to our supporters, and the Society is in a growth phase in supporting research. This year, 11 B.C.-based researchers from the University of British Columbia (UBC), Simon Fraser University (SFU) and the University of Victoria (UVic) were awarded grants through the nation-wide peer review Alzheimer Society Research Program (ASRP) to help advance knowledge about the disease.

Michael Hayden and his team will examine whether the ABCA1 gene can influence the development of Alzheimer's disease by regulating brain cholesterol metabolism and inflammation.

Pradeep Kumar Ramana is hoping to find a way to detect Alzheimer's disease earlier by using MRI scans to measure different biomarkers from different locations and capture different types of neurodegenerative changes caused by Alzheimer's disease.

By studying "cognitive complainers" Colette Smart hopes to improve early detection of those at risk for Alzheimer's disease and determine whether attention training would be an effective intervention.

The 11 B.C. recipients of the ASRP grants and awards this year are:

Biomedical Research Grants and Awards

- Shernaz Bamji (UBC)
- Michael Hayden (UBC)
- Douglas Allan (UBC)
- Mirza Faisal Beg (SFU)
- Cheryl Wellington (UBC)
- Zhe Wang (UBC)
- Pradeep Kumar Ramana (SFU)

Quality of Life Research Grants and Awards

- Andre Smith (UVic)
- Colette Smart (UVic)
- Heather Cooke (UVic)
- Alexander Jouk (UVic)

The Alzheimer Society Research Program (ASRP) is a collaborative initiative among the federation of provincial Alzheimer Societies across the country. The program supports Canadian research that will one day result in the eradication of the disease, while improving the quality of life for those on the dementia journey. Research grants are awarded annually following an extensive peer-review process.



NEW DEVELOPMENTS IN THE ALZHEIMER'S DRUG THERAPY INITIATIVES



While the research intake phase of the Alzheimer's Drug Therapy Initiative (ADTI) is ending, doctors will continue to be able to prescribe three cholinesterase inhibitor drugs – donepezil (Aricept™), galantamine (Reminyl™) and rivastigmine (Exelon™) – through the Pharmaceutical Services Special Authority process that has been in place through the course of the research study. The B.C. Ministry of Health Services provides PharmaCare coverage of the three drugs as part of the study.

This means that for families on the dementia journey, the purchase price of these drugs will continue to go towards their PharmaCare deductible, making the medications more affordable. The Alzheimer Society of B.C. and other members of the Project Advisory Committee for the ADTI recommended this result.

The ADTI was initiated in 2007 to address a clinical knowledge gap around the use of specific drugs in individuals diagnosed in the early to moderate stages of Alzheimer's disease.

As of Sept. 30, 2011, the ADTI will no longer enroll new people with dementia and their primary family caregivers in their studies. However, people with Alzheimer's disease who are newly diagnosed and/or whom are prescribed one of these medications by their physician and are eligible for coverage will still have their medication covered by Pharmaceutical Services until at least March 2012. At that time, Pharmaceutical Services will revisit their decision to provide coverage for these medications.

In the meantime, the Alzheimer Society of B.C. continues to advocate for full access to and full coverage of Alzheimer's disease medications.

ADVOCACY: YOUR VOICE WILL MAKE A DIFFERENCE

The Alzheimer Society of B.C.'s First Link® program is successfully connecting people to the Society earlier than ever. With the support of the Society, families can trust that they will get the help they need to build confidence and the skills to maintain a good quality of life.

Currently only available in six B.C. communities, we have launched a grassroots campaign recruiting Alzheimer Advocates to help make the case to expand First Link® across the province.

Alzheimer Advocates write letters and seek meetings with their MLAs to ask for their help in government to ensure families all over B.C. have the opportunity to connect with the Society and receive our services. Alzheimer Advocates receive a lobby kit which contains instructions, draft letters in which people can personalize with their dementia journey, information sheets and a feedback form.

"Don't be nervous about speaking with politicians," says Lynn Jackson, who lives with a diagnosis of dementia. "I met with my MLA and have attended MLA meetings with other advocates. The MLAs have been courteous, supportive and interested to hear about how dementia affects our lives. Try it! It isn't a scary experience at all!"

Over the summer both MLA Dr. Margaret MacDiarmid, Parliamentary Secretary for Seniors to the Minister of Health, and MLA Mike Farnworth, NDP Health Critic, visited the offices of the Society and expressed their desire to hear from local constituents.

Raise your voice and help us transform the way people live with dementia in B.C. Contact Barbara Lindsay, Senior Manager of Advocacy & Public Policy at 604-742-4918, or e-mail her at blindsay@alzheimerbc.org.

FIRST LINK®: LEARNING, SERVICES AND SUPPORT

Currently over 70,000 people in B.C. have dementia, but only a minority actually receive the help they need when they need it. Few families access services that offer help early after the diagnosis and it is only after a crisis that they come to the attention of the health care system

In response to the needs of families affected by dementia, the Alzheimer Society of B.C. implemented First Link®, a program designed to connect people newly diagnosed and their families to a community of learning, services and support.

Here's how it works:

1. Physicians or other healthcare providers send a formal referral to the Alzheimer Society of B.C. as early as possible after a person has been diagnosed with dementia.
2. Families are then proactively contacted by a First Link® Coordinator and given an information package.
3. Follow-up contact from the Society continues after three months, six months, one year, and further as needed.
4. Families are also sent a bi-monthly First Link® Bulletin which provides information on Society services, such as education sessions, support groups and social programs, as well as other programs available in their community.

By participating in First Link®, families are connected to programs and services that match the challenges they are currently facing on their journey with dementia. Caregivers are presented with opportunities to gain knowledge about dementia, build their caregiving skills and receive emotional support. People with dementia are connected with educational and social programs and those programs allow them to meet others who share their diagnosis.

Ultimately, First Link® is helping families in B.C. to not just cope with dementia, but to maintain quality of life while living with the disease.

As of June 2011, the First Link® program is available in six areas across B.C., and has received a total of 1,325 referrals. Looking towards the future, the Alzheimer Society of B.C.'s vision is the implementation of First Link® province-wide.

**See the article "Your voice will make a difference" on page 4 to learn how you can help ensure First Link® is available to all families across the province*

MAKE YOUR COFFEE COUNT!

Support the Alzheimer Society in your community – this September, you can make your coffee count by joining the annual nationwide Alzheimer Coffee Break®. Coffee Breaks are hosted by people like you, people who want to help raise money in support of the Alzheimer Society of B.C. The money raised helps people in the community by supporting local programs and services for people with Alzheimer's disease and related dementias. Join us for Coffee Break and make your coffee count!



For more information go to www.alzheimerbc.org/Get-Involved/Coffee-Break.aspx



Angie Kok, Provincial Coordinator, Community Events and Marg Rodgers at the 2011 Walk Chair training held in June.

VOLUNTEER SPOTLIGHT

The *Investors Group Walk for Memories* has raised \$3,328,842.00 across the province since 2003. For more than seven years, Marg Rodgers has chaired the Kamloops *Investors Group Walk for Memories* and she continues to volunteer weekly at the local Alzheimer Society of B.C. Resource Centre.

Marg's bright spirit and strong commitment to strengthening her community are inspiring to all who meet her. We recently asked her a few questions about her volunteering experience with the Alzheimer Society of B.C.

Q: Why did you start volunteering?

A: In 2004 when I retired after 32 years with Sears, it felt like the right time to start in a new direction. A close family member had been diagnosed with Alzheimer's disease and I wanted to learn more to support my family. It was time to step up and volunteer at the Alzheimer Society of B.C. Resource Centre in Kamloops. I was so grateful for the help, support and education I received. I realized that as a volunteer I could make a real difference for the Society.

Q: Could you describe your current role?

A: Jan. 29, 2012 will be my 8th year as the Chair of the Kamloops *Investors Group Walk for Memories*. It has been a great opportunity to make connections in the community and ask others to support this important cause. I work with an incredible team of volunteers who share my vision of a world without Alzheimer's disease. We have taken the Kamloops *Walk* from a handful of participants in 2005 to over 300 in 2011 – and we know this support will continue to grow.

Q: What has been your happiest experience?

A: I love smiles! When the ribbon is cut, the *Walk* begins, everyone smiles. It warms my heart. It's a time to celebrate! Hearing the laughter, sharing a few happy tears – those are the best moments.

Q: Of what are you the most proud?

A: Our group of *Walk* volunteers! They are so willing to give their time and energy to the Society, and they give right from their hearts.

Q: What keeps you motivated?

A: The support from Kamloops and our dedicated volunteers keeps me motivated, as well as knowing that by raising the profile of the Alzheimer Society of B.C. in our community, we are helping to make the Society's vision a reality.

Q: What would you tell someone who was thinking about volunteering with the Society?

A: Join us! There are a variety of volunteer roles at the Society and it's a chance to show how much you care about others. We need your help!

SCOTIABANK VANCOUVER HALF-MARATHON & 5K – GROUP CHARITY CHALLENGE

You helped us raise \$26,568!

The results are in and thanks to the generous support of our runners, walkers and other donors, we have surpassed our goals for the 2011 Scotiabank Vancouver Half-Marathon & 5K!

- We registered 76 participants – 26 more than our goal of 50
- We have raised \$26,568 to date – more than \$1,000 above our goal of \$25,000

It was a fantastic morning – the weather was beautiful, everyone was happy and excited, and we want to say a big thanks to everyone who participated or volunteered on behalf of the Alzheimer Society of B.C.



Great job Team Brainrunners! These are just a few of the 60+ people who ran or volunteered in support of the Alzheimer Society of B.C.

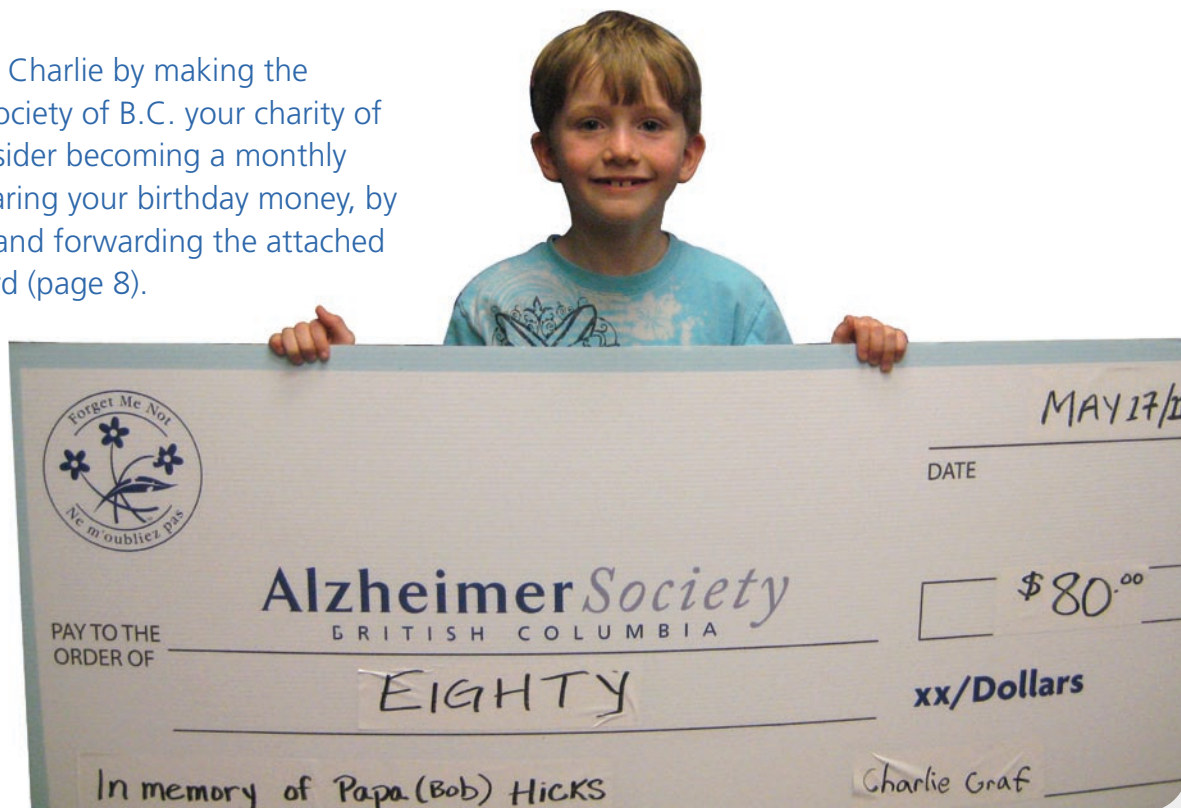
WHY YOU SHOULD KNOW CHARLIE GRAF...

Charlie just turned seven years old. He chose to donate his birthday money, totaling \$80, to support people with dementia through the Alzheimer Society of B.C. Charlie's mom thought he might want to donate to an animal charity since he loves animals but Charlie had his own idea!

"Papa [grandfather, Bob Hicks] died from Alzheimer's disease when I was one year old. I want to help find a cure for other people," said Charlie.

Each year Charlie's family walks in the *Investors Group Walk for Memories*, so he sees that many people are affected by dementia and care to help. For a seven year old to use his birthday money towards a charitable donation demonstrates a child with a generous spirit. Thank you, Charlie, for being an inspiration!

You can join Charlie by making the Alzheimer Society of B.C. your charity of choice. Consider becoming a monthly donor or sharing your birthday money, by completing and forwarding the attached response card (page 8).



Alzheimer Society
BRITISH COLUMBIA

Contact is produced by the Alzheimer Society of B.C. Marketing & Communications Department. Articles cannot be reproduced without written permission.

ACKNOWLEDGEMENTS

Editor: Ruby Ng
Assistant Editor: Heather Escaravage
Printer: Advantage Graphix
Circulation: 7,302

Writers: Jean Blake, Angie Kok,
Barbara Lindsay, Ruby Ng,
Jo-Anne Teal, Susan Rae,
Jennifer O'Hagan.

EVENTS CALENDAR

RALPH ROBINSON MEMORIAL GOLF TOURNAMENT

Saturday, Sept. 10, 2011

Come out to Skaha Meadows Golf Course in Penticton and celebrate the memory of Ralph Robinson who passed away from Alzheimer's disease in 2003. For information, contact Pauline Tadey at 250-490-0944 or e-mail tadeys@shaw.ca.

COFFEE BREAK®

Thursday, Sept. 15, 2011

Support the Alzheimer Society in your community – this September, you can make your coffee count by joining the annual nationwide Alzheimer Coffee Break®. Coffee Breaks are hosted by people like you, people who want to help raise money in support of the Alzheimer Society of B.C. The money raised helps people in the community

by supporting local programs and services for people with Alzheimer's disease and related dementias. Join us for Coffee Break® and make your coffee count! For more information, contact Vivianne de Pass, Special Events Officer at 604-742-4920 (toll-free 1-800-667-3742) or e-mail vdepass@alzheimerbc.org.

ASCENT FOR ALZHEIMER'S

Sept. 26 – Oct. 5, 2011

Tanzania, Africa

More than 160 Canadians have participated in *Ascent for Alzheimer's* since its inception in 1998. Support the 2011 team and follow their journey at www.ascentbc.ca. For more information, contact Special Events Officer Vivianne de Pass at 604-742-4920 (toll-free 1-800-667-3742) or e-mail vdepass@alzheimerbc.org.

INVESTORS GROUP WALK FOR MEMORIES

Sunday, Jan. 29, 2012

Join thousands of British Columbians in more than 20 communities across the province in the fight against Alzheimer's disease and related dementias at the *Investors Group Walk for Memories*. Save the date! Walk with us and honorary Provincial Chair Mark Madryga, Global TV B.C.'s Senior Meteorologist, on Jan. 29, 2012. For more information, contact Angie Kok, Provincial Coordinator Community Events at 604-742-4908 (toll-free 1-800-667-3742) or e-mail akok@alzheimerbc.org.

YES! I WANT TO JOIN CHARLIE IN THE SPIRIT OF GENEROSITY TO HELP THE ALZHEIMER SOCIETY OF B.C. PROVIDE HELP FOR TODAY. HOPE FOR TOMORROW...®



300 - 828 West 8th Avenue, Vancouver, B.C. V5Z 1E2
 Phone: 604-681-6530 Toll-free: 1-800-667-3742 Fax: 604-669-6907
info@alzheimerbc.org

Name

Address

City

Province Postal Code

Telephone

E-mail

I would like to make a monthly gift of \$

I would like to donate \$50 \$100 \$200 Other \$

Enclosed please find my: Cheque Credit Card

Please charge my: VISA MasterCard AMEX

Card #

Expiry

Signature

Please send me more information about:

Leaving a gift in my will How to become a monthly donor

THANK YOU. A tax receipt will be sent to you for any donation over \$15. An annual tax receipt for monthly donations will be sent at the end of the year.

Fall 2011

Cut along dotted line

The Alzheimer Society of B.C. is committed to protecting the privacy of people whose personal information is collected and held by the Society, 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, and we will gladly accommodate your request.



30% recycled. Please recycle and help us reach more people by passing this newsletter along to someone else.