

National Alzheimer's Project Act Passes into Law

President Obama signs landmark legislation laying the foundation for a national Alzheimer strategy

On January 4, 2011 President Obama signed the National Alzheimer's Project Act (NAPA) into law. NAPA creates for the first time a coordinated national strategy to confront one of America's most feared and costly diseases, a disease that will only plague more baby boomers as they age. The National Alzheimer's Project Act will focus government efforts and ensure that appropriate resources are maximized and leveraged to find better treatments, a means of prevention, and ample care and supportive services for the millions of families who with the challenges of this disease every day. Given the scale of the Alzheimer epidemic and the growing number of Americans directly affected every single day, NAPA will provide an essential framework within the government that recognizes the Alzheimer crisis is no longer emerging but is here.

The Alzheimer's Association is pleased that a much needed plan



President Obama signed the National Alzheimer's Project Act into law on January 4th. This is a huge victory in the fight against Alzheimer's.

will now be put into place to address the challenges of Alzheimer's disease, currently the sixth-leading cause of death in this country. "On behalf of the 69,000 people living with this disease in Iowa alone and the multitude of Alzheimer advocates from across the state who reached out to their elected officials to tell them to support this important legislation," said Kelly Hauer,

Executive Director of the Alzheimer's Association East Central Iowa Chapter, "We are grateful the nation's leaders have signaled their understanding of the fundamental need for a coordinated federal effort."

Building on the work of the Alzheimer's Association and the recommendations of the Alzheimer's Study Group, an independent, bipartisan panel created to evaluate the government's current efforts to combat the disease, NAPA will lead to the creation of a national strategic plan to overcome the Alzheimer's disease epidemic. It would also establish an inter-agency council to work with the Secretary of Health and Human Services to give a full assessment of what needs to be done to address the threat of Alzheimer's on multiple fronts including care, research and support. NAPA ensures strategic planning and coordination of the fight against Alzheimer's across the federal government as a whole.

Alzheimer's doesn't just affect individuals – it affects and changes the lives of entire families. For the 11 million caregivers nationally, including 106,474 here in Iowa, Alzheimer's can take everything a caregiver has to give representing a serious threat to their finances, job security, and health. Beyond the human impact on families, the economic burden – with total care costs escalating from \$172 billion today to more than \$1 trillion by 2050 – is significant as well.

For more information on the National Alzheimer's Project Act and the events leading up to this landmark victory please visit alz.org.

New "Generation Alzheimer's" Report Calls Alzheimer's Defining Disease of the Baby Boomers

Starting this year, more than 10,000 baby boomers a day will turn 65. As these baby boomers age, one in eight will develop Alzheimer's – a devastating, costly, heartbreaking disease. Increasingly for these baby boomers, it will no longer be their grandparents and parents who have Alzheimer's – it will be them.

"Today, more than 5 million Americans have this disease – including 69,000 right here in Iowa. Even though this disease kills more Americans than diabetes and more than breast cancer and prostate cancer combined, there are still too few people who understand the anguish caused by Alzheimer's," said Kelly Hauer, Executive Director of the Alzheimer's Association East Central Iowa Chapter. "Baby boomers are at the epicenter of a major Alzheimer's disease crisis in America with staggering implications for families and the country's health care system," continued Hauer.

According to the report, an estimated 10 million baby boomers will develop Alzheimer's – one in eight will either die with or from this disease. While Alzheimer's is not normal aging, age is the greatest risk factor for the disease. With one of the most unprecedented demographic shifts starting this year, the report underscores the need for urgent attention to change the trajectory of this disease.

"The anguish of Alzheimer's is not just experienced by individuals with the disease; their friends, families and communities suffer right along with them. Today there are 11 million friends and families – more than 106,000 people in Iowa – who are looking after a loved one with Alzheimer's and grappling with the enormous challenges this disease places on their well-being, health and jobs," said Hauer.

Beyond the significant toll on families, the financial burden on families is significant and can quickly escalate beyond what is affordable. These costs rival what Alzheimer's will cost the nation. Over the next 40 years, Alzheimer's will cost \$20 trillion, enough to pay off the national debt and still send a \$20,000 check to every man, woman and child in America. The full text of the Alzheimer's Association's report can be viewed at alz.org/boomers.



Walk with us in 2011!

The Alzheimer's Association Walk to End Alzheimer's™ is the nation's largest event to

raise awareness and funds for Alzheimer care, support and research. Since 1989, we've mobilized millions of Americans in the Alzheimer's Association Memory Walk® now, we're continuing to lead the way with the Walk to End Alzheimer's. Together, we can end Alzheimer's – the nation's sixth-leading cause of death.

Walk to End Alzheimer's will be held in four locations throughout East Central Iowa this fall. Locations include Cedar Rapids and Waterloo on Saturday, September 24, 2011 and Iowa City and West Union on Saturday, October 1, 2011. Join us and unite in a movement to reclaim the future for millions. Together, we can raise awareness and funds to enhance Alzheimer care and support and advance critical research. The end of Alzheimer's disease starts here. Start or join a team today at alz.org/walk.

Be a healthy caregiver

Alzheimer caregivers report that they frequently experience high levels of stress. Taking care of yourself is one of the most important ways to be a healthy caregiver.

Know what resources are available. Adult day care, in-home assistance, visiting nurses and Meals-on-Wheels are just some of the services that can help you.

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Our Mission

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.

2011 Chapter Leadership

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Newly Elected Board of Directors and Officers

The Alzheimer's Association East Central Iowa Chapter has elected new members to the 2011 Board of Directors including Ryan Gardner, *Target*; Harold Getty, *Waterloo City Councilman*; Jeremy Mead, *World Trend Financial*; and Dr. Gloria J. Gibson, *Executive Vice President and Provost at the University of Northern Iowa*. The chapter is thrilled to welcome these local leaders into the organization and would like to extend a special thank you to each of them for supporting the fight against Alzheimer's disease with such passion and leadership.

The East Central Iowa Chapter would also like to announce the 2011 officers: Joel Schmidt, *President*; Patrick Allen, *President Elect*; Gary Wicklund, *Vice President*; Mark Ogden, *Treasurer*; and Kathy Good, *Secretary*. The dedication and enthusiasm shown by these officers is crucial to the mission of the Alzheimer's Association and is very much appreciated by the East Central Iowa chapter staff and friends.

Chapter Staff Updates

The East Central Iowa chapter is pleased to welcome Michele Cooper to the staff team. Michele joined the chapter office staff this past December as the Finance/Operations Specialist. Her responsibilities include coordinating the chapter's memorial program, acknowledging donors, managing the annual audit process, organizing office volunteers and handling other administrative tasks. Michele held a similar position for the Alzheimer's Association in the past and is excited to be back with the organization.



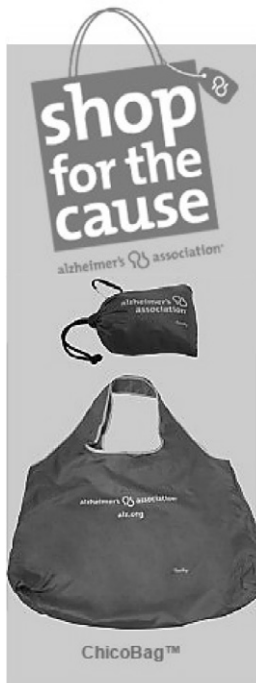
Alzheimer's Association East Central Iowa staff include (top) Paige Knebel, Amanda Miller, Kelly Hauer, (bottom) Jessica Kelly, Michele Cooper, Brittney Robinson and Ashley Shaw.

Shop for the Cause

Make a purchase that makes a difference. Every time you Shop for the Cause, you're helping to advance the care, support and research efforts of the Alzheimer's Association. Visit our online store and choose from a wide array of products supporting the cause.

Featured Item: Alzheimer's Association ChicoBag™

The ChicoBag features the logo and web address on the front. The large forty pound carrying capacity and shoulder length straps make this bag the ideal companion for any day trip or shopping outing. The item is the perfect bag to keep in your purse or glove box, making it impossible for single-use bags to ever sneak up on you again! Made of durable woven polyester. Dimensions: Bag 19" x 15.5" Pouch 3.5" x 5" (approximately) Weight: 2 oz. Capacity: 40 lbs. (One gallon of milk is approximately 7 lbs.) Cost: \$12.99.



We're Moving!

The Alzheimer's Association East Central Iowa chapter will be operating out of a new location, the Human Services Campus of East Central Iowa beginning in March. The Chapter Office in Cedar Rapids will not be closed during the move, but will officially open at the new location on Monday, March 28th at 8:00am. Our new address will be:

Alzheimer's Association
317 7th Avenue SE, Suite 402
Cedar Rapids, IA 52401.

*Please note that the suite number must be identified in order to mail items to the new location.

The Alzheimer's Association will be joining the following area nonprofits at the new location: Abbe Case Management, Abbe Oaks, Access 2 Independence, Aging Services, Inc., American Diabetes Association, Area Substance Abuse Council (ASAC), Girl Scouts of Eastern Iowa & Western Illinois, Hillcrest Family Services, Iowa Legal Aid, United Way of East Central Iowa and Neighborhood Transportation Service, Inc.

The Alzheimer's Association Regional Office in Cedar Falls will remain open in their current location. Thank you for your past, present and future support. We look forward to working with you in our new Chapter office location!

Local Leaders Needed!

If you're the kind of person who's not going to sit on the sidelines when there is chance to change the future, then you're the person we need! The Alzheimer's Association East Central Iowa Chapter is seeking volunteers to help plan the 2011 Walk to End Alzheimer's™. Committees will be formed for each of the Walks in East Central Iowa including the Cedar Rapids area, Coralville area, Cedar Valley area and Northeast Iowa. Volunteers can be of any age, and the time commitment is slim. If you are interested in more information about the 2011 Walk to End Alzheimer's planning committee please call the Alzheimer's Association at 800-272-3900 and ask to speak with a Walk Coordinator.

Cedar Valley Memory Walk Earns National Award

Waterloo, IA - The Alzheimer's Association East Central Iowa Chapter was nationally recognized as a Star performer for their outstanding Memory Walk in Waterloo. The 2010 Memory Walk saw 548 participants from the Cedar Valley collectively raise over \$80,000. With more than 600 Memory Walks nationwide, recognition was given to Alzheimer's Association Memory Walks that demonstrated substantial growth over the past year's event in the number of participants, total revenue generated and advocacy efforts.

"This achievement could not have been possible if it weren't for the hard work of our planning committee and the team captains who volunteer their time to rally their teammates and raise much needed funds for the Alzheimer's Association," says Ashley Shaw, Public Relations and Outreach Coordinator for the Alzheimer's Association. "Our team captains really stepped up as leaders in the fight against Alzheimer's disease, we are grateful to them as well as our 2010 sponsors and individual participants. We are eager to continue this growth in 2011." The top fundraising teams in 2010 include the Memory Milers of Friendship Village, Florence's Flock, Thalman Troopers of the Western Home, Kathryn's Angels and Grant's Gang. The top individual fundraisers for the 2010 Memory Walk include Harold Getty, Deb Thome, Kathy Martin, Karla Downey and Bev McCadam. The 2010 planning committee members were Kristi Barnett, Trina Becker, Barb Burns, Kimberly Hahn, Kelly Heth, Betsy McDougall, Julie Thomas, Lynn Widdel and Suzie Woolf.

Since 1989, the Alzheimer's Association has mobilized millions of Americans in the Alzheimer's Association Memory Walk® now, we're continuing to lead the way with the Walk to End Alzheimer's. Join the Alzheimer's Association Walk to End Alzheimer's and unite in a movement to reclaim the future for millions. Join us at one of the four East Central Iowa locations for the 2011 Walk to End Alzheimer's this fall. For more information or to register visit alz.org/walk.

Local Advocates Lobby at the State Capitol

On February 7, 2011, advocates from across the state gathered at the State Capitol in Des Moines to participate in the first-ever Alzheimer's Day at the Hill event. Participants discussed the implications that Alzheimer's disease will have on Iowa if no action is taken, attended training sessions to learn lobbying skills and took their message directly to the floor by meeting face-to-face with various state representatives and senators.

The Day at the Hill training portion included messages from Debbie Jones, Alzheimer's Association National Board of Directors, Dr. Mariannette Miller-Meeks, Head of the Iowa Department of Public Health, Joe Franco, MPS, Alzheimer's Association National Director of Advocacy and Kraig Paulsen, *Speaker of the House (District 35)*.

Alzheimer's Association Iowa Public Policy Priorities for 2011

ACT NOW: Contact your local representative to ensure that House File 60 is debated in the House and Senate.

1. Assign responsibility for Alzheimer's disease to the Iowa Department of Public Health
2. Ensure Access to Medicaid Coverage for Dementia Care
3. Revive and revamp Iowa's Office of Substitute Decision Maker

"We must get the attention of the state legislature and use our voice to advocate for those with Alzheimer's and their loved ones," says Brittney Robinson, Community Outreach Specialist for the Alzheimer's Association. "With an aging population, it is crucial to push the state to build a better infrastructure in preparation for the influx of new patients that



East Central Iowa advocates met with numerous state legislators during the Day at the Hill event.

will enter the system. Pressure is on the state to make the appropriate changes to handle the challenges that Alzheimer's disease will generate here in Iowa."

The Alzheimer's Association encourages Iowans to learn more about Alzheimer's disease, to urge elected leaders to make Alzheimer's disease a policy priority and prepare Iowa for the future of Alzheimer's. To become an official Alzheimer's advocate visit alz.org/eci and click the "Advocate" tab on the left hand side of the page.

New Annual Wellness Visits for Medicare Beneficiaries Include Detection of Cognitive Impairment

This November, the Centers for Medicare and Medicaid Services issued final regulations for implementation of an important provision of the Patient Protection and Affordable Care Act, which included for the first time an annual wellness benefit for all Medicare beneficiaries which began in January 2011. This Medicare preventive service benefit is significant for the growing number of baby boomers who will soon be reaching the age of Medicare eligibility. It is also particularly important to the Alzheimer's Association and the more than 5 million Americans it represents because an assessment for the detection of cognitive impairment will be a mandatory part of this annual wellness visit.

As the first wave of baby boomers begin turning 65 next year and advance into an age of greater risk for developing Alzheimer's and other dementias, the inclusion of cognitive impairment detection is essential. Medicare currently covers and pays for diagnostic evaluations. However, if cognitive impairment is not detected initially, the important diagnostic process won't take place. In order to provide better medical care and outcomes for

individuals with Alzheimer's and other dementias, first and foremost, possible dementia must be detected, followed by diagnosis and notation in a patient's medical record.

"As the leading research, advocacy, and support organization for Alzheimer's disease, the Alzheimer's Association applauds the inclusion of detection of cognitive impairment as a part of the Annual Wellness Visit for all older Americans," says Harry Johns, President and CEO of the Alzheimer's Association. "The Association has advocated for this development and believes this effort will provide significant assistance to the millions of Americans who have undiagnosed cognitive impairment and provide access to important medical care and services that will be central to improving lives." The Alzheimer's Association has been a strong supporter of efforts to increase early detection of Alzheimer's disease and other dementias and will continue to support physicians and other health care providers in order to facilitate better health outcomes for millions of Americans.

Florbetapir PET Amyloid Imaging

The U.S. Food and Drug Administration (FDA) Peripheral and Central Nervous System Drugs Advisory Committee did not recommend approval of florbetapir (Amyvid, Lilly/Avid) injection for imaging amyloid plaques based on the currently available data. At the same time, the committee did vote to recommend approval of florbetapir conditional on development and implementation by the company of a training program for users on how to accurately and consistently read the scans. They must train readers in a consistent technique and then re-evaluate florbetapir scans from both a recent phase III and a previous phase II clinical trial.

The committee said florbetapir appears to help detect brain plaques associated with Alzheimer's but that more data is needed to show (1) that the scans can be properly read and interpreted, and (2) that the scans are accurate and beneficial in the population of patients who would be most likely to get the scan (and not just those specially chosen to be in a clinical trial).

Florbetapir is a radioactive dye proposed for use in Positron Emission Tomography (PET) imaging of beta-amyloid plaque deposits to help rule out Alzheimer's disease.

The Alzheimer's Association supports an FDA advisory committee recommendation of approval of florbetapir, once its current questions are thoroughly answered, but we acknowledge

that it is a double-edged sword.

On one hand, FDA approval of this product will expand the clinical and research opportunities for amyloid imaging by making this brain imaging tool more widely available to the field. On the other hand, the fact that all of the potential uses of this product are not crystal clear tempers our enthusiasm. Further research is needed to understand the appropriate use of florbetapir-PET imaging – or any other imaging technology – in Alzheimer diagnosis.

In the doctor's office, having a negative scan using this tool (meaning no detectable amyloid buildup in the brain) may be helpful to clinicians in ruling out Alzheimer's disease as the cause of the memory and thinking changes that the person being tested is experiencing. However, a positive scan (showing that there is amyloid buildup in the brain) has limited utility at this point. Having amyloid buildup in your brain does not mean for certain that you have Alzheimer's disease.

Despite the concerns and complications, we believe it is valuable to the Alzheimer field to have this product more widely available. Because so many unanswered questions remain about

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Be a healthy caregiver

Become an educated caregiver.

As the disease progresses, new caregiving skills are necessary. Find information on alz.org or contact your local Alzheimer's Association.

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2011 Annual Alzheimer's Disease and Dementia Education Conference



David Troxel, M.P.H. will be the keynote speaker for the 2011 Education Conference

The Alzheimer's Association East Central Iowa Chapter is eager to welcome the keynote speaker for the 17th Annual Alzheimer's Disease and Dementia Education Conference to be held on August 10th and 11th. David Troxel, M.P.H., author of [The Best Friend's Approach to Alzheimer's Care](#) will be presenting four lectures at this year's conference.

David Troxel is an internationally known expert in Alzheimer's and memory care. He's best known for his work with residents and families, and is an informative and engaging speaker.

David holds a Masters Degree in Public Health from Rutgers Medical School. During the 25 years that he's worked in the field, he's also served as an Executive Board member of the American Public Health Association and the Ethics Advisory Panel for the US National Alzheimer's Association. David has co-authored four influential books on Alzheimer's

relating to the disease care as well as staff development and training.

David's "Best Friends Approach" is built on a seemingly simple premise: that what people living with memory loss need most is a friend – a best friend. David teaches caregivers how to understand and fulfill this "Best Friends" role, including special caregiving techniques and tools.

The 2011 Education Conference will be held at the Hotel at Kirkwood Events Center. A free Caregiver's session will take place on the evening of Wednesday, August 10th. The professional conference for Social Workers and Nurses will be held the following day on Thursday, August 11th. As always, CEUs and continuing education credit will be available for those attending the Thursday session. Registration can be completed by calling the Alzheimer's Association at 800.272.3900.

Sponsorship opportunities are also available for this high-profile educational event. Sponsors are given the chance to network with local professionals and gain exposure to the Eastern Iowa long term care community by utilizing display tables and attending the event. The deadline for sponsorship is May 20, 2011. For additional details please call Amanda Miller at 319.294.9699.

Nominations Needed for Caregiving Awards *Alzheimer's Association Excellence in Caregiving*

The Alzheimer's Association East Central Iowa Chapter is accepting nominations for the Excellence in Caregiving awards to honor outstanding achievement in caregiving. The Excellence in Caregiving awards will recognize family caregivers, organizations and professionals who serve individuals with Alzheimer's disease and other related dementias. Winners will be announced during the Chapter's 17th Annual Alzheimer's Disease and Dementia Education Conference on Thursday, August 11, 2011 at the Kirkwood Hotel. Please consider nominating an individual, program, agency, or organization for one of the following categories:

- **Professional Award:** recognizes an individual who has brought to his/her employment dedication that serves as a model to others who choose this field. These include direct care staff, home-care workers, nurses, therapists, administrators, activities staff, clergy, social workers, and other related disciplines.

- **Organizational Award:** recognizes an organization, agency,

or institution that has chosen the development of exceptional programs and/or services, which benefit the Alzheimer's community.

- **Family Caregiver Award:** recognizes an individual or family who embodies the courage to face the challenges of being a care partner, the compassion to ensure dignity for their loved one, and the wisdom to reach out for support.

- **Special Service Award:** recognizes the individual or group that has made a unique contribution.

Nominations are being solicited throughout East Central Iowa and will be accepted through the month of July. There will be only one winner per award category. Winners will be notified and invited to attend the awards luncheon as a guest of the East Central Iowa chapter on August 11th.

To request an Alzheimer's Association's Excellence in Caregiving Nomination Form, please contact the Alzheimer's Association at 800-272-3900, email amanda.miller@alz.org or visit alz.org/eci.

Be a healthy caregiver

Get help. You are not failing as a caregiver by asking others for assistance. Seek the support of family, friends and community resources. Alzheimer's Association support group meetings are a good source of comfort and reassurance.

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Volunteers needed to lead local support groups

Are you looking for a way to give back to the community by working directly with people affected by Alzheimer's disease? The East Central Iowa Chapter is seeking knowledgeable and compassionate volunteers who are willing to serve as support group facilitators. Our support groups provide an opportunity for family members, caregivers, friends and people with dementia to meet and develop a mutual support system that will help maintain their health and well-being.

Support Group Facilitators must have general knowledge of Alzheimer's disease and related disorders, possess experience as a caregiver or work directly with caregivers and willing to seek out and provide up-to-date information on research, care, and treatment. Volunteers interested in facilitating must also lack a personal agenda, such as a job requirement for facilitating or marketing aide to enhance the program.

The Alzheimer's Association offers free, mandatory training for those interested in facilitating or co-facilitating a support group in a community or independent living setting. The next support group facilitator training is scheduled for Monday, March 21st in West Union. The training will be held from 5:00 to 8:00pm at the Moonlight Stitching Studio. Registration and pre-work is required. Contact Amanda Miller at 319.294.9699 or amanda.miller@alz.org if you are interested in starting a support group or attending the upcoming training session.

Free Online Courses

The Alzheimer's Association is proud to announce the availability of two free educational courses via the internet. If you or someone you know is experiencing memory loss or behavioral changes, it's time to learn the facts. The following e-learning courses are currently available:

Course: *Know the 10 Signs: Early Detection Matters*

Description: The warning signs of Alzheimer's disease are often dismissed as side effects of normal aging. Early detection gives people a chance to begin drug therapy, enroll in clinical studies and plan for the future. The course will outline the 10 warning signs of Alzheimer's disease, separate myth from reality and address commonly-held fears about dementia in America. It also features testimonies from people who have the disease and tips for how to recognize the signs in yourself and others.

Course: *The Basics: Memory Loss, Dementia and Alzheimer's Disease*

Description: This program provides a basic outline of what you need to know about Alzheimer's disease and related dementias. The workshop information includes detection, causes, risk factors, stages of the disease, treatment, and much more.

E-Learning courses can be viewed by visiting elearning.alz.org and completing a brief enrollment form. Course videos are Flash formatted and require the proper plug-ins to be installed. Javascript must also be enabled. A "help" page is available to assist viewers in testing their computer before launching the e-learning courses. If questions arise, feel free to call 800-272-3900.

CARES Online Dementia Care Training

The CARES™ Online Dementia Care Series is a nationally recognized, innovative set of educational programs featuring high-quality video-based education at a reasonable price. The series is evidence-based and meets the Alzheimer's Association Quality Care Practice Recommendations. It's a self-paced interactive format that is accessible 24/7... anywhere and anytime!

The CARES training program is a 10-module (10-hour) online dementia care training program for CNAs, supervisors, nurses, social workers, administrators, and other direct-care workers. It features hundreds of videos of real residents, CNAs, and staff members and has been hailed as the "best training program of any kind I've ever been a part of" by multiple users. The program features 100s of videos of real staff members, families, and residents in real situations within the 10 training modules:

- Meet Clara Jones
- Introduction to Dementia
- Understanding Resident Behavior as Communication
- The CARES Approach™
- Making a Connection with the Resident
- Eating Well

- Recognizing Pain
- Minimizing Falls
- Rethinking Wandering
- Minimizing and Eliminating Restraints

The CARES program can be purchased with per-person or site-license pricing. Organizations can receive a 15% discount by using the Alzheimer's Association East Central Iowa Chapter code, ALZ073A, in the discount code box when ordering CARES Online Dementia Care Foundational Training.

Continuing Education is available for nurses, social workers and administrators. The CARES Approach™ training meets Iowa's new and existing dementia training requirements in addition to the day-to-day hands on supervision and support from your facility/program resident expert or manager. For a description of the modules, pricing plans and a free demo, go to alz.org/eci/cares.

SAVE THE DATE!

17th Annual Alzheimer's Disease & Dementia Education Conference

New Location in 2011

Kirkwood Hotel

7725 Kirkwood Blvd. Cedar Rapids

August 10, 2011

FREE Evening Session

*For Caregivers, Family, Friends & Direct-Care Workers
No CEU's offered*

August 11, 2011

Professional Day-Long Session

*For Nurses, Social Workers, Activity Directors, Nursing Home and Residential Administrators, Department Heads, Occupational Therapists and Assts, Physical Therapists and Assts, CNA's, Counselors and Faith Leaders.
CEU's offered, continuing Social Work credit offered.*

Details regarding keynote speakers and registration to come!

Upcoming Classes for Professionals

The Alzheimer's Association Foundations of Quality Dementia Care training classes aim to give professional care providers the specific knowledge and skills required to provide consistent, quality care to persons with dementia. The East Central Iowa Chapter rotates 3 different in-person classroom style course offerings to help facilities and day programs meet Iowa's dementia training requirements.

Each class includes a certificate of attendance upon completion and take home materials for ongoing support. The cost of each 4-hour session is \$25 per person. Facilities or organizations sending

10 or more people will receive a discounted registration fee of \$10 per person. Pre-registration is required for all attendees and may be completed by calling 319.294.9699 or emailing Amanda Miller at amanda.miller@alz.org.

Please note that a minimum of 10 registered participants is required for a scheduled program to occur. Dates and time are subject to change depending on availability of classrooms and weather, contact the Alzheimer's Association for updates or details. The full 2011 Foundations of Dementia Care Training schedule can be found at alz.org/eci.

Foundations of Dementia Care: Spring Schedule

Date	City	Topics	Time
March 9	West Union	About Dementia & Making Connections	10:00 am – 2:30 pm
March 23	Iowa City	About Dementia & Making Connections	10:00 am – 2:30 pm
April 6	Cedar Falls	About Dementia & Making Connections	10:00 am – 2:30 pm
April 20	Cedar Rapids	About Dementia & Making Connections	1:00 pm – 5:00 pm
May 4	Washington	Understanding Wandering & Recognizing Pain	10:00 am – 2:30 pm
May 19*	Decorah	Understanding Wandering & Recognizing Pain	10:00 am – 2:30 pm
June 8	Iowa City	Understanding Wandering & Recognizing Pain	10:00 am – 2:30 pm

*This date has recently been updated. Please take note of the new date.

Be a healthy caregiver

Take care of yourself. Watch your diet, exercise and get plenty of rest. Make time for shopping, lunch with friends or even a golf outing. Take advantage of community services such as adult day care or in-home companion services to care for your loved one while you take a break.

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Campus QUASH is coming back!

A fun & unique event for the younger crowd

The Alzheimer's Association East Central Iowa chapter is excited to announce that Campus QUASH will be returning to both the University of Iowa campus and the University of Northern Iowa campus this April. QUASH is the **Q**uest to **U**n unravel **A**lzheimer's **S**cavenger **H**unt, a unique event that guides participants to various landmarks and hidden hotspots around the respective campuses, and dares them to perform both physical and mental challenges in an effort to earn points and beat the clock.

The East Central Iowa chapter is teaming up with a student organization on each campus to help plan, promote and implement the 2011 Campus QUASH events. The student organizations include *Advocates for Alzheimer's* at UNI and *Hawkeyes Fighting Alzheimer's* at the U of I. These enthusiastic and dedicated young leaders have set a goal to raise \$30,000 between the two events and recruit a total of 70 teams to participate in QUASH.

Campus QUASH at UNI will take place on Saturday, April 16th with check-in and kickoff beginning in the West Gym. Check-in begins at 10:00am and the scavenger hunt will officially begin at 11:00am. Campus QUASH at U of I will be held on Saturday, April 30th beginning with check-in at 11:00 am at the College Green Park followed by a Noon kickoff.

Registration is now open at www.QUASHnow.org. There is a \$10 registration fee per participant. All QUASHers compete in teams of two to four members and are asked to raise at least \$100 per person to benefit the care, support, research and advocacy efforts of the Alzheimer's Association. Each participant received an official QUASH T-Shirt, a free lunch at the event and a chance to win various prizes.

Sponsors to date include: Casey's General Store (Bronze Level), MillhiserSmith Agency (Patron Level), Karen's Print Rite (official print sponsor at UNI), Q92.3 (official radio sponsor at UNI), Z102.9 (official radio sponsor at U of I) and The Hydrant Firehouse Grill (official After-Party sponsor at UNI). Additional sponsorship opportunities are available for both events, detailed information can be obtained by contacting jessica.kelly@alz.org or calling 319-277-4100.

For more information about Campus QUASH or to sign up to participate visit www.QUASHnow.org or contact your local Alzheimer's Association office.



Hawkeyes Fighting Alzheimer's members prepare a QUASHspot challenge for event participants



Students stop for a quick picture during the 2010 Campus QUASH event at the University of Northern Iowa

Alzheimer's Association Advocacy Forum

The year 2010 proved to be an outstanding year for Alzheimer advocacy. We saw:

- The historic passage and signing of the National Alzheimer's Project Act (NAPA).
- The inclusion of younger-onset Alzheimer's disease in the Social Security Administration's compassionate allowance program.
- The first-ever inclusion of Alzheimer's disease and other dementias in the government's *Healthy People 2020* report.
- Detection of cognitive impairment included as a mandatory part of the new Medicare annual wellness visits.
- More than 112,000 petition signatures collected through the Alzheimer's Breakthrough Ride urging Congress to make Alzheimer's disease a national priority.

Each of these major victories, together with all important wins that have happened around the country on a state and local level, would not have been possible without the commitment and action of local advocates like you. Even as the successes are celebrated, there is still much work ahead to ensure we build on this momentum to lead our country toward overcoming the Alzheimer crisis. The Alzheimer's Association Advocacy Forum is the premier experience to learn how we can continue to successfully advocate for these issues.

This year's Advocacy Forum will be held May 15-17, 2011, in Washington, D.C. The Alzheimer's Association has a program that is designed to help volunteers hone their advocacy skills — not just for visits on Capitol Hill, but also as you return home to East Central Iowa. Participants will learn about the Association's legislative priorities and how to deliver these messages to key decision makers. Participants will also learn about how to engage our local legislators and how to use a wide variety of resources in the community to encourage more people to join as Alzheimer advocates.

With newly elected leaders in Congress, it is more important than ever that our messages about the Alzheimer epidemic is heard. The Alzheimer's Association East Central Iowa chapter is seeking passionate Alzheimer advocates to come to Washington, D.C., to lend their VOICE to the cause. Additional details are now available at <http://www.alz.org/forum> or by calling the Alzheimer's Association at 800.272.3900.

Be a healthy caregiver

Manage your stress level. Stress can cause physical problems and changes in behavior. If you experience symptoms of caregiver stress, use relaxation techniques that work for you, and consult your doctor.

Continued on page 7

Walk to End Alzheimer's is the movement to reclaim the future of millions. Together, we are an unstoppable force against Alzheimer's. **Join Us.**



Saturday, September 24th
Cedar Rapids & Waterloo
Saturday, October 1st
Coralville & West Union

alz.org/walk

21st Annual Round to Remember Golf Classic set for May 23rd

alzheimer's association

a Round to Remember™

The Alzheimer's Association's 21st Annual Round to Remember Golf Classic is set for Monday, May 23, 2011. The event will once again take place at the prominent Cedar Rapids Country Club.

The Round to Remember Golf Classic begins with an outdoor grilled luncheon and short program followed by a shotgun start to kick off the 18-hole game of golf. Flight prizes and hole games are featured throughout the day. An award ceremony with cocktails and appetizers will be held following the round of golf and winners of the flight prizes and

hole games will be announced.

A Round to Remember Raffle will also be featured this year and is open to the public. Raffle tickets will be sold for \$20 each, and individuals do not need to be present to win. For more information or to purchase a raffle ticket contact the Alzheimer's Association office near you.

Sponsorship levels include Vision Sponsor, Hope Sponsor, Tournament Sponsor and Silver Sponsor and are currently available. 2011 Round to Remember Sponsors to date include: Mercy Medical Center (Hope Sponsor), Riverside Casino and Golf Resort (Tournament Sponsor), Skogman Reality (Tournament Sponsor), Bottleworks (Tournament Sponsor) and Dr. Larry McCray (Tournament Sponsor). Additional sponsorship opportunities are available. Groups, corporations or organizations can also reserve a spot for a foursome to participate in the 2011 Round to Remember Golf Classic by contacting the Alzheimer's Association.

For more information about this elite golf outing, please contact Paige Knebel at 319-294-9699 or paige.knebel@alz.org.

VOICE the VISION Rally raises awareness and funds

Organizers continue to ask for pledges

Local community leaders participated in the Alzheimer's Association East Central Iowa Chapter VOICE the VISION Rally, held at KGAN- CBS2 studios in Cedar Rapids and virtually throughout the Alzheimer's Association East Central Iowa Chapter territory on Wednesday, February 9, 2011. Participants made calls and asked for pledges online in an effort to meet the \$45,000 event goal. The Alzheimer's Association invites Eastern Iowans to pledge their support by making a tax deductible contribution online through the VOICE the VISION pledge center at www.alz.org/eci. Proceeds from the event support the efforts of the Alzheimer's Association to raise awareness, advance research, provide support and advocate for those affected by the disease.

"We are extremely grateful to KGAN- CBS 2 for their continued support of the VOICE the VISION Rally," said Kelly Hauer, Executive Director of the Alzheimer's Association East Central Iowa Chapter. "The event coverage allows us to really educate viewers about the disease and why we need to be concerned. Starting this year, more than 10,000 baby boomers a day will turn 65. As these baby boomers age, one in eight will develop Alzheimer's – a devastating, heartbreaking disease. It's no longer their grandparents and parents who have Alzheimer's – it is them. Alzheimer's has far-reaching effects on families, business and society. Efforts to raise awareness and funds are more important now than ever."

Help us achieve our vision of a world without Alzheimer's. Please send your VOICE the VISION Rally donations to our chapter office:

Alzheimer's Association East Central Iowa Chapter
1570 42nd Street NE
Cedar Rapids, IA 52402

Sponsors of the 2011 Alzheimer's Association VOICE the VISION include: Presenting sponsor KGAN-CBS2/Fox28. Media sponsors include WMT-600 and 104.5 KDAT. Other sponsors include Meadowview Memory Care Village, Skogman Realty, Tektivity, and ImOn Communications.



VOICE the Vision participants keep busy by making phone calls to collect donations

have fun
do Good
end alzheimer's
benefiting the alzheimer's association

third party events

Third party events are a great way to support the fight against Alzheimer's disease if you are unable to participate in one of the local Alzheimer's Association events. These do-it-yourself events allow you to be creative and host an event that fits your interests, location and hobbies... anything goes! Contact the Alzheimer's Association for more information about getting your party or event recognized as a third-party fundraiser and start making a difference in the fight against Alzheimer's disease! Email jessica.kelly@alz.org for more details or event ideas.

Student Group Tailgates to Tackle Alzheimer's

(Cedar Falls, IA) - Members of UNI Advocates for Alzheimer's, a student organization at the University of Northern Iowa, put a twist on tailgating on November 13th. The group held a "Tailgate to Tackle Alzheimer's" where they collected donations for the sale of hot dogs, chips, bottled water and purple and gold beads before a Panther football game. Although the weather was chilly the students were enthusiastic about making a difference in the fight against Alzheimer's!

Painting the Stable Purple

(Cedar Rapids, IA) - The Alzheimer's Association was the community spotlight at the Cedar Rapids RoughRiders vs. Waterloo Blackhawks hockey game on December 17th in Cedar Rapids. An informational booth was featured, facts about Alzheimer's disease were announced during the game and donation cans were set out. Fans were also encouraged to "Paint the Stable Purple" by wearing purple clothing to the game. The East Central Iowa Chapter would like to thank all who were involved in this unique outreach opportunity.

Holiday Bowling

(Waterloo, IA) - Maple Lanes in Waterloo and Valley Park Lanes in Cedar Falls offered two opportunities for individuals to give back during the holiday season. The bowling centers donated 15% of all proceeds raised on Christmas Day and New Year's Day to the Alzheimer's Association East Central Iowa Chapter.

Be a healthy caregiver

Accept changes as they occur. People with Alzheimer's change and so do their needs. They often require care beyond what you can provide on your own. Look into care services such as in-home caregiver services and residential care.

Continued on page 8

Caregivers have key decision to make with Alzheimer's and driving

A diagnosis of Alzheimer's disease alone is not a reason to stop a loved one from driving, but a person with the disease will eventually be unable to. When someone is suffering from dementia, putting a stop to his or her driving privileges is one of the most difficult tasks a caregiver or a family member will face. Our tips can help you manage this decision.

Ideally, families should talk openly about driving soon after a diagnosis. They should encourage the person with dementia to voluntarily stop driving when their skills begin to diminish and reassure their loved one that other transportation will be available when the time comes. Convincing a loved one to give up their ability to drive can be a complex task as they struggle with the loss

of independence and come to terms with the reality of their condition.

If he or she will not voluntarily stop driving get a driving evaluation from a certified professional. In Iowa, an individual may ask the Department of Transportation (DOT) to re-examine the ability of another person if safety is a concern. Family members may also ask their physician to send a letter to the Iowa DOT's Office of Driver Services advising the person is unsafe to drive if other avenues of action have been unsuccessful.

A reexamination involves both a written and road test, in some cases it may also include a requirement for medical information. While older individuals with diminishing skills can be a hazard to themselves and others, they are often safe drivers in areas that are familiar to them. In recognition of this, driver's license examiners will assess a person's driving skills in that driver's own area. For many older Iowans, this process results in a license that allows them independence and mobility, while restricting them to local areas and sometimes "daylight only" driving privileges.

In addition, individuals age 70 and older can only be issued two-year licenses. Often when Alzheimer's disease is thrown into the mix the DOT will only issue one-year licenses to ensure that the person's abilities are evaluated on a regular basis. For signs of unsafe driving or more information contact the Alzheimer's Association (800.272.3900) or visit alz.org/safetycenter. To reach the Iowa Department of Transportation call toll-free 800.532.1121 or visit www.iowadot.gov/.

If your loved one won't give up the keys

- Encourage law enforcement to issue a citation.
- Ask a doctor to write the person a "do not drive" prescription.
- Control access to the car keys.
- Disable the car by removing the distributor cap or the battery.
- Keep the car out of sight. Seeing the car may act like a visual cue to drive.
- Assure the person that a ride will be available if he or she needs to go somewhere. Have a list of contacts who can provide transportation, such as family members, friends, taxis or community transportation services.
- Have prescription medicines, groceries or meals delivered, reducing the person's need to drive.
- Have the person tested by the Department of Transportation

Free training for family caregivers

Are you caring for someone at home who has dementia? Does your family member need help with eating, getting dressed, bathing, transferring, or using the restroom? If so, register for the Alzheimer's Association's free workshop for family caregivers and learn techniques to help with these activities of daily living.

This 2-part workshop is geared toward family and professional caregivers who are caring for someone with Alzheimer's disease or related dementia in the home. Caregivers will learn valuable techniques for safely assisting their loved one and tips for communicating with them. Participants will also gain a variety of information and resources to allow the person with dementia to safely stay in the home for as long as possible, thus avoiding premature nursing home placement.

Each Family Caregiver Training includes two 3-hour sessions and is free for family caregivers. A nominal fee of \$30 per person will be charged for any health professional who would like to attend and learn these valuable techniques. Free respite care is available in certain locations but must be registered for in advance.

Pre-registration is required for all attendees and may be completed by calling 319.294.9699 or emailing Amanda Miller at <mailto:amanda.miller@alz.org>. Specific workshop locations will be given upon registration.

Upcoming Family Caregiver Training Workshops

Date	City	Time	Free Respite
March 1 & 8	Cedar Rapids	12:30pm - 3:30pm on both dates	Yes
April 19 & 26	Cedar Falls	12:30pm - 3:30pm on both dates	No
May 10 & 17	Iowa City	12:30pm - 3:30pm on both dates	Yes
June 7 & 14	Decorah	12:30pm - 3:30pm on both dates	No

Please note that a minimum of 10 registered participants is required for a scheduled program to occur. Dates and times are subject to change depending on availability of classrooms and weather, contact the Alzheimer's Association for updates or details.

Memory Loss Libraries: Featured Materials

The Alzheimer's Association operates resource libraries in both the chapter and regional offices. The "Memory Loss Libraries" provide a wide selection of literature, videos, and educational materials. Family caregivers may check out any item free of charge and professional caregivers may borrow materials for up to one month for a ten dollar rental fee. Check out these featured items...

Title: I Remember Better When I Paint (DVD)

Description: I Remember Better When I Paint is a 2009 feature length international documentary film about the positive impact of art and other creative therapies in people with Alzheimer's disease and how these approaches can change the way the disease is viewed by society. The film examines the way creative arts bypass the limitations of dementia disorders such as Alzheimer's and shows how patients' still-vibrant imaginations are strengthened through therapeutic art.

Title: Creating Moments of Joy for the Person with Alzheimer's or Dementia – Jolene Brackey

Description: Author Jolene Brackey has written a book to help families handle the changes Alzheimer's brings. "Creating Moments of Joy" focuses on looking beyond the disease's challenges. Instead, it says people should focus more energy on making joyful moments, since a person with short-term memory loss lives from moment to moment.

To learn more or reserve a copy of the featured materials below call or stop by the Alzheimer's Association office near you.

**24/7
Helpline
800.272.3900**

Be a healthy caregiver

Do legal and financial planning.

Consult an attorney to discuss legal, financial and care issues. If possible and appropriate, involve the person with Alzheimer's and other family members.

Continued on page 9

Alzheimer's Association East Central Iowa Chapter affiliated Caregiver Support Groups

Black Hawk County

Waterloo
3rd Monday, 1:30 p.m.
Friendship Village Chapel
600 Park Lane
Facilitators: Bev McCadam &
Julie Thomas
Respite available.
Reservations Required 319.433.0584

Buchanan County

Independence
3rd Thursday, 4:00 p.m.
Independence Senior Center
400 5th Avenue NE
Facilitator: Amy Peyton & Kayla Strom

Butler County

Allison
2nd Thursday, 7:00 p.m.
Allison Public Library
412 3rd St.
Facilitator: Karen Souhrada &
Lisa Swaney

Cedar County

Tipton
3rd Tuesday, 6:00 p.m.
A Place to Land Coffee Shop
527 Cedar Street
Facilitator: Laura Spengler

Chickasaw County

New Hampton
4th Saturday, 10:00 a.m.
Chickasaw Centre
301 N. Water Ave.
Facilitator: Diania & John Rankin

Clayton County

Strawberry Point
2nd Wednesday, 12:30 PM
Gernand Retirement Center
313 Elkader Street
Facilitator: Cathy Mills

Guttenburg
Last Thursday, 7:00 p.m.
Living Water Bible Church
119 Hwy 52 S.
Facilitator: David Poggenklass

Grundy County

Grundy Center
2nd Thursday, 7:00 p.m.
Grundy County Memorial Hospital
201 E J Ave.
Facilitator: Cathi Burnette
Every Other Month: April, June, August, etc.

Linn County

Cedar Rapids
2nd Thursday, 10:30 a.m.
Alzheimer's Association
East Central Iowa Chapter
1570 42nd St. NE
Facilitator: Amanda Miller
**Location will change to new office location in
the Human Service Campus in April.*

Cedar Rapids
3rd Monday, 6:30 p.m.
St. Luke's Hospital
1026 A Ave NE
Facilitator: Brenda Valenta

Cedar Rapids

Early Stage Support Group
Interview with a care-partner and
person with disease is required before
attendance.
Please contact Amanda Miller at
319-294-9699 for more information.

Tama County

Toledo
2nd Thursday, 6:30 p.m.
Carrington Place of Toledo
403 Grandview Drive
Facilitator: LouAnna Olson

Washington County

Washington
1st Monday, 6:30 p.m.
United Presbyterian Church
209 E. Washington St.
Facilitator: Connie Crossett

Washington

4th Thursday, 2:00 p.m.
Halcyon House
1124 South Ave B
Facilitator: Bonnie Boshart

Wellman

2nd Monday, 4:00 p.m.
Silver Pond Independent Living
1400 6th Ave.
Facilitators: Jen Carney and
Amanda Wilson
Respite is available

MEMORY LOSS TELEPHONE SUPPORT PROGRAM

Available in **ALL** of East Central Iowa Chapter's 19 counties. The telephone support group is offered over the lunch hour from 12:00pm to 1:00pm on the 4th Wednesday of each month. Please contact Amanda by the 15th of each month to make a reservation. Call 319-294-2969 to join this **FREE** and **CONFIDENTIAL** telephone support group.

ONLINE MESSAGE BOARDS OFFER SUPPORT

Available wherever internet is accessible, the Alzheimer's Association message boards and chat rooms are an online communication forum for caregivers or people with memory loss. Log in to share thoughts and experiences, query colleagues and make new friends. Visit alz.org/messageboards to access this service.

caregiver
support

New Support Group for those with Early Stage Alzheimer's coming to the Cedar Valley

The Alzheimer's Association East Central Iowa Chapter is in the process of organizing a new support group in the Cedar Falls/Waterloo area for individuals in the early stages of Alzheimer's disease or related dementias and their carepartners. A similar Early-Stage Support Group currently meets in Cedar Rapids and has been a valuable resource and outlet for active participants. Early Stage Support Groups provide information, emotional support and socialization among peers who are facing similar circumstances. The groups also encourage open communication between persons with dementia and their loved ones regarding emotional and practical issues.

Individuals interested in attending the new Early Stage Support Group in the Cedar Valley should contact the East Central Iowa Chapter to set up an initial phone interview (800-272-3900). The purpose of the interview is to assess whether or not the support group would be beneficial for the interested individual, as well as to determine if the individual fits criteria for the group. Individuals interested in participating in an Early Stage Support Group must have a physician diagnosis of probable Alzheimer's disease or another related dementia and be willing and able to discuss their diagnosis.

The new Early Stage Support Group will be open to attendees from any area of the chapter territory and will meet once a month. Date, time and location of the support group meetings have not yet been determined. If you would like more information on the Early Stage Support Group, please contact Amanda Miller at 1-800-272-3900 or e-mail amanda.miller@alz.org.

Be a healthy caregiver

Be realistic. Many of the behaviors that occur are beyond your control and the control of the person with Alzheimer's. Grieve your losses, but also focus on the positive moments.

Continued on page 10

Fish oil pills ineffective for people with Alzheimer's

A multimillion-dollar government-funded study published in the *Journal of the American Medical Association* disappointingly reported that omega-3 pills promoted as boosting memory didn't slow mental and physical decline in older patients with Alzheimer's disease. The authors of the study concluded that "there is no basis for recommending DHA supplementation for patients with Alzheimer disease."

The study was sparked by the fact that DHA occurs naturally in the brain and is found in reduced amounts in people with Alzheimer's disease. Some smaller, less rigorous studies suggested that mental decline could be slowed or prevented by eating fish, the main dietary source for omega-3 fatty acids, or supplements like fish oil pills that contain fatty acids including DHA. The study used capsules of DHA oil derived from algae.

Omega-3 fatty acids in fish or supplements have been shown to help protect against heart disease and are being studied for possible effects on a range of other illnesses including cancer and depression.

The new research involved nearly 300 men and women aged 76 on average with mild to moderate Alzheimer's disease. They were randomly assigned to take either DHA pills or dummy pills daily for 18 months.

Results were similar in both groups; DHA provided no benefits in slowing Alzheimer's symptoms. The pills also didn't work even in a subgroup of participants with the mildest Alzheimer's symptoms.

The results of this study fit with new recommendations advocating starting treatment in the disease's earliest stages which is where current research is being focused. For more information on current research visit alz.org/research.

Join ISTAART

A professional society for those interested in AD science



The Alzheimer's Association International Society to Advance Alzheimer Research and Treatment (ISTAART) is a professional society for individuals interested in Alzheimer's and dementia science – including scientists, physicians and other professionals involved in the causes and treatment of Alzheimer's disease and related disorders.

ISTAART is the first collegial group to represent all areas of Alzheimer disease investigation. When you become a member, you're connected with other dementia care professionals in a dynamic forum that spans the globe. ISTAART members also receive a discount on registration for the Alzheimer's Association International Conference on Alzheimer's Disease (AAICAD) which is scheduled for July 16-21, 2011 in Paris, France. AAICAD 2011 aims to foster interdisciplinary interactions among healthcare, research, clinical and administrative professionals concerned with aging and Alzheimer's disease. In addition to core plenary sessions, oral, symposia and poster sessions will be presented to encourage and stimulate diverse viewpoints in research, treatment and care.

To join ISTAART, share news, network and be part of the process visit alz.org/istaart. For more information on AAICAD 2011 visit alz.org/icad.

Shriver Report spotlights Alzheimer burden on women

Women are half the work force, raise our children and care for our elderly. *Shriver Report: A Woman's Nation Takes on Alzheimer's*, from Maria Shriver and the Alzheimer's Association, highlights the effect of Alzheimer's on women as caregivers, advocates and people living with this disease.

Caregiving at home almost always affects work and other responsibilities, and *A Woman's Nation Takes on Alzheimer's* finds that working women feel they get less support for elder care than they do for child care. Included in the report is data from a new Alzheimer's Association Women and Alzheimer's Poll of more than 3,000 Americans that found that 64 percent of women reported that they had to arrive late, leave early or ask for time off due to caregiving for a loved one with Alzheimer's. Almost half of women caregivers reported they have tried to get time off from work for their caregiving duties but couldn't get it.

"The statistics in this report are shocking," said Shriver. "We have to ask ourselves as a nation if we're ready for what will happen as this epidemic unfolds. It's time to start talking about Alzheimer's. It's time to fight this disease."

According to the Alzheimer's Association Women and Alzheimer's Poll, women are almost two-thirds of all Americans with Alzheimer's and comprise 60 percent of the unpaid caregivers for family members and friends with the disease. That means there are 10 million women who either have Alzheimer's or are caring for someone with Alzheimer's; the toll this takes on individuals and caregivers is further compounded by the financial burden felt by families.

For more information on *The Shriver Report*, or to purchase the report, visit <http://www.alz.org/shriverreport>.

Be a healthy caregiver

Give yourself credit, not guilt. You are doing the best you can. Don't feel guilty because you can't do more. Your loved one needs you, and you are there – that should make you feel proud.

Take our caregiver stress check and get resources that can help at <http://www.alz.org/stresscheck>

Florbetapir PET Amyloid Imaging Continued from Page 3

Alzheimer diagnosis and treatment, next steps for Alzheimer research are very important. Most importantly, we need to correct the chronic under-funding of Alzheimer's disease research by the U.S. federal government. As the leading care, research and advocacy organization for Alzheimer's disease, the Alzheimer's Association plans to work closely with the Administration, the Secretary of Health and Human Services and members of Congress to ensure swift, aggressive implementation of the recently-passed National Alzheimer's Project Act. To get involved, visit <http://www.alz.org/>.

In the biomarkers area, the Alzheimer's Association is proud to be a sponsor of the Alzheimer's Disease Neuroimaging Initiative (ADNI) and a major sponsor of World Wide ADNI (WW-ADNI) as part of our global research strategy to defeat Alzheimer's. ADNI's mission is to develop biomarkers of Alzheimer's in elderly subjects. A major goal of the study has been to establish and validate MRI and PET images, cerebral spinal fluid, and blood biomarkers as predictors of the disease. WW-ADNI unites leading international investigators in a common effort to:

- Help predict and monitor the onset and progression of Alzheimer's disease.
- Establish globally recognized standards to identify and diagnose Alzheimer's disease.
- Document cognitive changes linked to physical changes.
- Share data across the international research community.

Alzheimer's is the sixth-leading cause of death in U.S. adults.

Distressingly, of the 10 leading causes of death, Alzheimer's is by far the fastest growing – increasing more than 50 percent from 2000 to 2007. Alzheimer's disease kills more Americans than breast cancer and prostate cancer combined. And, Alzheimer's is the only one of the top 10 causes of death where we have no method to prevent it, cure it, or slow its progression. For more information, visit www.alz.org/research.

Find us on Facebook!

facebook

Become a Fan of the Alzheimer's Association East Central Iowa Chapter. Learn of upcoming events, up-to-date news and research, and ways to become involved with the East Central Iowa Chapter. Log onto www.alz.org/eci and click on our Facebook link.

We are grateful to the people and organizations listed on this page who donated in memory of or in tribute to family, friends, and loved ones. All listings reflect memorials, tributes and general donations acknowledged during the period of October 15, 2010 through February 15, 2011.

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Loraine Hoffman

Robert Schukei

Doreen Ferden

Wanda Anderson

Christopher & Debby

Juliusson

Patricia Simmons

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Joanae Eastin

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Jim Neebel

Alfred Niemann

Audrey Niemann

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John & Edna Brunkhorst

Doreen Ferden

Thomas & Connie

O'Rourke

Richard & Carol Poppe

Dave Stock

Kevin & Susan Gillett

Margaret O'Connell

Friends & family

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Alliant Energy

Waverly Health Center

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Maxine Schott

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Bernadette Jensen

Charles & Holly Collins

Doug March Family

Stan Guthrie Family

Alzheimer's Association
East Central Iowa Chapter
1570 42nd Street NE
Cedar Rapids, Iowa 52402

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Making a plan is the proven first step toward securing your future

A good estate plan sets goals and makes use of tools, ensuring your loved ones are taken care of after you pass away. The following tools provide you with the power to accomplish your objectives. A *will* sees that assets go to those you intended to receive them. *Trusts* manage assets for the benefit of the person creating the trust or others. *Life insurance policies* provide payments upon the death of the insured. *Buy-sell agreements* arrange for the sale of a closely held business interest upon death.

In addition to minimizing taxes and costs, consider these questions: How can you administer assets for the maximum advantage of your survivors? What are your children's needs? What will happen to your business? Which charitable organizations would you choose to support?

Please consider the Alzheimer's Association East Central Iowa chapter in your estate plan. For additional information contact Kelly Hauer, Executive Director, at 319-294-9699 or email kelly.hauer@alz.org.

alzheimer's 
association[®]

Alzheimer's Association East Central Iowa Chapter Chapter Office

Until March 25, 2011
1570 42nd Street NE
Cedar Rapids, Iowa 52402
Business Line: 319.294.9699

After March 28, 2011
317 7th Avenue SE, Suite 402
Cedar Rapids, Iowa 52402
Business Line: 319.294.9699

24/7 HELPLINE

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Regional Office

2712 Orchard Drive, Suite B2
Cedar Falls, Iowa 50613
Business Line: 319.277.4100

Office Hours:

Monday–Friday 8AM – 4:30PM

Chapter Web site

www.alz.org/eci

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Far too many Americans have Alzheimer's disease, currently more than 5 million people. Volunteering for clinical trials is one of the most immediate ways you can make a difference, not only for yourself, but also for generations to come. **Without volunteers, finding a cure is virtually impossible.** With so many new treatments being developed, changes are there are Alzheimer's clinical studies going on near you. Alzheimer's Association TrialMatch will help find you the right one; there's no cost and it's easy to use. Be a hero and get started today.

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What's Inside

If you're done with this issue, please take it to a friend or doctor's office, rather than throwing it away. You may provide the help someone is looking for! If you no longer wish to receive our newsletter, please call 1-800-272-3900 to be removed from our mailing list.

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