

alzheimer's association®

Midlands Chapter

Perspectives

Research · Care · Prevention

August 2010 Issue Serving Northeast Nebraska & Southwest Iowa



This year, more than ever, we need your participation and support at the **Alzheimer's Association Memory Walk!** Invite your friends, family, co-workers, neighbors, and members of your church or synagogue to get on the **MOVE** to end Alzheimer's disease. Participate in the Alzheimer's Association Memory Walk and join the nationwide fight against the devastating disease. Alzheimer's is an escalating health epidemic. If left unchecked, 16 million Americans will develop Alzheimer's disease by mid-century.

But there is something we can do. We can walk with a purpose to end Alzheimer's. When you walk, you raise essential funds that benefit research, education, support and care. Your support moves us closer to better treatments and a cure.

We can **MOVE** a nation to end Alzheimer's. Sign up for a Memory Walk in your community today! **Go to www.alz.org/midlands and scroll down to Memory Walk to find out more or to create or join a team.** Please call Alisha at 402.502.4301 or apalagi@midlandsalz.org for more information.

Click the links to join a team or sign up for a team online today!

- **September 11, 2010**
Council Bluffs, IA
Mid-America Center

[Council Bluffs Walk website](#)

- **September 12, 2010**
Fremont, NE
Clemmons Park

[Fremont Walk website](#)

- **September 18, 2010**
Harlan, IA
Pioneer Walking Park

[Harlan Walk website](#)

- **September 26, 2010**
Omaha, NE
Chalco Hills Recreation Area

[Omaha Walk website](#)

Memory Walk 2010: the Walk to end Alzheimer's

by Micah evans, Development Director

It's mid-August, and every day new teams are forming for the September Memory Walks! It's an exciting time in the office, and we get calls every day asking for help and advice for forming teams.

Raising \$100 is easier than you think.

Step 1: Ask a friend or co-worker or neighbor or relative for \$10 to help in the fight against Alzheimer's disease.

Step 2: Repeat Step 1 nine more times.

You won't believe how easy it is!

This year, the Memory Walk is more important than ever. In this economy, people continue to be as generous as ever, forming teams to support the Chapter. The numbers affected by Alzheimer's continue to grow, and we are seeing the cries for help every day. You've probably seen reports on the news about research regarding early testing, early diagnosis, and new treatment options. These are promising reports but there is no cure yet, and families are desperate for information, education, support, and care. Your Memory Walk team helps raise funds so educators can continue to provide that care throughout northeast Nebraska and southwest Iowa. Every day, Midlands Chapter educators are meeting with families whose lives have been turned upside down with a diagnosis of dementia, we're helping train support group coordinators, train the dedicated professionals at skilled care homes, raising awareness by speaking to Kiwanis, Optimists, and Rotary groups, offer Maintain Your Brain presentations at area schools and so much more.

Please join the Memory Walk again this year. You'll help **MOVE** us one step closer to our vision: a world without Alzheimer's. Call Micah Evans or Alisha Palagi at (402) 502-4301 for more information about forming a Memory Walk team today!

Ethics and Dementia

By Duane J Gross, PhD

Tell the truth about dementia-there is no more powerful position than the TRUTH in dealing with the diagnosis of Alzheimer's disease and other dementias. Factual knowledge related to the diagnosis of dementia by a qualified medical professional along with possible treatment options and long-range prognosis is essential. The dignity of the person afflicted with dementia is enhanced with accurate information and treatment options.

Increase Your Knowledge about Dementia-family members, financial advisors, health care professionals and lawyers need to be knowledgeable about persons with dementia in order to better serve them. Memory loss is only one of many symptoms that may affect the decision-making capabilities in a person with dementia. The need for an advocate to collaborate with the person with diminished capacity when offering medical, financial or legal advice must be recognized. Knowledge about dementia will contribute to ethical practice and service.



Remember that Dementia is Progressive-today is their best day. As time passes cognitive capacities will become increasingly diminished. Early opportunities to plan and to make decisions about treatment, care, assets and investments, wills and advanced directives prior to loss of capacity are important to maintaining a high quality of life. When dealing with a person with diminished mental capacity the highest ethical standards must be met.

Guard against the Rampant Fraud Inflicted on the Elderly-some of the most vulnerable adults in our society are the elderly. They were formed in a time when business was done with a hand shake and a persons word meant something. Today, however this segment of the society is the target of abuse and fraud. The Midlands Chapter provides toolkits for elderly and their care partners to more accurately assess medical and legal services and quality of care providers. It is essential that ethical practice be employed by everyone dealing with elderly persons and to request advocacy, collaboration and support from a trustworthy adult when decision making capacities become diminished.

Role of the Alzheimer's Association Midlands Chapter-one of the most important functions of the Alzheimer's Association is to provide up-to-date information high quality educational opportunities about all aspects Alzheimer's and dementia. The Alzheimer's Association is the largest provider of information and education about Alzheimer's disease

and other dementias. The Midlands Chapter has outstanding capacity to provide accurate and up-to-date informational and educational presentations to physicians, direct care providers, in-home caregivers and the public servants.

Dr. Gross is the President and CEO of the Alzheimer's Association Midlands Chapter in Omaha, NE

Alzheimer's Disease Awareness Night

The Alzheimer's Association Midlands Chapter is sponsoring an Alzheimer's disease and other dementias Awareness Night on **Tuesday, September 14, 2010** from **6:00 - 8:45 p.m.** at the **TAC Center Cafeteria, 3215 Cuming, in Omaha, NE.**

Learn the basics of Alzheimer's disease and other dementias, identify how Alzheimer's disease affects African-Americans, and understand the legal issues and documents involved in caring for an individual with Alzheimer's disease or other dementias. There is no cost for the event. A light meal is provided for \$5.00 at the door. **Reservation is required.** You may RSVP by Thursday, September 9, 2010 at 402.502.4301 or go on-line at www.awareness2010.kintera.org.



Save the Date - Upcoming Events

Save the Date for the following Alzheimer's Association events:

September 12 - 3rd Annual C&E Show and Shine - see classic American cars and Corvettes, benefitting the Midlands Chapter. At Legends Patio Grill and Bar (6910 North 102nd Circle)

October 1 - Oktoberfest 2010 - Enjoy authentic German food and beer, music and bid on extraordinary silent auction items. At Regency Lake and Tennis Club (606 Regency Parkway). E-mail Tamara Foley at foleyclan@cox.net for ticket information. All proceeds benefit the Midlands Chapter.



November 10 - Annual Meeting - Join the Midlands Chapter Board and Staff for the annual meeting luncheon during National Alzheimer's Disease Awareness Month as we look at the achievements of the past year and look forward to the challenges of the coming year. Lunch is at the Tip Top Ballroom (1502 Cuming Street, Omaha). Tickets are \$20 and tables of 8 are \$160. Please e-mail Micah at mevans@midlandsalz.org for more information.



An Opportunity to Share Information, Education & Support

The Caregiver Educational Series is designed for family members, friends and caregivers of persons with Alzheimer's disease and other dementias. The series runs every Tuesday until September 7th. There are three sessions left so please plan to join us at the Midlands Chapter office in the Red Cross Building on the Charles E. Lakin Human Services Campus at 705 North 16th Street in Council Bluffs, IA.

This series is presented at **NO COST** in part through a gift from the **Midlands Chapter Community Education Fund**. To make a reservation for one or more of the dates in this series, please contact Gloria at 402.502.4301 or register on-line at careed.kintera.org

Schedule of Topics:

- **August 24th**--Legal Issues
- **August 31st**--Communication & Behaviors
- **September 7th**--Stress & Health Management

Join Memory Walk on Facebook

Did you know that each Memory Walk can be found online? If you're on Facebook, you can join the Walks, share your stories about why you Walk, post pictures, reach out to team members, and get connected with hundreds of other walkers in your area.



Just click on the following links:

[Harlan, IA Walk](#)

[Council Bluffs, IA Walk](#)

[Fremont, NE Walk](#)

[Omaha, NE Walk](#)

Are You Looking For An Early Stage Support Group?

The Alzheimer's Association Midlands Chapter offers two Early Stage Caregiver Support Groups in the Omaha and Council Bluffs area. These support groups are specifically designed for individuals who are at least 65 years old and are in the early stages of Alzheimer's disease or dementia, and their caregivers.

During the support group meetings, members separate into two groups, a group for persons with dementia and a caregiver group. This separation allows each group to express their feelings, thoughts, and experiences in a non-threatening environment.

New Cassel Franciscan Centre, 900 North 90th Street, Omaha, NE, meets on the 2nd Wednesday of each month at 4:30 pm in the Lecture Room, across the hall from the Adult Day Care Center. The next meeting is September 8, 2010.

St. John Lutheran Church, 633 Willow, Council Bluffs, IA, meets on the 2nd Wednesday of each month at 4:00 pm. The next meeting is September 8, 2010.

You may go to www.alz.org/midlands and scroll down and find "Support Groups" to find general listing of support groups. Please contact Betty K. Chin at 402.502.4301 for questions.

Continuum Financial presents check to Midlands Chapter

On July 8, 2010 **Continuum Financial**

hosted a golf tournament, benefitting the Midlands Chapter. Over 120 golfers turned out on a perfect July afternoon for a day of golf at Quarry Oaks. Duane Gross spoke to the golfers during the luncheon about facts and figures about the disease and the services of the Midlands Chapter. He informed golfers that in the few hours they would be playing this afternoon, approximately 300 additional Americans would be diagnosed with Alzheimer's disease.

Continuum Financial CEO Corbin Lambert presented the Midlands Chapter with a check for nearly \$9,000, in support of the programs and services of the Midlands Chapter.



We extend our sincerest thanks to Corbin Lambert, Continuum Financial, and everyone who made this event possible.

For ideas about hosting a fundraiser, golf tournament, or other benefit for the Alzheimer's Association, please contact Alisha at 402.502.4301 or apalagi@midlandsalz.org.

Respite Care Reimbursement Is Available Through the Midlands Chapter



Respite care reimbursement is available for caregivers of persons with dementia living in Douglas or Sarpy Counties in Nebraska. Make application TODAY by filling out the forms at www.alz.org/midlands or call 402.502.4301 for more information.

Midlands Chapter Wish List

The Alzheimer's Association Midlands Chapter welcomes donations of gifts in kind from our donors. Your generosity helps fulfill our mission and can provide a valuable tax deduction for you. Currently, the Chapter has need of the following items:

- Flat screen television for educational programs and presentations
- Board room chairs
- Brochure rack for the Family Resource Room
- Portable flip chart and stand
- Digital Camera
- Funding for the Respite Care Reimbursement Program
- A vehicle for staff travel
- Financial Support for the Community Education Fund





Please Share Our e-Newsletter

Please forward or share our monthly e-newsletter *Perspectives*. Click on the ["Forward"](#) button at the very bottom of this e-mail to share *Perspectives* with other friends and families and invite them to receive our newsletter each month or get involved. They can click the ["Join Our Mailing List"](#) link in the left column and receive *Perspectives* each month, along with helpful tips, advice, and updates on Chapter events and programs.

September 21st is World Alzheimer's Day

World Alzheimer's Day

As we look toward World Alzheimer's Day on September 21, the day when people around the world recognize the toll Alzheimer's disease and other dementias have caused, new data released estimates 35 million people worldwide - a 10% increase over 2005 - are living with Alzheimer's and dementia, highlighting the urgent need for action and response.

Global devastation of Alzheimer's disease

We must act now With 77 million American baby boomers reaching the age of greatest risk, it is clear that the crisis of dementia and Alzheimer's cannot be ignored. Left unchecked, dementia and Alzheimer's will impose enormous burdens on individuals, families, health care infrastructures and the worldwide economy.

According to the 2009 World Alzheimer Report, sponsored by Alzheimer's Disease International (ADI), a London-based nonprofit, international federation of 71 national Alzheimer organizations including the Alzheimer's Association, the number of people with Alzheimer's or another dementia, currently 35 million, is expected to nearly double every 20 years, to 65.7 million in 2030 and 115.4 million in 2050.

Worldwide, the economic cost of dementia has been estimated as \$315 billion annually. The total annual costs per person with dementia have been estimated as \$1,521 in a low income country, rising to \$4,588 in middle income countries, and \$17,964 in high income countries. (Anders Wimo, et al. "An Estimate of the Total Worldwide Societal Costs of Dementia in 2005." *Alzheimer's & Dementia: The Journal of the Alzheimer's Association*. Volume 3, Issue 2, April 2007.)

What you can do to help end Alzheimer's

On World Alzheimer's Day and throughout the year, you can take action in the fight against this devastating disease:

- [Advocate](#) on behalf of individuals and their families
- [Write Congress](#) and tell lawmakers to increase Alzheimer research funding
- [Donate](#) today
- [Participate in Memory Walk](#) by joining or forming a team

Maintain Your Brain

By Rosalie Shepherd, Program Staff

Is it just me or do the years seem to be on fast forward? This month of August is a reminder of another birthday for me, and a year that seemed to fly by. Usually I am a bit smug that people think I am ten years younger, and will freely give my age, but this is a big milestone.

If you ask my age today I will tell you that age is only a number that has nothing to do with how old you are, and that my cells are younger than my years. How is that possible?

According to Dr. Henry Lloyd most aging is the dry rot we program into our cells through sedentary living, stress and junk food. In his book, *Younger Next Year*, he states that our cells are replacing themselves at a rate of about 1% per day, and it is up to us and the choices we make whether they come in stronger or weaker.

It is good to know that we have some control over aging by our lifestyle choices. That is what the Maintain Your Brain program is all about-healthy lifestyle choices like physical and mental exercise, good nutritious food high in antioxidants, and social activity that will protect the cells. That's the good news.

However, according to Al Sears, M.D., every hour of the day, our cells are under attack. Normally, this is okay because we have a built-in DNA repair system that fixes any damage. But when the cells are undernourished, they can lose the ability to repair themselves. And that's the bad news. According to a 2009 study by Linus Pauling Institute at Oregon State University, certain nutrients are especially important in the protection and reversing of cell damage, and one of those nutrients is zinc.

In a perfect world, we wouldn't need vitamin/mineral supplements, but our world is not the Garden of Eden it once was. Over farming, chemicals and pesticides have become a danger to our food supply. Almost daily, we hear stories of pesticides on our foods. According to a story on Good Morning America, strawberries and raspberries, two of the foods with high levels of antioxidants, also have high levels of pesticides.

So protect your cells by following the Maintain Your Brain Program, making good choices, and just maybe you too can be younger next year.



Join Us On Facebook & LinkedIn

Stay up-to-date with the latest events and activities at the Midlands Chapter!
Follow us on [Facebook](#) or [LinkedIn](#) TODAY!!





Healthy Lifestyles: protect the cells and reduce the risk of dementia



Congratulations and THANK YOU to the following community facilities who have recently completed modules within our **Foundations of Dementia Care** training program:

An Angel's Touch

Omaha, NE

Douglas County Health Center

Omaha, NE

REM Iowa

Council Bluffs, IA

St. Joseph Villa Nursing and Rehabilitation Center

Omaha, NE

VODEC Iowa

Council Bluffs, IA

If you are interested in finding out more about our **Foundations of Dementia Care** training program for healthcare professionals and care workers, please contact clayton.freeman@midlandsalz.org or call **402.502.4301** for more **information TODAY!**

Vision

A world without Alzheimer's disease.

Mission

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

[Forward email](#)