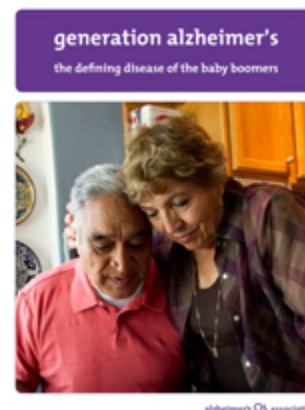


Alzheimer's: The Defining Disease of the Baby Boomer Generation

This year, the first baby boomers turn 65. Age is the greatest risk factor for Alzheimer's disease. The new Alzheimer's Association report [Generation Alzheimer's: The Defining Disease of the Baby Boomers](#) conveys the burden of Alzheimer's and dementia on individuals, families, government and the nation's health care system. Read the report to learn more about what can be done to conquer this devastating disease.

The report highlights the tidal wave about to hit the baby boomers. For example:

- An estimated 10 million baby boomers will develop Alzheimer's
- Alzheimer's is the ONLY top 10 cause of death with no way to prevent, cure or even slow the progression of the disease
- One out of eight baby boomers will either die with or from Alzheimer's making it the defining disease of the baby boomer generation



A devastating and heartbreaking disease for families, Alzheimer's also levies a staggering economic burden on the nation:

- In 2010, Alzheimer's and other dementias cost Americans \$172 billion
- Between 2010 and 2050, the costs to Medicare of caring for someone with Alzheimer's will increase over 600 percent
- Out-of-pocket costs to families will grow more than 400 percent during the same time

Federal Spending Does Not Measure Up

The National Institutes of Health spends more than \$6 billion a year on cancer research and over \$4 billion on heart disease but it spends only \$480 million on Alzheimer's research -- and deaths from this disease are soaring.

There is great promise in Alzheimer research and a focused commitment from the nation's leaders could make the difference in solving the crisis.

"Too many of America's baby boomers will spend their retirement years either with Alzheimer's or caring for someone who has it."

Medicare Annual Wellness Visits Now Covered

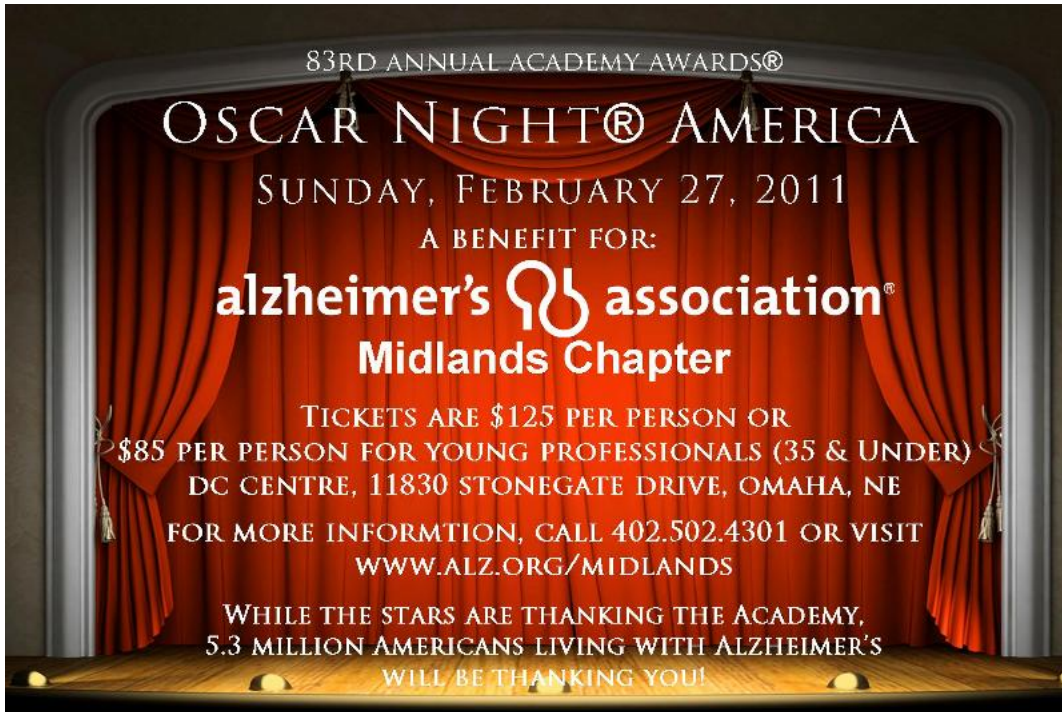


On January 1, 2011, all Medicare beneficiaries became eligible for an Annual Wellness Visit which includes the detection of cognitive impairment.

Under the Affordable Care Act (the health care reform law), Medicare will now pay for an annual wellness visit, which will include the creation of a personalized prevention plan and detection of possible cognitive impairment. This new benefit began on January 1, 2011. This new benefit began on January 1, 2011. A factsheet with more information is available on-line [here](#).

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!

Please thank our generous sponsors



alzheimer's  association
Midlands Chapter

Annual Dementia Care Conference 2011



Register NOW!

Dementia Care Conference
Friday, March 18th
8:00 a.m. to 4:00 p.m.

Tip Top
Downtown Ballroom
1502 Cuming Street
Omaha, NE

[For more information](#)

[To download a brochure](#)

[To register for the conference on-line](#)

**Vendor table opportunities available.
Contact Clayton Freeman at 402.502.4301**

New Movie Donated to Chapter Library

Recently a copy of the movie *Lovely Still* was generously donated to us and is available for check out from the Midlands Chapter resource library. This movie is the heartwarming tale of a later-in-life romance between Robert (Martin Landau) and next-door neighbor Mary (Ellen Burstyn). This romantic movie - with a twist - will be a welcome diversion for caregivers and families alike. Please be sure to visit our [24/7 virtual library](#) for a complete listing of all the titles we have available in our video library and also what we have on our bookshelves.





Learn how you can help continue the momentum

Even with Alzheimer advocacy victories such as the historic passage of the National Alzheimer's Project Act and all-important wins on state and local levels nationwide, we must maintain the momentum in leading our country toward overcoming the Alzheimer crisis. The Alzheimer's Association Advocacy Forum is the premier experience to learn how advocates can continue to successfully fight for these issues with our legislators.

The Forum is designed to help you hone your advocacy skills - not just for visiting elected officials on Capitol Hill, but also as you return home. The program will teach you about our legislative priorities, our critical messages and how to deliver these messages to key decision makers. You will learn about how to engage your local legislators and how to use a wide variety of resources in your communities to encourage more people to join with us as Alzheimer advocates.

Please plan on attending the Alzheimer's Association Advocacy Forum. Visit www.alz.org/forum for program information and to register online.

Understanding Challenging Behaviors

By Clayton Freeman, Program Director

One of the most common questions asked at caregiver events, in our professional training sessions and through our helpline is related to behaviors. Alzheimer's disease and other dementias can cause a person to act in different and unpredictable ways. 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. In upcoming issues of Perspectives we will address some of the most common behaviors, what causes them and tips on how to respond.

This month, our focus is on, wandering. It is common for a person with dementia to wander and become lost; many do repeatedly. In fact, over 60 percent of those with dementia will wander at some point. Wandering can be dangerous - even life threatening - for the person who wanders. The stress can weigh heavily on caregivers and family.



Who's at risk?

Everyone is at risk for wandering. However, a person may be at risk for wandering if he or she:

- Returns from a regular walk or drive later than usual
- Tries to fulfill former obligations, such as going to work
- Tries or wants to "go home" even when at home
- Is restless, paces or makes repetitive movements
- Has difficulty locating familiar places like the bathroom, bedroom or dining room
- Checks the whereabouts of familiar people
- Acts as if doing a hobby or chore, but nothing gets done (moves around pots and dirt without actually planting anything)
- Appears lost in a new or changed environment

Causes

Wandering can be caused by several factors, including:

- Medication side effects
- Stress
- Confusion related to time
- Restlessness
- Agitation
- Anxiety
- Inability to recognize familiar people, places and objects
- Fear arising from the misinterpretation of sights and sounds
- Desire to fulfill former obligations, such as going to work or looking after a child

Tips to reduce wandering:

- Encourage movement and exercise to reduce anxiety, agitation and restlessness
- Ensure all basic needs are met (toileting, nutrition, thirst)
- Involve the person in daily activities, such as folding laundry or preparing dinner
- Place color-matching cloth over doorknobs to camouflage
- Redirect pacing or restless behavior
- Place a mirror near doorways. The reflection of a person's own face will often stop him or her from exiting the door.
- Reassure the person if he or she feels lost, abandoned or disoriented

Keep your loved one safe by knowing the risk factors for wandering and enrolling in MedicAlert® + Alzheimer's Association Safe Return®, our 24-hour nationwide emergency response service for individuals with Alzheimer's or related dementia that wander or who have a medical emergency. You can't know when wandering will happen, but you'll know what to do when it does.

Next month's topic: Unpredictable Situations

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. www.alz.org/midlands

RESPITE CARE GRANTS

Available Through the Midlands Chapter



We're here to help and offer hope. All day. Every day.

Making an application for Respite Care is as easy as 1, 2, 3 . . .

1. Log on to www.alz.org/midlands, find the Respite Grant Application form and print it.
2. Return the completed Application Form to the Midlands Chapter either by mail, fax to 402.502.7001 or bring it to our office at 1941 South 42nd Street, Suite 205, Omaha, NE.
3. You will be contacted by Chapter staff when the application and approval process is complete.

Midlands Chapter



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

Maintain Your Brain

by Rosalie Shepherd, MS, Educator

I love a good murder mystery.

I like to figure out the clues along with famous detectives like Miss Marple, Sherlock Holmes or Colombo, but no one does it better than Agatha Christie's Hercule Poirot.

While solving a case, Poirot engages his little gray cells.

Solving puzzles as he does, is one way for Poirot to keep his gray cells functioning. However, the Maintain Your Brain Program lists ten other ways that may help protect and even grow new gray cells. Right at the top of the list is exercise.

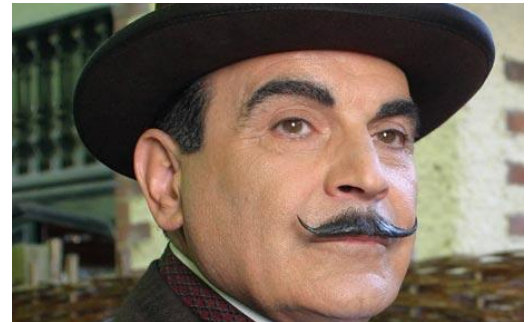
Gray matter shrinks as adults age, increasing the potential for cognitive impairment, and raising the risk of Alzheimer's disease and dementia. According to Kirk Erickson, assistant professor of psychology at the University of Pittsburgh, recent studies suggest that walking about a mile a day can increase the size of your gray matter. Interesting that the study showed walking more than a mile a day or running marathons does not increase the benefit.

Erickson's study found that participants who walked one mile a day significantly enhanced the volume of several regions of the brain, including the frontal lobe, which is involved in reasoning and problem solving. These participants were evaluated and then followed for 13 years, and reduced their risk of cognitive impairment by about half.

Erickson admits that more research needs to be done. "It is possible that exercise may be only postponing the onset of Alzheimer's disease in those vulnerable to the condition, but even if we are delaying by several months or years, this is a significant improvement in what we know already, and a change in costs of health care."

The Maintain Your Brain program promotes healthy lifestyle changes to help keep a healthy brain into old age. Mounting evidence shows that these lifestyle changes may be the most important thing we can do for our brain. According to Erickson, "This (lifestyle) is going to be an important avenue for future research, especially as there is a greater emphasis on, in the coming years, non-pharmaceutical ways to influence your risk for neurologic or psychiatric diseases,"

Currently there is little or no pharmaceutical intervention that can stop AD. Increasingly, studies show that lifestyle changes have a greater impact on the risks of developing the disease. In light of recent studies, one good way to protect your "little gray cells" is to take a hike.





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.



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!!**



Congratulations and THANK YOU

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

SilverRidge Assisted Living and Memory Support, in Gretna, 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!**

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.