



## 'Tis the Season...for Giving!

This is the time of year when we are reminded of the need for financial support from many. Here are just a few reasons to **choose the Alzheimer's Association® Midlands Chapter** for your charitable giving this holiday season:

- Your gift directly sustains Midlands Chapter **programs and services** offering care and support for persons with Alzheimer's disease and their caregivers
- **Support Groups** use your donation to offer hope to those who are grieving and depressed
- Your kind gift provides **education and information** to professional and in-home care givers right here in your neighborhood
- **Respite care reimbursement** needs your assistance to offer a desperately needed break from the 36 hour day of the caregiver
- **Research** to find a cure is needed and can be fostered by your generosity
- You are able to provide **help and hope** to members of your family, friends and neighbors with Alzheimer's disease and dementia right here in the Midlands Chapter service area

Will you please **help provide the wonderful gift of help and hope** to our friends and neighbors with Alzheimer's disease and dementia? Many of the people we know in our community cope with this destructive disease every day. Every seventy seconds another person is diagnosed with Alzheimer's. Currently, Alzheimer's disease is the 7<sup>th</sup> leading cause of death in the US. Your financial giving means more to them and their families than any words can express.

On behalf of the entire Midlands Chapter Family, may you and your family have a most memorable and blessed Holiday Season.

Duane J Gross, PhD  
President & CEO



Please include the Midlands Chapter during your philanthropic giving.

# Reflections on an Extraordinary Year

by Clayton Freeman, Program Director

Great causes inspire dedication, hard work and relentless hope. In 2010 the staff and volunteers of the Midlands Chapter achieved some significant accomplishments on behalf of those affected by Alzheimer's disease and other dementias. Here are several highlights of a truly extraordinary year:

The **2010 Dementia Care Conference** was attended by over 200 professional and family caregivers.

**Respite grants** totaling over \$30,000 provided caregivers relief from their "36 hour days".

To support our caregivers, **six new support groups were initiated.**

The Nebraska Unicameral passed **legislation increasing education and training requirement** for professional caregivers in long term care facilities providing care for individuals with Alzheimer's disease and other dementias.

In Iowa the **Uniform Guardianship and Protective Proceedings Jurisdiction Act** was signed into law establishing a uniform set of rules for determining jurisdiction between multiple states in adult guardianship cases.

The **Endangered Person Advisory** was launched in Iowa. The Advisory is a voluntary partnership between Iowa law enforcement, broadcasters, media and organizations representing Iowa citizens and visitors informing the public about a missing/endangered person.

The **Caregiver Education Series** addressed the challenges facing those caring for an individual with Alzheimer's disease or other dementia.

Through our **Foundations of Dementia Care** program 547 direct care professionals in Long Term Care facilities received education and training.

In a landmark decision, **the Social Security Administration added early onset Alzheimer's disease to its Compassionate Allowances Initiative.** This decision will simplify and streamline the application process and decrease the wait time for benefits, which for some has lasted as long as three years.

Now more than ever the Midlands Chapter needs your time, talent, and treasure in support of our Mission to provide education, care and support for the 106,000 Iowans and Nebraskans living with Alzheimer's and their care partners. Join us in 2011, the cause is great, the need enormous but together we can move the cause forward and achieve our vision of a **World Without Alzheimer's Disease.**



(left to right) Clayton Freeman, BS, Midlands Chapter, Program Director; Mike Johanns, Nebraska Senator; Sharon and Allan Schur, Midlands Chapter Advocates and members of the Young On-Set Support Group

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## BREAKING NEWS: NAPA Passed!!!!

This week the United States Senate and House of Representatives overwhelmingly passed the National Alzheimer's Project Act (NAPA). This historic legislation is now on its way to the President for his signature.

[Send an e-mail to the President urging him to sign NAPA!](#)

Passage of this legislation is a hard-earned win for the hundreds of thousands of Alzheimer advocates across the nation. With your help, the Alzheimer's Association has made NAPA a top congressional priority - and a significant first step in ending the Alzheimer crisis.

In addition to the human impact on families, the economic burden of Alzheimer's - with total costs of care escalating from \$172 billion to more than \$1 trillion by 2050 - is simply unsustainable. NAPA will bring help not only to millions of affected families, but also to the fiscal foundation of our country.

Your efforts have been in moving NAPA forward. As a law, NAPA has the potential to change the course of Alzheimer's disease to the benefit of every American. You share a critical part of this historic victory. Stay tuned for updates on NAPA as it goes to the President!

## Midlands Chapter

As the year comes to a close, you may receive solicitations with "Alzheimer's" in the name of the charity. These may arrive by mail, by email, by phone or via a variety of media outreach campaigns. If your intent is to support the **Alzheimer's Association® Midlands Chapter** please ensure that the name "Alzheimer's Association" is present in combination with our trademark logo. If you have questions regarding any campaign for support, please call 402.502.4201, 800.272.3900 or send an email to [mevans@midlandsalz.org](mailto:mevans@midlandsalz.org)

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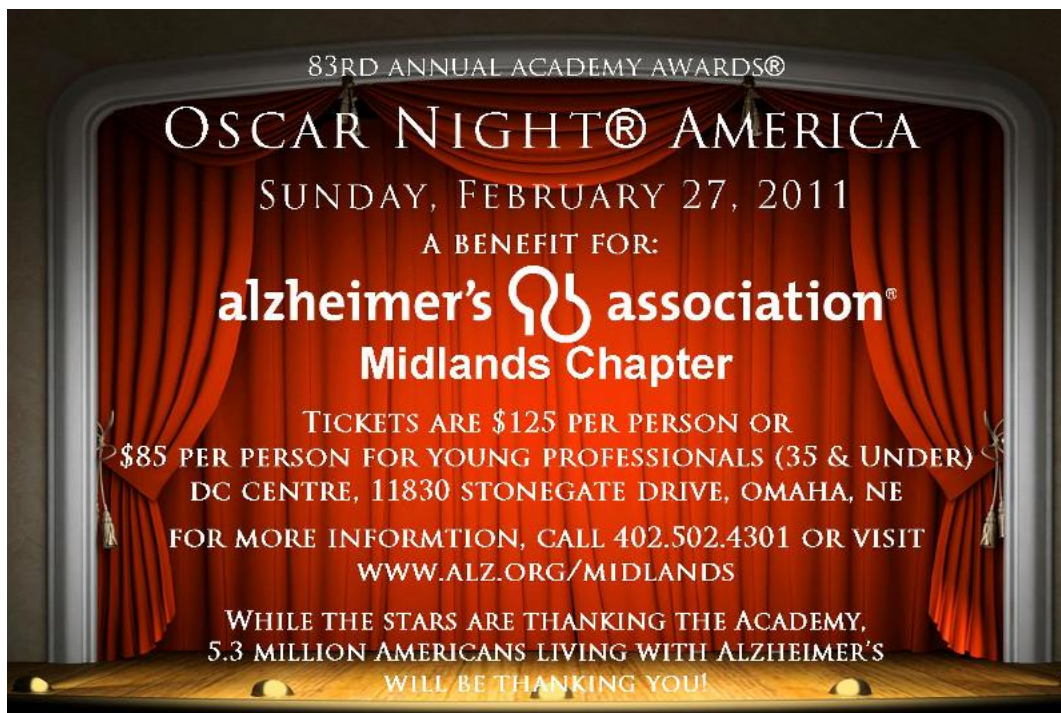
## Rolling Out the Red Carpet

by Alisha Palagi, Event Planner

The red carpet is rolling out in Omaha. The biggest movie event of the year is going to be an unforgettable night, full of Hollywood glamour, energy and excitement. **The Alzheimer's Association® Midlands Chapter's** Oscar Night® America is the next best thing to being at the actual ceremony in Hollywood!

Celebrate the Oscars in style with Friends, Local Stars and Celebrities. Ticket includes: Valet Parking, Admission, Red Carpet Arrival, Dinner, Entertainment and Hosted Bar (Wine, Beer & Cocktails). And wait there is more! The Academy will provide party guests the same official program distributed to guests at the Oscar presentation at the Kodak Theatre at Hollywood & Highland Center® in Hollywood. Omaha's own "vintage vocalist" Michael Walker will entertain you and encourage you to participate in the Silent and Live Auction that boasts of trips to Costa Rica and Steamboat, Colorado, autographed, Hollywood and sports memorabilia, along with many other fabulous items.

Cocktail or Business Attire. Some of our guests will make a real evening of it and wear a tux and a formal, but it's not required!



# Understanding Challenging Behaviors

by Clayton Freeman, Program Director and Rosalie Shepherd, Educator



One of the most common questions asked at caregiver events and on our helpline is related to behaviors. Alzheimer's disease and other dementias can cause a person to act in different and unpredictable ways. Some individuals with Alzheimer's become anxious or aggressive. Others repeat certain questions or gestures. Many misinterpret what they see or hear. These types of reactions can lead to misunderstanding, frustration and tension, particularly between the person with dementia and the caregiver. It is important to understand that the person may not act out on purpose. In many cases the behavior is related to an unmet need. The person is attempting to communicate and caregivers need tools to respond. Over the next several months in *Perspectives* we will address some of the most common behaviors, what causes them and tips on how to respond. This month the focus will be on, aggressive behaviors.

Aggressive behaviors can occur suddenly, with no apparent reason, or can result from a frustrating situation. If the person is aggressive, consider the following:

## Physical discomfort

- Is the person tired because of inadequate rest or sleep?
- Are medications causing side effects? Side effects are especially likely to occur when individuals are taking multiple medications for several health conditions.
- Is the person unable to let you know he or she is experiencing pain?

## Environmental factors

- Is the person over-stimulated by loud noises, an overactive environment ?
- Does the person feel lost?

## Poor communication

- Are you asking too many questions or making too many statements at once?
- Are your instructions simple and easy to understand?
- Is the person picking up on your own stress and irritability?
- Are you being negative or critical?

## How to respond

- **Try to identify the immediate cause.** Think about what happened right before the reaction that may have triggered the behavior.
- **Focus on feelings, not the facts.** Rather than focusing on specific details, consider the person's emotions. Look for the feelings behind the words.
- **Don't get upset.** Don't take the behavior personally. Be positive and reassuring. Speak slowly in a soft tone.
- **Limit distractions.** Examine the person's surroundings, and adapt them to avoid similar situations.
- **Try a relaxing activity.** Use music, massage or exercise to help soothe the problem.
- **Shift the focus to another activity.** The immediate situation or activity may have unintentionally caused the aggressive response. Try something different.
- **Decrease level of danger.** Assess the level of danger - for yourself and the person with Alzheimer's. You can often avoid harm by simply stepping back and standing away from the person. If the person is headed out of the house and onto the street, be more assertive.
- **Avoid using restraint or force.** Unless the situation is serious, avoid physically holding or restraining the person. He or she may become more frustrated and cause personal harm.

The Midlands Chapter Help-Line, 1-800-272-3900, is available 24/7 to provide assistance with behavioral issues, related to care-giving, upcoming educational events and information on Chapter services.

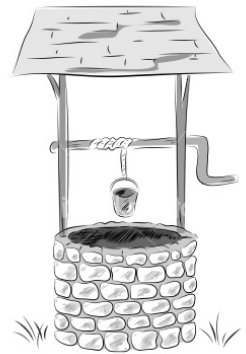
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## Midlands Chapter Wish List

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
- Brochure/letter folding machine
- 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
- Frequent Flyer Miles for Staff



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## Maintain Your Brain

by Rosalie Shepherd, MS

Get ready to change your life!

Dr. Michel Poulain, a Belgian demographer dedicated much of the past 15 years to studying pockets of long-lived peoples around the world. Poulain circled 5 areas on the map with blue ink - giving rise to the term "Blue Zone." At first Poulain was skeptical when he learned the number of centenarians in Sardinia. The numbers were too high to be true. He suspected misreporting, but after in-depth study he found that the Barbagia region had some of the longest-lived people in Sardinia.

After years of studying, the scientists working with the Blue Zone data, believe that environment and lifestyle might be more important factors than genetics to explain the longevity of Sardinians. Author Tom Buettner outlines several aspects of that simple lifestyle that are evident in all of the Blue Zones, and underline the Alzheimer's Association Maintain Your Brain program:

- **Eat a lean, plant-based diet accented with meat.** The classic diet consists of whole-grain bread, beans, garden vegetables, fruits, mastic oil, and cheese from grass-fed sheep high in Omega-3 fatty acids. Meat is reserved for Sundays and special occasions. .
- **Put family first.** Sardinia's strong family values help assure that every member of the family is cared for. There are no long term care facilities in Sardinia. People who live in strong, healthy families suffer lower rates of depression, suicide, and stress.
- **Drink goat's milk.** A glass of goat's milk contains components that might help protect against inflammatory diseases of aging such as heart disease and Alzheimer's disease.
- **Celebrate elders.** Grandparents can provide love, childcare, financial help, wisdom, and expectations/motivation to perpetuate traditions and push children to succeed in their lives. This may all add up to healthier, better adjusted, and longer-lived children.
- **Take a walk.** Walking five miles a day or more as Sardinian shepherds do provides all the cardiovascular benefits you might expect, and has a positive effect on muscle and bone metabolism without the joint-pounding of running marathons or triathlons.
- **Drink a glass or two of red wine daily.** Cannonau wine has two to three times the level of artery-scrubbing flavonoids as other wines. Moderate wine consumption may help explain the lower levels of stress among men.
- **Laugh with friends.** Men in this Blue Zone are famous for their sardonic sense of humor. They gather in the street each afternoon to laugh with and at each other. Laughter reduces stress, which can lower one's risk of cardiovascular disease.

It would be hard to overestimate the importance of family in the Blue Zone. According to one 102 year old grandmother, "It's about loving and being loved." That simple statement may well be one of the major reasons there are twice as many centenarians in Barbagia Sardinia than other parts of the world.





### Please Share Our e-Newsletter

Please forward or share our monthly e-newsletter *Perspectives*. Click on the "[Forward e-mail](#)" link 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.

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### 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!!**



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### Congratulations and THANK YOU

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

- Alpine Village Retirement Center / Verdigre, NE**
- \*Birchwood Manor / North Bend, NE**
- Careage of Wayne / Wayne, NE**

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** by [e-mail](#) or **call 402.502.4301 for more information TODAY!**

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**OUR VISION:**  
A world without Alzheimer's.

**OUR 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.