

## A world without Alzheimer's begins with your voice

As Alzheimer's disease threatens to bankrupt families, businesses and our healthcare system, scientists are coming closer to finding better treatments that could drastically alter the course of the disease. Now is the time to join us and speak up for the needs and rights of people with Alzheimer's and their families, and help persuade Congress to increase funding for research.

Become an advocate and you will:

- Generate action from our elected officials by making calls and writing letters.
- Stay on top of policy and legislative issues through alerts and updates.
- Help elevate Alzheimer's from a disease to a cause.

### Upcoming advocacy events

As Missouri faces a tough economic year, funding for state services and programs are threatened, and Alzheimer's Service Grants are no exception.

Alzheimer's Service Grants have enabled the Alzheimer's Association to help both individuals with the disease and their families through:

- Outreach to individuals with early memory loss
- Respite assistance for families
- Education

- MedicAlert® + Safe Return® program to protect individuals with dementia who may wander and become lost
- One-on-one care consultation to help individuals and families assess their needs and plan for the future
- Outreach programs to better assist individuals in underserved communities

In 2008 alone, the Alzheimer's Association in Missouri served more than 50,000 individuals using Alzheimer's Service Grants.

If you've participated in one of these programs, Alzheimer's Service Grants have affected you. Please join us and help fight for the support our families need.

### Memory Day

February 17, 2010

Jefferson City, MO

Sign-up today at [alz.org/mid-missouri](http://alz.org/mid-missouri)

Details at 573.443.8665

In 2009, the Missouri General Assembly passed HB272 calling for the establishment in the Department of Health and Senior Services of an "Alzheimer's State Plan Task Force" charged with addressing the challenges of

*Continued on page two*

## Alzheimer's Association Mid-Missouri Chapter Commemorates 25 Years of Service

Almost three decades ago, a group of caregivers gathered around a kitchen table in Columbia to discuss caring for persons with Alzheimer's disease. Together, they created a support network that grew each year until in 1985, the Alzheimer's Association Mid-Missouri Chapter signed an official charter and agreed to serve those with Alzheimer's and their families as a 501(c)3 non-profit.

Today, the Alzheimer's Association Mid-Missouri Chapter offers services and support to the 14,000 individuals living with Alzheimer's or a related dementia in central and

northeast Missouri. The chapter has grown from a group of dedicated volunteers to a full-time operation, employing

*Continued on page three*

**25** years of  
hope and help

## Alzheimer's Association Mid-Missouri Chapter

2400 Bluff Creek Drive  
Columbia, MO 65201

Phone 573 443 8665  
Fax 573 499 9701

[www.alz.org/mid-missouri](http://www.alz.org/mid-missouri)

email: [midmoinfo@alz.org](mailto:midmoinfo@alz.org)

*Serving 29 counties  
in Central and Northeast Missouri:  
Adair, Audrain, Benton, Boone,  
Callaway, Camden, Chariton, Clark,  
Cole, Cooper, Howard, Knox, Lewis,  
Macon, Maries, Marion, Miller,  
Moniteau, Monroe, Montgomery,  
Morgan, Osage, Pettis, Ralls,  
Randolph, Saline, Schuyler,  
Scotland and Shelby.*

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**Executive Director**

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**Program Director**

**Joetta Coen**

**Family Services Coordinator**

**Pam Richmond**

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**Janie Bonham**

**Financial and Operations Director**

**Janie Elson**

**Communications Coordinator**

**Ashley Burden**

**Special Events Manager**

**Melissa Hanstein**

**Administrative Assistant**

**Patti Coble**

**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.

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### ***A world without Alzheimer's, continued from page one***

Alzheimer's disease for future generations.

The taskforce will assess the current and future impact of Alzheimer's and related dementia on residents in Missouri and examine existing services and resources for persons with dementia, their families, and caregivers.

After developing recommendations to respond to this escalating public health situation, a report of findings and recommendations will be submitted to the general assembly and governor in the form of a state plan no later than November 15, 2010.

Public input will be gathered through community forums in four locations across the state. To participate, join us at our next community forum:

### **Alzheimer's Disease Community Forum**

January 27, 5-7 p.m. (includes a light supper)

Lenoir Woods in Columbia

Details at 573.443.8665

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As the growing Alzheimer population continues to strain an already fragile healthcare system, our legislators must understand the urgency of increased federal research funding for Alzheimer's disease.

Elected officials need to pass legislation that will ensure better outcomes for people with the disease and their loved ones. Come to the Alzheimer's Association Advocacy Forum in Washington this March — so they can hear this from you.

You're the person with Alzheimer's whose life has changed. You're the caregiver bearing the emotional and financial toll of the disease. You're the loved one watching your family member struggle.

Tell your story. You're the voice of change.

### **Alzheimer's Association Advocacy Forum**

March 7-9, 2010

Omni Shoreham Hotel in Washington, D.C.

Details at [alz.org/forum](http://alz.org/forum) or call 573.443.8665

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We hope you can join us for an exciting year of advocacy. If you're unable to attend an event but would still like to participate, please call Ashley Burden at 573.443.8665 for more ways to help.

## Comfort Zone Brings Families Peace of Mind

Alzheimer's Association Comfort Zone™, powered by Omnilink, is a new comprehensive Web-based location management service that provides the entire family peace of mind while giving people with Alzheimer's the freedom and independence they want. Family members can have knowledge of a person's location, while individuals with Alzheimer's can enjoy the emotional security of familiar routines and surroundings.

Working with a tracking device, such as a car-mounted unit, pocket device or wrist-worn device, Comfort Zone is a secure Web application that allows family members to:

- Remotely monitor the location of the person with Alzheimer's.
- Set up safety zones.
- Receive alerts (via text or e-mail) when he or she has traveled

beyond a pre-set zone.

Among the benefits Comfort Zone provides:

- Choice – It works with a variety of devices and you can choose the monthly plan that meets your needs.
- Monitoring Center – A 24/7 call center to help with technical questions and location management in the event you cannot access the Internet.
- Emergency Health Record – Included is an annual membership for MedicAlert® + Safe Return®, which provides 24-hour emergency response service for wandering and medical emergencies.

Purchase the service that provides peace of mind. To learn more about Comfort Zone and find a plan that meets your needs, visit [www.alz.org/comfortzone](http://www.alz.org/comfortzone) or call 1.877.ALZ.4850.

## 25 Years of Service, continued from page one

eight inspired individuals and serving the community 24 hours a day.

"Through efficiency, hard work, and inspired dedication to this cause, the Alzheimer's Association Mid-Missouri Chapter provides a wealth of services to so many in central and northeast Missouri," said Linda Newkirk, Executive Director of the Alzheimer's Association Mid-Missouri Chapter.

While the Alzheimer's Association grew and developed over the last 25 years, so too has our understanding of Alzheimer's disease. What was once considered a natural result of aging is now understood as a progressive brain

disease which destroys brain cells, causing memory loss and problems with thinking and behavior severe enough to interfere with daily life. Researchers now agree that Alzheimer's disease is not a normal part of aging. Recent studies are unraveling this mysterious disease, including improved diagnostics, treatments and preventative techniques.

"The Alzheimer's Association Mid-Missouri Chapter is commemorating 25 years of service to the community; we won't celebrate until we find a cure. The Alzheimer's Association will continue to work tirelessly to provide services and support to those with Alzheimer's and their families while advocating for investments in Alzheimer research in order to find that cure," concluded Newkirk.



*Legislative visits are scheduled in advance. Thanks to a grant from the Missouri Foundation for Health, a boxed lunch is provided.*

## MEMORY DAY 2010

Every year, advocates from across Missouri gather in Jefferson City and meet with legislators to discuss issues that matter to those with Alzheimer's and their families. Advocacy is a meaningful way to MOVE our CAUSE so families can receive better support.

### FEBRUARY 17, 2010

- Meet at the Missouri Capital Building for training
- Participate in Faces of Alzheimer's ceremony
- Meet with legislators and present the platform

**All advocates must register in advance**

**CALL** Ashley Burden at 573.443.8665

**Email** [ashley.burden@alz.org](mailto:ashley.burden@alz.org) or

**Visit** [alz.org/mid-missouri](http://alz.org/mid-missouri)

alzheimer's   
association®

the alzheimer's association  
**caregiver conference**

The Alzheimer's Association Mid-Missouri Chapter is proud to host Coach Frank Broyles, Alzheimer Champion and Caregiver, at the Alzheimer's Association Caregiver Conference on April 21, 2010 in Columbia.

Coach Broyles, retired football coach and Athletic Director Emeritus for the University of Arkansas, said he met his biggest opponent when Alzheimer's disease appeared in his life. His wife Barbara's experience with Alzheimer's disease touched him deeply, moving him to write

an informational handbook called "Coach Broyles' Playbook for Alzheimer's Caregivers: A Practical Guide."

**An excerpt from the introduction:**

"Our family came together and decided to focus on what we did have instead of what we didn't. We chose to celebrate our "todays" and our memories, and to make each day the best, with no regrets. Like so many others, we experienced our share of heartbreaks. We also experienced happy times, and those we will remember forever."

**April 21, 2010**

10 a.m. – 4 p.m.  
Lenoir Woods in Columbia  
Registration: \$20

Choose registration type:  
MAIL the form on page 5  
CALL 573.443.8665  
ONLINE alz.org/mid-missouri

**Communication Changes — Middle Stage AD**

An excerpt from "Coach Broyles' Playbook for Alzheimer's Caregivers"

*Note: Coach Broyles refers to the person with dementia as "she" throughout the book, though all information is applicable to both sexes.*

The first step is to change how you talk with your loved one, again. The changes you made in Early Stage AD were good, but more is needed. Her memory loss has gotten much worse. This will keep on until there is little or no memory left at all.

She may still know who she is, but not the time or place she lives in. She may think it

is 1935 and that she lives in the small town she grew up in. There is no harm in this. Correcting her will only upset her.

She can only make sense of very simple ideas. She can no longer follow directions that have three or more steps.

For example, you say to her "Mom, (1) pick your plate up off the table, (2) take it to the sink and (3) wash it off." She may just pick up the plate and stand there. *Why?* She has already forgotten the last two parts of what you asked her to do. This means you will need to re-think how you say everything!

This new way of talking is called "task breakdown." This means that you must ask her to do one step at a time. Wait until she has done the first step of what you have asked, and then tell her the next step.

This way of talking needs to be a part of everything you say from here on out.

Breaking things down into small steps will help her be able to do more for herself. It will help her feel useful and happy.

**Changes in How She Communicates With You**

You may have seen that she does not talk like she used to. She is having more trouble finding words. Her sentences are short and choppy. The loudness of her voice may have changed. Her words may not make any sense. This is called "word salad." As you listen, you know she is trying hard to tell you what she wants. The words just come out wrong.

**Communication Tips**

- Be patient and calm
- Touch (holding hands) is important
- Don't use baby talk
- Stop what you are doing. Really listen to what she is trying to say.

(Continued in Coach's Playbook, pg. 45)

Register for the Alzheimer's Association Caregiver Conference today (see page 5) and hear Coach Broyles' speak more about his experience with caregiving and lessons learned.



**Coach Frank Broyles:** Alzheimer Champion and Caregiver and University of Arkansas, Razorback Athletic Director Emeritus

# Memory Walk raised \$110,000! What a success!

More than 1,000 Alzheimer's Champions were on the MOVE to end Alzheimer's disease this fall at Memory Walks across central and northeast Missouri. Champions raised more than \$ 110,000 to fund Alzheimer's care, support and research.

Check out Memory Walk photos at [www.alz.org/mid-missouri](http://www.alz.org/mid-missouri). Just look for the link under **UPCOMING EVENTS**

“It is very encouraging that so many became Champions in the fight against Alzheimer's disease at this year's Memory Walks,” said Melissa Hanstein, Alzheimer's Association Mid-Missouri Chapter Special Events Manager, “With funds raised at this year's Walk, the Alzheimer's Association will provide much needed care and

support to people touched by the disease as well as research to fight Alzheimer's disease.”

There are as many as 5.3 million people currently living with the disease in America. In central and northeast Missouri alone, there are 14,000. It is estimated that someone in America develops Alzheimer's disease every 70 seconds, by mid-century someone will develop Alzheimer's disease every 33 seconds.

The Alzheimer's Association's Memory Walk is nationally presented by Genworth Financial.



Nationally presented by **Genworth Financial** 

## Special thanks to our Memory Walk sponsors!

### Macon:

Macon Atlanta Bank  
Red Cross Pharmacy  
Samaritan Hospital  
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Dale Belshe  
Miller Rexall Drug Inc.  
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Macon Tax Services  
US Bank

### Sedalia:

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Central Missouri Electric Cooperative  
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Memory Talk  
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Home Instead Senior Care  
Integrity Home Care  
Jack Chick Photography  
Hospice Compassus  
P&D Electric, Inc



### Registration Form

(Please photocopy for additional attendees)

Name: \_\_\_\_\_  
Business: \_\_\_\_\_  
Street: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

**Please mail this form with payment to:**

Alzheimer's Association Mid-Missouri Chapter  
2400 Bluff Creek Drive  
Columbia, MO 65201

Questions? 573 443 8665

the alzheimer's association

## caregiver conference

Registration is \$20. A complimentary copy of "Coach Broyles" Playbook for Alzheimer's Caregivers" is provided. Lunch will be on your own.

**Payment**

\$20 x \_\_\_\_\_ = TOTAL enclosed: \$ \_\_\_\_\_

Check (please enclose)

Credit card: \_\_\_\_\_ VISA \_\_\_\_\_ MasterCard

Expiration Date: \_\_\_\_ / \_\_\_\_

Card # \_\_\_\_\_

Signature: \_\_\_\_\_

# Support Groups

## **ASHLAND**

3rd Thursday, 6:30 p.m.  
Ashland Villa  
June Lenger 573.657.2388,  
Brenda Silvers 573.657.1920

## **BOONVILLE**

3rd Thursday, 1 p.m.  
Cooper County Memorial Hospital, Library  
Betty Jane Myers, 660.834.3111

## **CALIFORNIA**

4th Thursday, 6 p.m.  
S. W. Moniteau Care Center  
Rita Fischer, 573.796.3822

## **COLE CAMP—ON HOLD**

Please call Judy Harris for  
current schedule 660.668.4432 or  
800.301.2329

## **COLUMBIA**

2nd Thursday, 3:30 p.m.  
Lenoir Community Center  
Janell Irvin, 573.876.5800

## **CHARITON COUNTY**

2nd Tuesday, 7 pm  
Meeting locations rotate among Chariton  
Park Nursing Home, Brunswick Nursing  
Home and Marceline Manor  
Susan Turner, 660.288.3675

## **EDINA**

2nd Tuesday, 5:30 p.m.  
Knox County Nursing Home  
Holly Jones, 660.397.2282

## **FULTON**

3rd Tuesday, 11 a.m. to 1 p.m.  
Presbyterian Church Community  
Resource Room  
Eva Santoyo, 573-819-6242

## **HANNIBAL**

3rd Tuesday, 4 p.m., every other month  
(Feb., April, June, Aug., Oct., Dec.)  
Beth Haven Nursing Home  
Kami Harsell & Margie Dawkins  
573.221.6000

## **JEFFERSON CITY**

2nd Tuesday, 5:30 p.m.  
Golden Living Center  
Katherine Carlson, 573.893.3404

## **JONESBURG**

3rd Tuesday, 12 p.m.  
Frumpy Joe's (Dessert Provided)  
Linda Onger & Michelle Black,  
636.488.5400

## **KIRKSVILLE**

Last Thursday, 5:30 p.m.  
Kirksville Manor Care  
Kelley Benowitz 660.665.3774

## **MACON**

2nd Monday, 5:30 p.m.  
Loch Haven Nursing Home (light dinner  
served) Patty Hasselbring & Dawn Moore,  
660.385.3113, ext. 217

## **MARSHALL**

*On hold till further notice*

## **MEMPHIS**

3rd Thursday, 6:30 p.m.  
Scotland County Care Center, Sun Room  
Laura Schenk, 660.465.7221

## **MEXICO**

3rd Wednesday, 1:30 p.m.  
Missouri Veterans Home  
Jean Hull & Rita Davidson  
573.581.1088, ext. 265

## **MONROE CITY**

1st Tuesday, 2 p.m.  
Monroe City Manor Care Center  
Nancy Voepel, 573.735.2010

## **OSAGE BEACH**

3rd Thursday, 1 p.m.  
Lake Regional Health System., Conf. Rm.  
Teresa Knight & Barb Stone  
573.346.5654, Sally Wood, 573.348.2225

## **PALMYRA**

2nd Tuesday, 6:30 p.m.  
Maple Lawn Nursing Home  
Carol Miller, 573.769.2213

## **SEDALIA**

2nd Thursday, 6:30 pm  
Bothwell Education Center  
Randy & Phyllis Craig, 660.826.8367  
Linda Fisher, 660.826.4371

## **STOVER**

2nd Thursday, 2 p.m.  
Golden Age Living Center, Conf. Rm.  
Alice Tietjen, 573.377.4521

## **SULLIVAN**

3rd Thursday, 7 p.m.  
MO Baptist Sullivan Hospital  
Tracy Clayton, 573.860.1604

## **TIPTON—ON HOLD**

Group meets quarterly. Call for date and  
time. Tipton Oak Manor  
Michelle Hunolt, 660.433.5574

## **VIENNA**

Last Thursday, 6 p.m.  
Maries Manor Coffee Room  
Shari Darr, 573.422.3177

## **WELLSVILLE**

Last Wednesday, 5 p.m.  
Gamma Road Nursing Home  
Cindy Norman, Meta Jaspering  
& Cheryl Wieberg, 573.684.2002

## **SPECIAL GROUPS**

### **ADULT CHILDREN**

3rd Tuesday, 5:30 p.m.  
Mid-Missouri Chapter Conf. Rm.  
Maria Hines 573.657.0046,  
Patty Gibbs 573.445.5319

### **CARE PARTNERS**

2nd Tuesday, 2-3:30 p.m.  
Mid-Missouri Chapter Conf. Rm.  
Jane Ellen Ashley 573.443.8665

### **CHANGING PLACES:**

#### **MEN EMERGING AS CAREGIVERS**

\*Lake Ozark: 2nd Wednesday, 11 am-1 pm  
The City Grill, 5384 Hwy 54, Osage Beach  
\*Columbia: 3rd Thursday, 11 am - 1 pm  
Primaris, lower level conference room  
\*RSVP to Pam Richmond, 573.443.8665

### **DAYS OF OUR LIVES: WOMEN**

#### **CARING FOR THEIR MATES**

4th Tuesday, 2 - 3:30 p.m.  
Lenoir Community Center Conf Rm A, B  
Pam Richmond 573.443.8665  
Anita Metzen 573.875.5140

## **PARKINSON'S SUPPORT GROUPS**

### **COLUMBIA**

1st Thursday, 4 p.m.  
Lenoir Community Center  
Gerry, Neely, 573.815.3554

### **HANNIBAL**

1st Tuesday, 1 p.m.  
First Choice Rehab  
Lori Griffith, 573.221.1711

### **JEFFERSON CITY**

3rd Wednesday, 3:00 p.m.  
Capital Region Medical Center,  
SW Campus Cafeteria  
Jennifer Urich, 573.632.5440

### **LAKE OZARK**

3rd Thursday, 5:30 p.m.  
Lake Ozark Christian Church  
Patsy Dalton, 573.964.6534

### **SEDALIA**

3rd Monday, 4 p.m.  
First Christian Church  
Barbara Schulz, 660.826.6039



Congratulations to Phyllis Howard for  
winning the Newsletter Survey Contest.  
We appreciate all who responded.

# alzheimer's association

*We appreciate your support.*

Your gift will make a difference in the lives of people living with Alzheimer's disease and their caregivers by helping us provide care and support. Your gift may be designated as a tribute or a memorial in honor of a loved one.

Name \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

e-mail \_\_\_\_\_

If your gift is a tribute or memorial, please provide the following information:

In Honor of (name) \_\_\_\_\_

Relationship \_\_\_\_\_ or

In Memory of (name) \_\_\_\_\_ Relationship \_\_\_\_\_

If you would like an acknowledgment sent to a third party, please provide the following information:

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Gift Information \*Your gift is tax deductible\* Amount: \_\_\_\_\_ \$250 \_\_\_\_\_ \$100 \_\_\_\_\_ \$50 Other: \_\_\_\_\_

⇒ Check is enclosed, made payable to *Alzheimer's Association Mid-Missouri Chapter*

⇒ Please charge my credit card (select one). \_\_\_\_\_ VISA \_\_\_\_\_ MasterCard

Account #: \_\_\_\_\_ Exp. Date: \_\_\_\_ / \_\_\_\_\_

Signature: \_\_\_\_\_

Clip this form out,  
complete and mail to:  
Alzheimer's Association,  
Mid-Missouri Chapter  
2400 Bluff Creek Dr.  
Columbia MO 65201



Make the switch from paper to digital...  
Receive your quarterly newsletter by email!

- >> Save a tree
- >> Save a stamp
- >> Help us save today!

Go to [alz.org/mid-missouri](http://alz.org/mid-missouri) to sign up.



## Welcome, Janie!

Janie Elson recently joined the Alzheimer's Association Mid-Missouri Chapter as the Finance Director.

"My father's battle with Alzheimer's disease inspired me to join this cause and help other families like mine," said Janie about her new position.

With her father's recent passing, Janie has found renewed passion for her work.

"I feel truly grateful to lend my strengths behind the scenes so that the Alzheimer's Association can work effectively and efficiently to help as many families like mine as possible," said Janie.

When she's not at her desk at the Alzheimer's Association, Janie enjoys spending time with her cat, Bailey, and riding her quarter horses, Scooter and Bucky.

We thank her for lending her talents and inspiration and welcome her to the Alzheimer's Association.

We encourage you to "recycle" this newsletter with a friend, coworker, doctor's office, club or house of worship. If you no longer wish to receive this publication, or are receiving duplicate copies, please call 573.443.8665 or email [midmoinfo@alz.org](mailto:midmoinfo@alz.org) to be removed from the newsletter distribution list.

Mid-Missouri Chapter  
2400 Bluff Creek Drive  
Columbia, MO 65201

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## CHANGE SERVICE REQUESTED

**We are fighting on your behalf 24/7  
to give everyone a reason to hope.**

**www.alz.org/mid-missouri**  
573 443 8665 Office  
800 272 3900 24-hr Helpline



Heart of Missouri  
Chapter

For details on events, contact the Alzheimer's Association Mid-Missouri Chapter at 573.443.8665 or alz.org/mid-missouri.

**Roast of  
Senator Kit Bond**  
Columbia, MO  
June, 2010 (date TBA)  
Join us for a night of jokes, laughs and digs,  
all to support the programs and services of  
the Alzheimer's Association (details to come)

**Alzheimer's Association  
Caregiver Conference**  
Columbia, MO  
April 21  
Learn tips from Coach Frank Broyles,  
Alzheimer Champion and Caregiver, and  
author of "Coach Broyles' Playbook for  
Alzheimer's Caregivers"

**Community Forum  
for those affected  
by dementia**  
Columbia, MO  
January 27  
Voice your concerns regarding Alzheimer  
care, support, and services in Missouri

**Alzheimer's  
Action Summit  
(Public Policy Forum)**  
Washington, DC  
March 7-9  
Advocate for national legislation,  
including healthcare reform that supports  
home-based care and community services

**25 Years of Service**  
Alzheimer's Association  
Mid-Missouri Chapter  
We'll be commemorating 25 years  
of service in central and northeast  
Missouri throughout 2010.

**Memory Day**  
Jefferson City, MO  
February 17  
Advocate in Missouri to help  
maintain Alzheimer's Service  
Grants, which support the  
Respite Reimbursement Program,  
outreach, education and more.

**UPCOMING EVENTS 2010**

