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## NEWS RELEASE

FOR IMMEDIATE RELEASE

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### **Alzheimer's Association Offers Programs for November Alzheimer's Disease Awareness Month Declared for November by Governor Hickenlooper**

**DENVER October 31, 2011** – Alzheimer's Association announced today that Governor Hickenlooper has proclaimed November National Alzheimer's Disease Awareness Month (NADAM) in Colorado.

This nationally designated month for Alzheimer's was launched by President Reagan in 1983. This year November's NADAM brings heightened awareness for the importance of creating a national plan for Alzheimer's disease as we anticipate a coming epidemic from those reaching the age when one in seven develop the disease. The *National Alzheimer's Plan Public Input Report* created from the National Alzheimer's Project Act, will help to inform the nation's leaders as they shape the country's first National Alzheimer's Plan. Due to be released the week of Nov. 7 on the heels of public input sessions in August, the Association will be promoting the findings of the report and the importance of developing a strong national strategic plan during NADAM.

Denver Mayor Michael Hancock has also declared November Caregivers Month in recognition of all those who dedicate themselves to caring for someone with dementia and in honor of both months as lit the Denver City and Country Building purple. The Four Seasons Hotel will also light up in the Alzheimer's purple with EDGE offering brain health meal selections all month. The Alzheimer's Association is also holding a variety of programs in November including:

*Caregivers Making A Difference* will be held on Friday, November 4 from 9 am – 2pm at Olinger Crown Hill in Wheat Ridge. This special luncheon presentation is free and sponsored by the Alzheimer's Association, Woodward Respite Care Fund, Seniors' Resource Center, St. Anthony Hospitals Health Passport and Olinger Dignity. The program includes a presentation by Jane Barton *Transitioning Through Life, Caregiving Issues*, a Round Table Discussion; and after lunch Kelly Roberts of DRCOG presents *Network of Care, a website demonstration*. Chair massage will be available during and after lunch. This program is free of charge and respite care is available for anyone needing it for a family member. **Call 303-235-6961 by Oct 26 to arrange Respite Care at no charge. For reservations for this program, call 303-813-1669. Space is limited.**

*2011 Multicultural Forum Series-Overcoming Obstacles in Alzheimer's and Dementia Care Behaviors and Cultural Obstacles in Caregiving Mondays Nov 7 5:30 – 8:30 pm*  
*Health and Wellness Tips in Caregiving Monday Nov 14 5:30 – 8:30 pm*  
*Multicultural Panel Discussion: Overcoming Cultural Obstacles in Caregiving Monday Nov 21 5:30 – 8:30 pm*  
This series is for caregivers, professionals, family members and clergy. Cost is \$10 per person to cover the cost of a light dinner. Call 303-813-1669 to register. Scholarships are available.

*Legal and Financial Planning for Alzheimer's Disease* will be offered in multiple locations this month. This workshop is for anyone who would like to know more about what legal and financial issues to consider and how to put plans in place. Wed Nov 30 6-9pm Alzheimer's Association 455 Sherman St., Suite 500, Denver  
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This month brings heightened awareness for the importance of early detection. The Alzheimer's Association "Know the 10 Signs: Early Detection Matters" campaign encourages Americans to seek a diagnosis from a doctor if they exhibit any of the 10 Warning Signs. Early diagnosis allows individuals to access treatment medications, enroll in clinical trials of new treatment alternatives, the ability to plan their own future and the opportunity to receive support from the Alzheimer's Association. Early detection begins with recognizing the warning signs and talking with a doctor. Doctors can now diagnose Alzheimer's with 90% accuracy.

To understand what to look for, review these 10 Warning Signs:

1. Memory Changes disrupt daily life
  - a. Not knowing people's names or where the car is parked
2. Challenges planning and solving problems
  - a. History as accountant/bookkeeper, now unable to balance a checkbook or dial the phone
3. Difficulty completing familiar tasks
  - a. Can't make a pot of coffee or do the laundry
4. Confusion with time and place
  - a. Don't know it's nighttime, the season or own home address
5. Trouble understanding spatial relationships or visual images
  - a. Dark tiles are thought to be holes in the floor, often trip over curbs
6. New problems with speaking or writing
  - a. Can't find the word for familiar objects instead substitute description
7. Misplace things in unusual places and unable to retrace steps
  - a. Find purse in the fridge, car keys in the microwave oven
8. Decreased or poor judgment
  - a. Get easily lost driving, don't look before walking onto a busy street, forget a coat in the winter, write large checks to strangers
9. Withdrawal from work or social activities
  - a. Quit weekly bowling league or bridge group and become isolated
10. Changes in mood or personality
  - a. Normally pleasant, now grumpy or always angry

For baby boomers nearing the age of highest risk at 65 when one in seven will be diagnosed, there are things that may reduce the risk of developing Alzheimer's and other forms of dementia. While Alzheimer's can't be prevented, here are a few steps that despite the impact of aging may help keep brains healthier:

- Adopt a brain healthy diet-low fat, high antioxidants, high omega-3
- Exercise brain with puzzles, Sudoku, math, balancing your checkbook, socializing
- Stay physically fit
- Reduce bad cholesterol level
- Maintain a normal blood pressure
- Reduce the risk for stroke
- Watch sugar levels
- Reduce the risk for diabetes
- Manage stress and find effective ways to relax and regroup
- Promote good circulation

Move the cause forward by lighting local landmarks purple for Alzheimer's this month, repost information from the Association in Tweets and on Facebook, wear purple during the month and share with friends, neighbors and colleagues the reasons for supporting the Alzheimer's cause. For information and support visit [www.alz.org/co](http://www.alz.org/co) or call 800-272-3900.

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## **Alzheimer's Awareness Month**

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### **About the Alzheimer's Association**

The Alzheimer's Association Colorado Chapter is the premier source of information and support for the more than 72,000 Coloradoans with Alzheimer's disease, their families and caregivers. Through its statewide network of offices, the Alzheimer's Association offers education, counseling, support groups, Medic Alert® + Alzheimer's Association Safe Return® and Comfort Zone® and a 24-hour Helpline, at no cost to families, and funds advancements in research to prevent, treat and eventually conquer this disease. The Alzheimer's Association advocates for those living with Alzheimer's and their families on related legislative issues, and with health and long-term care providers. For information call the Alzheimer's Association at Helpline at 800-272-3900, or visit [www.alz.org/co](http://www.alz.org/co)

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