

ACCOMPLISHMENTS OF THE ALZHEIMER'S ASSOCIATION IN FY 2011

Services:

- In cooperation with Howard County Office on Aging, the Alzheimer's Association developed a social program for people with early stage dementia, Kindred Spirits Social Club, opening February, 2011 at the Glenwood 50+ Center.
- We served 17,500 people in services and education programs in Western Maryland, Eastern Shore and Central Maryland.

Awareness:

- To educate the community about early warning signs, the importance early detection and Alzheimer's Association services, we instituted Alzheimer's Awareness Purple Sunday. Ministers and health ministry representatives received training and materials to implement Purple Sunday at their churches. Twenty-six churches in Baltimore City participated on October 30, 2011, providing educational sessions and encouraging the congregants to wear purple for Alzheimer's awareness.

Advocacy:

- Through advocacy efforts at the federal level, a new mandatory assessment for detection of cognitive impairment was included in the annual wellness benefit for all Medicare beneficiaries.
- As a result of a vigorous national advocacy effort Congress unanimously approved the National Alzheimer's Project Act, which will ensure that our country has a national strategic plan to address and overcome the rapidly escalating crisis of Alzheimer's.
- Locally, we held 5 National Alzheimer's Project Act town hall meetings in Salisbury, Columbia, Baltimore City, Severna Park and Frederick. The compelling testimony was recorded by staff and forwarded to the National Association and sent to the U. S. Department of Health and Human Services for consideration for the National Strategic Plan.

Research:

- In celebration of her 25th year with the Alzheimer's Association, the board of Directors sent Executive director Cass Naugle to the Alzheimer's Association's International Conference, held July 18-21 in Paris. The event truly exemplified the Association's role as catalyst to mobilize resources to put an end to this disease. Fifty-six hundred researchers from all over the world gathered to share data and information, and form work groups to address specific aspects of the Alzheimer's disease.