Overview

- Dementia and Alzheimer’s Disease
- Common Misconceptions
- Dementia Numbers in Canada
- 10 Warning Signs
- Risk Factors
- Improving Brain Health
- Communication Tips
- Reducing Stigma
- Programs and Services
Our Vision

- Create a world without Alzheimer's disease and related dementias

Our Mission

- Provide help for today and hope for tomorrow to individuals, their families and professionals through our support, education, advocacy and research programs
What is Dementia?
Dementia

- Dementia describes a group of symptoms
- Impairment in memory and thinking
- Often progressive
- Interferes with day-to-day or social functioning
Dementia is an **umbrella** term for symptoms caused by Alzheimer's disease and other brain disorders.

- Alzheimer Disease
- Vascular Dementia
- Mixed Dementia
- Lewy Body Dementia
- Frontotemporal Dementia
Alzheimer’s Disease

- A progressive, degenerative, irreversible disease that affects the brain
- Results in impaired memory, thinking and behavior
- It is not a normal part of aging
- Most common form of dementia accounting for ~ 64% of all dementias
Common Misconceptions
Normal Aging

- Not being able to remember details of a conversation or event that took place a year ago
- Not being able to remember the name of an acquaintance
- Forgetting things and events occasionally
- Occasionally have difficulty finding words
- You are worried about your memory but your relatives are not

VS.

Dementia

- Not being able to recall details of recent events or conversations
- Not recognizing or knowing the names of family members
- Forgetting things or events more frequently
- Frequent pauses and substitutions when finding words
- Your relatives are worried about your memory, but you are not aware of any problems
Dementia Numbers in Canada
According to national data (2013-2014), of people 65+:

Over **402,000 seniors** live with diagnosed dementia

**Two thirds are women**

The percentage of seniors living with dementia increased by **21% in 10 years**

9 seniors are diagnosed with dementia **every hour**

After the age of 65, the risk of being diagnosed with dementia **doubles every 5 years**

**Dementia is not a normal part of aging.**

Causes are currently not all known. If you or your loved ones are worried about dementia, talk to your physician.
Did you know..

- Smoking increases your risk of developing dementia by **45%**
- **564,000** Canadians are living with dementia
- **1 in 5** Canadians aged 45 and older provide some form of care to seniors living with long-term health problems
Dementia currently affects 1.1 Million Canadians directly or indirectly.
Dementia Numbers in Newfoundland and Labrador

9,642
10 Warning Signs
10 Warning Signs

1. Memory loss affecting day-to-day function
2. Difficulty performing familiar tasks
3. Problems with language
4. Disorientation to space and time
5. Poor or decreased judgment
6. Problems with abstract thinking
7. Misplacing things
8. Changes in mood and behaviour
9. Changes in personality
10. Loss of initiative
Risk Factors for Alzheimer’s Disease
Non-modifiable Risk Factors

- Age
- Family history
- Genetics
- Gender
- Other medical conditions
Modifiable Risk Factors

- Smoking
- High blood pressure
- Diabetes
- High cholesterol
- Lack of physical activity
- Alcohol
Brain Health
Improve Your Brain Health

- Be physically active
- Avoid smoking and excessive alcohol consumption
- Be social
- Make healthy food choices
- Reduce stress
- Challenge your brain
- Protect your head – wear a helmet!
Communication Tips
Ten Communication Tips:

1. Identify yourself
2. Approach the person from the front
3. Move slowly; maintain eye contact
4. Address the person by name; speak slowly and clearly
5. Present one idea at a time
6. Repeat/rephrase responses to clarify what he/she is trying to tell you.
Communication Tips continued:

7. Ask questions requiring “yes” or “no” and allow time for a response.

8. Back up your words with actions using gestures

9. Listen actively and acknowledge person’s emotional state

10. Touching too roughly or quickly could cause increased stress
Reducing Stigma

Yes. I live with dementia. Let me help you understand.
Yes. I live with dementia.
Let me help you understand.

1 in 5 would avoid seeking help for as long as possible, if they thought they had dementia, perhaps to avoid the associated stigma and embarassment.

87% of caregivers wish that more people understood the realities of caring for someone with dementia. 2/3 of caregivers find the experience of caring for someone with dementia to be isolating.
Six Easy Ways to Make a Difference:

1. Learn the facts
2. Don’t make assumptions
3. Watch your language
4. Treat people with dementia with respect and dignity
5. Be a friend
6. Speak up!

Do your part to reduce stigma today!
Programs and Services
First Link Program

Your first step to living well with dementia
What is First Link?

• An innovative referral program
• That connects families to the Alzheimer Society on the point of diagnosis.
“A hard diagnosis to give... an even harder diagnosis to hear.”
A Referring Partner is a health care provider who completes our referral forms with their patients and connects them to the Alzheimer Society.
Family Support Group

- We offer Support Groups for caregivers. These groups provide a safe environment where you can learn, laugh and help each other.
- Six locations across the province.
The Learning Series is an educational series that is organized by the Alzheimer Society. It is 15 weeks long, occurring three times per year, and there is no cost to participants.
Other Programs and Services

• Information Kits
• Newsletters
• Resource Centre
• Care at Home Course
• Lunch and Learn
• One-on-one meetings
• Community Presentations
Special Events

Anything for Alzheimer's

Coffee Break is a fundraiser where friends, co-workers and customers gather throughout the province to make a donation in exchange for a cup of coffee. You can host your own coffee break!

IG Wealth Management Walk for Alzheimer’s

Our walks are a great way for families to show their support for their loved one on the journey of Alzheimer’s disease. Walks are held throughout May & June.

REGISTER TODAY AT WALKFORALZHEIMERS.CA
New eLearning Program

• Continuing education for Health Care Professionals

• Assist in providing high quality standards of care to those living with Dementia

• Strengthen partnerships with key stakeholders in the community
eLearning Features

- Learning Management System
- 30 minute modules
- Interactivity
  - Videos
  - Quizzes
  - Case studies
- Continuous learning of best practices
- Record of interactions by users
- Certificate of completion
Thank You!