

# alzheimer's association® desert southwest chapter

the compassion to care, the leadership to conquer

Summer 2007

## Maintain Your Brain!

*10 Tips to Help You Promote Your Brain Health and Live a Healthier Life*

When people think about staying fit, they generally think from the neck down. But the health of your brain plays a critical role in almost everything you do: thinking, feeling, remembering, working, and playing – even sleeping.

The good news is we now know there's a lot you can do to help keep your brain healthier as you age. These steps might also reduce your risk of Alzheimer's disease or other dementias.

### 1 - Head First

Good health starts with your brain. It's one of the most vital body organs, and it needs care and maintenance.

### 2 - Take Brain Health to Heart

What's good for the heart is good for the brain. Do something every day to prevent heart disease, high blood pressure, diabetes and stroke – all of which can increase your risk of Alzheimer's.

### 3 - Your numbers count

Keep your body weight, blood pressure, cholesterol and blood sugar levels within recommended ranges.

### 4 - Feed Your Brain

Eat less fat and more antioxidant-rich foods.

### 5 - Work Your Body

Physical exercise keeps the blood flowing and may encourage new brain cells. Do what you can – like walking 30 minutes a day – to keep both body and mind active.

### 6 - Jog Your Mind

Keeping your brain active and engaged increases its vitality and builds reserves of brain cells and connections. Read, write, play games, learn new things, do crossword puzzles.

### 7 - Connect with Others

Leisure activities that combine physical, mental and social elements may be most likely to prevent dementia. Be social, converse, volunteer, join a club, or take a class.

### 8 - Heads Up! Protect Your Brain

Take precautions against head injuries. Use your car seat belts; unclutter your house to avoid falls; and wear a helmet when cycling.

### 9 - Use Your Head

Avoid unhealthy habits. Don't smoke, drink excessive alcohol or use illegal drugs.

### 10 - Think Ahead – Start Today!

You can do something today to protect your tomorrow!

While there is strong evidence pointing to ways to support brain health and possibly reduce risk of dementia, it's important to understand that there is no way to predict what will happen to any particular person. For more information about the Alzheimer's Association's Maintain Your Brain program, contact the Regional Office in your area.



alzheimer's  association

## How Can We Help?

### 24 Hour Helpline

Trained staff and volunteers are available to provide information, referrals and support.

### Family Care Consultation

Individualized assistance by social service professionals helps persons with dementia and their families better understand, cope and plan for the future.

### Support Groups

Regularly scheduled group sessions, facilitated by experienced volunteers, offer education and support to persons with dementia and/or their caregivers.

### Education Programs

Programs teach families and professionals the skills necessary to provide quality care to persons with dementia, and educate everyone about the disease.

### Safe Return

A national identification program assists in the location and timely return of persons with dementia who wander and become lost.

## In This Issue...

Director's Message . . . . .	2
Visiting the Doctor . . . . .	3
Memory Walk . . . . .	3
Education Calendar . . . . .	4-5
Educating Yourself . . . . .	5
Ways to Give . . . . .	6
MED-SAC (Research) . . . . .	7
Volunteer Opportunities . . . . .	8

We are grateful to Harrah's Entertainment for underwriting this newsletter issue

[www.alzdswo.org](http://www.alzdswo.org)



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Mesa, AZ

### Our Vision

*A World Without Alzheimer's Disease*

### Our Mission

*To eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health.*

### Our Purpose

*To equip, energize and ultimately empower individuals, families and communities to provide compassionate and effective dementia care and support in Arizona and southern Nevada.*

## Letter from the Executive Director

Dear Friends,

You probably already know the staggering numbers. There are more than 5 million Americans today who have Alzheimer's disease. Over 100,000 people with Alzheimer's live in the Desert Southwest Chapter's communities. The impact of Alzheimer's disease on the individual, family, community, and our society as a whole makes this disease one of the most significant medical, social and financial challenges of our times. So why isn't there more visibility about this devastating disease and the resources we offer?



**Deborah Schaus**

I am pleased to share with you that the National Alzheimer's Association recently rolled out a public education and awareness initiative called the "Champion Campaign." The Campaign challenges 5 million Americans to take action by becoming Champions – one for every person currently living with the disease. A Champion is someone who will OPEN minds and learn and educate others about Alzheimer's. Champions are also needed to VOICE support by becoming advocates involved in public policy. A Champion will help MOVE the mission of the Alzheimer's Association forward. With our small but mighty staff team at the Desert Southwest Chapter, we absolutely need the help of more Champions to enable us to transcend from being the community's best kept secret.

A great way to MOVE is to sign up for our annual Memory Walk, coming in October. We are trying to recruit even more teams this year, and would welcome dedicated volunteers to help us increase the visibility of our Walks in the community. Please check our Chapter website at [www.alzdsw.org](http://www.alzdsw.org) or call your local office for more information.

Please stay cool, stay safe, and stay in touch this summer.

Deborah B. Schaus, MSW  
Executive Director

## Desert Southwest Regional Offices

*Please feel free to contact the regional office in your area for help.*

### Chapter Office

1028 E McDowell Rd  
Phoenix, AZ 85006  
602.528.0545

### Northern Arizona Region

225 Grove Ave, #B  
Prescott, AZ 86301  
928.771.9257

### Central Arizona Region

1028 E McDowell Rd  
Phoenix, AZ 85006  
602.528.0545

### Southern Arizona Region

3003 S Country Club Rd, #209  
Tucson, AZ 85713  
520.322.6601

### West Valley Resource Center

13050 N 103rd Ave #B  
Sun City, AZ 85351  
623.815.2494

### Southern Nevada Region

5190 S Valley View Blvd, #101  
Las Vegas, NV 89118  
702.248.2770



# A Walk to Remember...

*Come Out and Support Our Mission at Our Annual Memory Walks*

Put on your shoes, grab the family and come on down to the annual Alzheimer's Association Memory Walk! Every year, the Desert Southwest Chapter hosts these family-friendly walks, a morning of fun activities for people of all ages, benefiting a great cause.

Memory Walk is a non-competitive, family-friendly awareness walk that supports the programs and services of the Alzheimer's Association Desert Southwest Chapter. Each year, participants sign up as teams or individuals, and collect pledges from their friends, families, coworkers, and others to raise dollars to provide for our programs in each local community.

Dollars raised in a Memory Walk's local community, stay in that local community.

Each Memory Walk offers diverse and entertaining activities, customized to make the morning a fun, exciting time. Live entertainment, free food and information from local healthcare providers will be available. In addition, some walks will feature a Kid's Zone and a dog registration and park for our four-legged supporters!

The Alzheimer's Association Memory Walk is the nation's largest event to raise awareness and funds for Alzheimer care,



**Some four-legged friends show their support for the cause at the Memory Walk in Tucson.**

support and research. Since 1989, Memory Walk has raised more than \$225 million nation-wide. This year, we expect more than 3,000 local participants to be on the move to end Alzheimer's disease in our local communities. Join us for an experience you won't forget!

The schedule for this year's Memory Walks is:

**October 6th**  
Prescott - Downtown Courthouse Plaza

**October 20th**  
Las Vegas - Fashion Show Mall  
Tucson - Gene C Reid Park

**October 27th**  
Cottonwood - Riverfront Park  
Phoenix - Wesley Bolin Plaza  
West Valley - Beardsley Recreation Center

For more information on your local community's Memory Walk, please contact the Regional Office in your area or visit our website at [www.alzdsw.org](http://www.alzdsw.org)



**Elton John? No, but close!  
An impersonator entertains the crowd in Phoenix.**

# Visiting with Your Doctor



Effective communication with your doctor is important for you and your family when you are seeking a diagnosis for memory or other thinking problems. It is important to ask questions, be prepared to answer questions, and be as honest as possible.

## What to bring to a visit

- A list of symptoms, when they began and how frequently they occur, documented in the form of a journal or the use of care logs.
- A list of past and current medical problems.
- A list of all current medications, herbal remedies, and dietary supplements

## Questions to ask about testing

- What tests will be performed?
- What does each test involve?
- How long will the tests take?
- How long will it take to learn results?

## Finding additional help

You may want to ask for a referral to a physician who specializes in the diagnosis and treatment of Alzheimer's disease and related diseases.

You can also contact our Helpline at 800.272.3900 for a list of Alzheimer's disease specialists in your area.

For more information on issues related to interacting with your medical provider, attend a 'Partnering with Your Doctor' workshop. The workshop provides strategies and resources to make the most of doctor visits and to receive the most effective treatment and care possible.

To see the workshop schedule, please review the Education Calendar (pages 4 & 5) or call your Regional office.

# Education Program Calendar

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
 <b>August 2007</b>			<b>1</b> Is it Normal Aging? Tucson - 9:30 am	<b>2</b> Community Resources Goodyear - 2:00 pm	<b>3</b>	<b>4</b>
	<b>6</b> Legal and Financial Plans Chandler - 12:30 pm	<b>7</b>	<b>8</b> Partnering with Your Dr Tucson - 10:00 am	<b>9</b>	<b>10</b> Understanding Alzheimer's Glendale - 3:00 pm	<b>11</b>
	<b>13</b>	<b>14</b> Partnering with Your Dr Sun City - 3:00 pm Understanding Alzheimer's Boulder City - 10:30 am	<b>15</b> Compassionate Communication Tucson - 10:00 am	<b>16</b>	<b>17</b>	<b>18</b>
	<b>20</b> Fall Prevention Avondale - 10:00 am	<b>21</b>	<b>22</b> Activities for Individuals Tucson - 1:00 pm	<b>23</b> Maintain Your Brain Tempe - 1:00 pm Understanding Alzheimer's Las Vegas - 9:30 am	<b>24</b>	<b>25</b>
	<b>27</b> Understanding Alzheimer's Scottsdale - 9:00 am	<b>28</b>	<b>29</b> Challenging Behaviors Peoria - 10:00 am	<b>30</b>	<b>31</b>	

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
 <b>September 2007</b>						<b>1</b>
	<b>3</b>	<b>4</b>	<b>5</b> Activities for Individuals Chandler - 10:00 am Challenging Behaviors Tucson - 10:00 am	<b>6</b> Understanding Alzheimer's Goodyear - 2:00 pm	<b>7</b>	<b>8</b>
	<b>10</b>	<b>11</b> Planning for Placement Sun City - 3:00 pm	<b>12</b> Maintain Your Brain Tucson - 10:00 am	<b>13</b> Maintain Your Brain Anthem - 10:00 am	<b>14</b> Research and Treatment Glendale - 3:00 pm	<b>15</b>
	<b>17</b> Maintain Your Brain Buckeye - 10:00 am	<b>18</b>	<b>19</b> Understanding Dementia Tucson - 1:00 pm	<b>20</b> Challenging Behaviors Anthem - 10:00 am	<b>21</b>	<b>22</b>
	<b>24</b>	<b>25</b>	<b>26</b> Partnering with your Dr Carefree - 10:30 am Planning for Placement Sierra Vista- 1:15 pm	<b>27</b> Maintain Your Brain Henderson - 1:00 pm	<b>28</b>	<b>29</b> Tucson Mini-Conference Tucson - 9:00 am

# Education Program Calendar

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 Using Hospice Chandler - 10:00 am	3	4 Using Hospice Goodyear - 2:00 pm	5	6
8	9 Activities for Individuals Sun City - 3:00 pm	10	11	12 Legal and Financial Plans Glendale - 3:00 pm	13
15 Understanding Alzheimer's Avondale - 10:00 am	16	17	18 Planning for Placement Tempe - 1:00 pm	19	20
22	23	24 Maintain Your Brain Peoria - 10:00 am	25	26 Support Group Facilitator Training Phoenix - 9:00 am \$35 Registration Fee	27
29 Challenging Behaviors Scottsdale - 9:00 am	30	31			



October 2007

Check with your Regional Office or visit [www.alzds.org](http://www.alzds.org) for updates to the Education Program Calendar, and for the November & December schedules.



## Education Benefits for You

*Education Sessions Help You Learn Skills, Deal with Issues*

Every 72 seconds, someone is diagnosed with Alzheimer's. These individuals and their families must face the complexities of Alzheimer's disease, often without professional training.

civic groups, businesses and other non-profits who would like to hear about Alzheimer's disease and dementia, research, caregiving, policy issues, brain health and advocacy.

The Desert Southwest Chapter offers a variety of educational classes and workshops about Alzheimer's disease for individuals and families. Class offerings for family caregivers cover topics such as: the basics of Alzheimer's disease, communication and behavior challenges, treatment and research updates, and planning for the future. Classes are interactive and allow plenty of time for questions and answers. As well, most classes are free to attend.

To find out more about classes in your area, or to arrange for a training or presentation for your organization, please call your local Regional Office.



*Individuals participate in a Managing Difficult Behaviors workshop in Las Vegas.*

We also offer classes and presentations to community groups,

## Save the Date



### Beauty of a Bonzer

September 15, 2007  
8:00 pm  
US Airways Arena  
Phoenix, AZ

### Memory Walk 2007

Oct 6 - Prescott, AZ  
Oct 20 - Las Vegas, NV  
Oct 20 - Tucson, AZ  
Oct 27 - Phoenix & Sun City West, AZ  
Oct 27 - Cottonwood, AZ

### Cameo Ball

March 29, 2008  
6:30 pm  
Scottsdale Hilton Resort  
Scottsdale, AZ

For reservations, sponsorship and ticket information, please call either the Chapter Office or the Regional Office nearest you.



## Know Your Charity!

Please know that unless you see:

**alzheimer's  association  
desert southwest chapter**

your donation is not going to the Desert Southwest Chapter of the Alzheimer's Association.

You may be receiving solicitations from other Alzheimer's organizations including our national office, located in Chicago. If you wish to support the Desert Southwest Chapter, please be sure that your gift is directed to the Desert Southwest Chapter, and not to any other organization.

If you have any questions, please call the Desert Southwest Chapter office at 602.528.0545, or the Regional office in your area.



## Rock the Night Away for Charity

Find yourself a sheila or a bloke and join the mates from the Desert Southwest Chapter for the 7th Annual 'Beauty of a Bonzer' concert and party. This year's event, on September 15th at US Airways Center, features a rockin' concert by Sammy Hagar and Cheap Trick.

Our Chapter is offering exclusive Paseo Party tickets for this event. All proceeds from tickets benefit our local Chapter. The \$125 tickets include:

- Pre-party on the Bud Light Paseo
- Appetizers by Outback Steakhouse
- Complimentary Wine Tasting
- Two drink tickets
- Lower Level Ticket to the Concert (Section 116 or 124)

For ticket information, please contact Emily Nock at 602-528-0545.

## One Gift Changes Many Lives

*Eighty-four Cents of Every Dollar Donated Provides Direct Service*

The Alzheimer's Association Desert Southwest Chapter depends on philanthropic support to carry out its important mission. Your generosity enables us to sustain our programs and services and develop innovative programs to ensure that we continue to meet the needs of the Alzheimer's community.

Here are some of the ways you can make a gift to the Desert Southwest chapter:

### Checks

Please make checks payable to the Alzheimer's Association Desert Southwest Chapter and mail them to your Regional office. For your convenience, a self-addressed envelope is provided in this newsletter.

### Credit Cards

You may use your credit card to make a gift online by visiting [www.alzdsw.org](http://www.alzdsw.org) and clicking on Donate. We accept MasterCard, Visa, American Express, Discover and PayPal.

### Bequests

By remembering the Alzheimer's Association Desert Southwest Chapter in your will, you can have a significant impact on improving the quality of care for those affected by Alzheimer's disease. Your bequest may have estate tax planning benefits as well.

Here is sample bequest information you can take to your attorney:

*I, \_\_\_\_\_ (city, state, zip), give, devise and bequeath to the Alzheimer's Association Desert Southwest Chapter, with offices located at 1028 E McDowell Road, Phoenix, AZ 85006 (insert written amount of gift, percentage of the estate, or residuary of estate, or description of property) for its use in local programs and services.*



**Your gift to the Desert Southwest Chapter ensures that people like Bill receive the local services they need.**

### Life Insurance and Retirement Plans

You may also choose to remember the Alzheimer's Association Desert Southwest Chapter by naming the Chapter a beneficiary of your Retirement Plan or Insurance Policy.

### Tribute Gifts

Gifts to the Alzheimer's Association Desert Southwest Chapter provide a special opportunity to honor the memory of a family member, friend or colleague, or to recognize an individual or life occasion.

### Matching Gifts

Your company may have a matching gifts program. Matching gifts can double or even triple your contribution. Please, contact your company's Human Resources Department to see if your company is eligible.

### Corporate Giving

There are many ways your corporate employer can support the Alzheimer's Association Desert Southwest Chapter, including payroll deductions, sponsoring Memory Walk or forming a Memory Walk Corporate Team, or by making a corporate contribution to a Chapter program or service. If you volunteer with the Chapter, your company may have a special contributions program available for volunteers.

## A New Kind of Institute Coming

*Larry Ruvo Brain Institute Offers a Holistic Approach to Research*  
by Dr. Charles Bernick



Hollywood and movies; San Francisco and cable cars; Las Vegas and medical research? Let's face it, the later is not an association that readily comes to mind. However, due to several recent developments, the medical scene in Las Vegas may jump onto the national stage.

The Lou Ruvo Brain Institute (LRBI) is a private/public partnership aimed at providing clinical care and research but with a few unique twists. Instead of focusing on a particular disease state, the LRBI has taken a "systems" approach, targeting several conditions that commonly result in cognitive impairment. By organizing in this way, clinicians and researchers with expertise in these various disorders will be brought together and hopefully more easily share ideas and resources.

The facility itself, designed by world famous architect Frank Gehry, is intended to maximize efficiency and foster close collaboration between all providers. Patients seen at the LRBI will be able to obtain a complete clinical evaluation, brain imaging, caregiver support services and research opportunities all in "one stop".

And while the physical plant is located in Las Vegas, the LRBI is in many respects boundless. Not only do the programs of the Institute span the entire state of Nevada, but ongoing collaborations have been developed around the nation. In fact, it is the intent of the Institute to be a catalyst for new research approaches by sponsoring "think tanks" that bring together scientists from around the nation to work on a selected research topic and being inclusive in all ways possible.

But what truly make a program are the people involved. The force driving the creation of the LRBI is Larry Ruvo, a long-time Nevada businessman whose family was touched by Alzheimer's Disease. Moreover, the Institute is fortunate to have a seasoned staff including neurologists, neuropsychologists, social workers, research coordinators and nurses.

The LRBI looks forward to joining in the mission of finding better ways to recognize, manage and ultimately cure Alzheimer's and other related dementias.

## MED-SAC Membership



Marwan Sabbagh - MD, FAAN - Chair  
Geoffrey L Ahern - MD, PhD  
Leslie Baxter - PhD  
Charles B Bernick - MD  
Larry Cohen - PhD, JD  
Donald J. Connor - PhD, PhD  
Stephen S Flitman - MD  
Gary Grove - MD, FAPA  
Alfred Kaszniak - PhD  
Louis C Kirby - MD  
Diana B Koss - MD  
Todd Levine - MD  
Gary Martin - PhD  
Robert Matthies - MD  
Walter Nieri - MD  
Steven Rapcsak - MD  
Wallace Reed - MD  
Eric Reiman - MD  
Patricio F Reyes - MD  
Joseph Rogers - PhD  
Gary Salzman - MD  
Jiong Shi - MD, PhD  
Upinder Singh - MD, CMD, AGSF, FACP  
Dietrich A Stephan - PhD  
Pierre Tariot - MD  
Bryan Woodruff - MD  
Roy Yaari - MD

## Participating in Research: Helpful Tips

*What You Need to Know Before Deciding to Participate in Research Studies*



What is a clinical study or clinical trial? Is it dangerous? Should I participate in research? With the increase in research studies, these are some of the good questions Alzheimer's patients are asking themselves.

A clinical study is any medical research project involving human volunteers. A clinical trial is a specific type of study in which one group of volunteers gets an experimental treatment, and a similar

group gets a placebo (a look-alike "dummy treatment"). Scientists evaluate the effect of the new treatment by comparing outcomes in the groups.

It is key to know what to expect from a study. The FDA requires potential participants to be given complete information about the study in writing. Individuals who are invited to participate in a study are not required to join and are free to leave at any time.

Keep in mind, your participation can make a difference! By participating, you may help some of these new treatments, preventive strategies and diagnostic tools become a reality.

For additional information about participating in clinical studies, please view and print our fact sheet, online at [www.alzds.org/clinicalstudies.pdf](http://www.alzds.org/clinicalstudies.pdf) or call our Helpline at 800-272-3900.

**Disclaimer:** This newsletter is being provided as a source of information courtesy of the Desert Southwest Chapter. Information contained herein is neither an implicit or explicit endorsement of treatments or care providers.

# Give of Yourself – Volunteer.

*Volunteer Opportunities are Available throughout Arizona and Southern Nevada*

Every volunteer makes a difference as we strive to support the more than 100,000 individuals with Alzheimer's disease and their families, who live in Arizona and Southern Nevada. We offer a variety of volunteer opportunities to highlight your skills and talent. Training and support are provided for all volunteer positions. Please, contact one of the local offices for more information.

## Helpline Volunteer

Lend a sympathetic ear and provide information and referrals to individuals and families affected by Alzheimer's disease. Professionals are available to help you with the more complex situations and occasional crisis.

## Support Group Facilitator

Facilitate a monthly caregiver group that provides participants with a place to discuss problems, share concerns, learn caregiving skills, exchange information and lend emotional support.

## Community Education

Attend community events and speak one-on-one with people and distribute materials regarding Alzheimer's disease and the Chapter.

## Memory Walk Team Captain

Organize a team of walkers for Memory Walk 2007! Encourage your friends, family and coworkers in supporting the largest fundraiser for Alzheimer's disease in Arizona and Southern Nevada.

## Speaker's Bureau

Speak to community groups and organizations about Alzheimer's disease and related topics.

## Clerical and Office

Answer phones, file and copy materials, with light computer and data entry work. Usually during office hours only.

## Advocacy

Work with legislators and public officials to advance the causes of those affected by Alzheimer's disease.

**Prescott, AZ**  
928.771.9257

**Phoenix, AZ**  
602.528.0545

**Sun City, AZ**  
623.815.2494

**Tucson, AZ**  
520.322.6601

**Las Vegas, NV**  
702.248.2770

**MOVE our cause forward**

*Last year, volunteers contributed over 14,000 hours to our Chapter – Thank You!*

the compassion to care, the leadership to conquer



602.528.0545  
800.272.3900 24 Hour Helpline  
800.392.0022 En Español

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Phoenix, AZ 85006

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desert southwest chapter

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