



the compassion to care, the leadership to conquer

FOR IMMEDIATE RELEASE

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**Alzheimer's Association to Hold Alzheimer's Disease and Dementia
Education Conference**

(Cedar Rapids, IA, August 5)- The Alzheimer's Association East Central Iowa Chapter will host the 15th Annual Alzheimer's Disease and Dementia Education Conference on Thursday, August 13th, from 8:30 a.m. to 4:30 p.m. at the Cedar Rapids Marriott located at 1200 Collins Road NE in Cedar Rapids.

The conference will begin with a day session targeted at professional and paraprofessional caregivers. Teepa Snow, an occupational therapist and Counseling Associate for Duke University's School of Nursing, will be delivering her opening keynote address, *Creating a Safe & Friendly Place for Persons with Dementia*. The plenary speaker is Dr. Steven Anderson, PhD. Dr. Anderson is an Associate Professor at the University of Iowa's Department of Neurology and will deliver *Understanding the Different Dementias*. Finally, Teepa will present her closing address, *Managing Behavior: Start with Yourself*.

Other Break-out sessions include: *Sexuality & Intimacy when Dementia is Part of the Picture*; *Meaningful Activities for Men & Women with Dementia*; and *Eating & Nutritional Issues in Dementia Care*.

The conference registration fee is \$80. The fee includes lunch, refreshments, handouts, and CEUs or certificates for contact hours.

A separate evening session for care partners, family, and friends will be offered free of charge beginning at 5:30 p.m. Registration for the evening session will begin at 4:45pm, and attendees will have the opportunity to visit sponsor booths before the first evening session begins. Evening session topics include *Medications Used to Treat Alzheimer's*, presented by Dr. Erich Streib, and *Coping with Challenging Behaviors: Learning the Difference Between Letting Go & Giving Up*, presented by Teepa Snow.

To learn more about the conference or to receive a conference brochure, call the Alzheimer's Association East Central Iowa Chapter at 319.294.9699 or visit www.alz.org/eci.

About the Alzheimer's Association:

The Alzheimer's Association is the leading voluntary health organization in Alzheimer's research, care and support. Our mission is 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 vision is a world without Alzheimer's. For more information visit www.alz.org/eci.

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