

Midlands Chapter Welcomes Newest Board Members

The Midlands Chapter is proud to announce four new members to the Board of Directors this month. New members begin their three-year term of office on the Board at their first meeting on July 28, 2010. Please join us in welcoming these dedicated and talented volunteers as they begin their service on the Board.

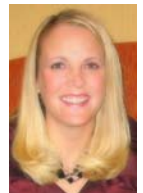
William J. Burke, M.D. is the Anna O. Stake Professor and Vice-Chair for Research in the Department of Psychiatry at the University of Nebraska Medical Center in Omaha, Nebraska. He also is the Director of the Psychopharmacology Research Consortium at UNMC. Dr. Burke received his medical degree from the University of Nebraska where he also completed an internship in Internal Medicine. He performed his residency in Psychiatry at Washington University Medical School/Barnes Hospital in St. Louis. He received additional post-graduate training at the Alzheimer Disease Research Center at Washington University while also studying psychiatric epidemiology. He and his wife, Kate, live in Omaha and are the parents of four grown children.



Robin Donovan is the Managing Principal for Business and Administrative Services and part owner of Bozell, a prominent advertising agency in Omaha. Robin graduated from University of Connecticut and spent 28 years in ad agencies on the East Coast and Midwest. In 2001, Robin accepted the unique opportunity to be part of the group that purchased Bozell. She has served on the boards of the YWCA and Omaha Children's Museum, and is currently on the national ABC business-to-business print committee. Robin and her husband, Joe, of thirty years live in Omaha with their three bulldogs.



Shari Flowers has been employed by Blue Cross and Blue Shield of Nebraska since 2006 as Senior Corporate Counsel and Manager of Contract Administration. Shari graduated from Creighton Law School and earned an undergraduate degree from the University of Northern Iowa. She enjoys golfing, camping and spending time with friends and family. She and her husband, John, live in Omaha. Shari's grandmother had Alzheimer's disease, which has primed her interest in and desire to volunteer her time and talents with the Alzheimer's Association Midlands Chapter.



Jake Holdenried has been employed by US Bank for the past four years as a commercial banker. He is a graduate of Creighton University with a Bachelor degree in Finance. Jake likes to golf and follow Blue Jay Basketball. He serves on the board of the Risk Management Association and the Young Alumni Advisory Board for Creighton University.





Town Hall Meeting at Midlands Chapter Branch Office in Council Bluffs, IA Tuesday, July 27th from 3:30 to 5:00 p.m.

The Alzheimer's Association Midlands Chapter is preparing for the 2011 Legislative Session. We are interested in YOUR comments and concerns about care giving and living with Alzheimer's disease and other dementias.

Secondly, your opinions about the programs and services offered by the Alzheimer's Association are important to us. The Midlands Chapter staff wants to hear your suggestions about the programs and services provided by the Midlands Chapter in Southwest Iowa.

The Midlands Chapter, as part of the Iowa Chapter Network, will include your suggestions on issues for the 2011 Legislative Session. The Midlands Chapter will strive to address the programs and services that will most improve the quality of life for those living with Alzheimer's disease or other dementias and their care partners in Southwest Iowa.

Please plan now to attend this important meeting!

**Please join us on Tuesday, July 27th from 3:30 to 5:00 at the
Alzheimer's Association Midlands Chapter Branch Office
located in the Red Cross Building on the
Charles E. Lakin Human Services Campus
705 North 16th Street, Council Bluffs, IA 51501**

We look forward to seeing you there!

International Conference on Alzheimer's disease

From July 10-15, 2010, nearly 4,000 scientists from around the world gathered to report and discuss the latest advances in research on treatments, risk factors, and diagnosis for the health epidemic of the 21st century - Alzheimer's disease - at the Alzheimer's Association 2010 International Conference on Alzheimer's Disease (AAICAD 2010) in Honolulu.



"This week we saw promising investigations being pursued on a variety of fronts - avenues that could very well lead to significant changes in Alzheimer diagnosis and treatment. However, the chronic underinvestment in Alzheimer research continues to be the greatest obstacle to bringing new, more effective therapies to people," William Thies, PhD, Chief Medical and Scientific Officer at the Alzheimer's Association.

It was a week full of new research findings and reports. Highlighted below are four exciting outcomes from ICAD 2010. To learn more go to www.alz.org/midlands and click on **ICAD 2010**.

The Importance of Clinical Trials:

The Alzheimer's Association announced the launch of Alzheimer's Association TrialMatch™, a confidential, free, and interactive tool that provides comprehensive clinical trial information and an individualized trial matching service for people with Alzheimer's disease and related dementias. The Internet (www.alz.org/trialmatch) and phone-based (800-272-3900) program provides a first-of-its-kind service in Alzheimer's care by delivering individualized matches to clinical trials for people with Alzheimer's, their healthcare professionals, caregivers, and healthy volunteers

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Early Detection, Diagnosis & Care Management for People with Dementia May Reduce Healthcare Costs:

Early detection, diagnosis and care management for people newly diagnosed with cognitive impairment and dementia reduces outpatient costs by almost 30 percent. In order to provide better medical care and outcomes for people with Alzheimer's and other dementias, the conditions must first be detected and diagnosed, and needed care management must be provided. The Alzheimer's Association Midlands Chapter provides care consultation for individuals and families affected by Alzheimer's and other dementia.

Reducing Risk Factors Associated with Dementia:

Evidence from three long-term, large-scale studies (Framingham Study, Cardiovascular Health Study, NHANES III) supports the association of physical activity and certain dietary elements (tea, vitamin D) with possibly maintaining cognitive ability and reducing dementia risk in older adults. The Midlands Chapter provides educational programs and materials on ways to reduce your risk factors.

Race Ethnicity and Dementia:

Racially and ethnically diverse older adults are one of the fastest growing population segments in the United States. New research presented AAICAD 2010 revealed that older African-Americans and Latinos with significant cognitive impairment have a lower likelihood of nursing home placement and longer survival than White older adults in the study. These results have significant implications for caregiver burden and community resources. These findings are particularly compelling since African-Americans are about two times more likely and Latinos about one and one-half times more likely to develop Alzheimer's and dementia than Whites, according to the Alzheimer's Association's 2010 Alzheimer's Disease Facts and Figures report.



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. Please plan to join us on Tuesday evenings from 5:00 to 6:30 p.m. for six weeks beginning August 3rd until September 7th 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 3rd** -- Memory Loss, Dementia & Alzheimer's disease: The Basics
- **August 10th**--Current Treatments
- **August 17th**--Protect Your Assets
- **August 24th**--Legal Issues
- **August 31st**--Communication & Behaviors
- **September 7th**--Stress & Health Management

Help Us Provide Services All Year Long

By Micah Evans, Development Director

Summertime. That means vacations, grilling hamburgers and hotdogs, trips to the neighborhood swimming pool, and carefree days. Unfortunately, there is no summer break for families affected by Alzheimer's disease. Without respite, caregivers continue to work "the thirty-six hour day" all year, often working a full day and coming home to provide care for a loved one coping with Alzheimer's disease.



More families are finding that summer is no break for caregiving for a loved one. The numbers diagnosed with Alzheimer's disease continue to rise, and the Midlands Chapter continually meets this increased demand for information, education, support and care by being present at community health fairs, information tables, presentations and informational sessions.

One way you can help make a difference is to form a Memory Walk team. Not only will you join hundreds of other families who want to raise awareness about a disease affecting 106,000 Nebraskans and Iowans, but you will help raise valuable funds which support programs and education for so many families who are desperate for help. Please call the Midlands Chapter today for information about forming a Memory Walk team. Now is the time to MOVE, and together, we can end Alzheimer's.

Please join us in our daily mission to provide care and support for all affected. Your donations enable us to continue meeting the increased requests for information and support. Your gifts help us raise awareness that families who are affected by Alzheimer's disease are not alone. We are a community and by acting together, we can achieve the Midlands Chapter's mission of a world without Alzheimer's.



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 apalaji@midlandsalz.org for more information.

● **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](#)

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](#)

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



Maintain Your Brain

By Rosalie Shepherd, Program Staff

Are you feeling down...stressed...tense...or depressed? Does your spouse push your buttons and your co-workers drive you crazy? Well, laugh it off, and you'll live a longer, healthier and more satisfying life.

According to Dr. Michael Cutler in his House Calls newsletter, laughter has been shown to relax muscles, increase oxygen flow, promote circulation and reduce tension, as well as lower blood pressure, aid in social bonding, ease stress and boost your immune system. It can even help promote a healthier appetite in the elderly or disabled, lower cholesterol and reduce heart disease risk.



An important part of the Maintain Your Brain program is good heart health. Controlling your body weight, blood pressure, cholesterol and blood sugar helps reduce your risk of heart disease and stroke. Laughter is clearly good for the heart and what's good for the heart is good for the brain. I was interested to read about two organizations that promote the use of therapeutic laughter.

Psychologist Steve Wilson, president and "Cheerman of The Bored" World Laughter Tour, Inc. states their mission is to promote healing with laughter. Their vision is to lead the world to health, happiness and peace by establishing laughter clubs that learn how to create therapeutic laughter. Their training includes psychology and physiology of laughter, and how to organize and conduct laughter clubs.

The Association of Applied and Therapeutic Humor (AATH) states that their mission is to serve as the community of professionals who study, practice & promote healthy humor & laughter. We're not talking about telling jokes here. They use humor as an intervention which may enhance health or be used as a complementary treatment of illness to facilitate healing or coping, whether physical, emotional, cognitive, social or spiritual. This laughter therapy is serious stuff.

Recent studies list a few of the benefits of a good sense of humor:

- Most laughs involve exhaling deeply and when you exhale, your blood Pressure and heart rate decrease, and you experience a calmness indicates Dacher Keltner, Ph.D., professor of psychology at the University of California at Berkeley.
- According to researchers from the Loma Linda University in California, even anticipating a good laugh decreases your stress hormones dopac by 38%, cortisol by 39% and epinephrine by 70%.
- In a study reported in the International Journal of Medical Sciences, those of us who enjoy chuckling as much as 10 to 25 times a day experience fewer diseases than those who laugh less than that amount.

What a great way to promote good health and great happiness than to laugh your way through life. Try it daily and you'll find that laughter may truly be the best medicine.

"I love nonsense. It wakes up the brain cells." ~Dr. Seuss



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



A Message from the First Lady

When you hear about the new health reform law these days, too much talk is focused on the political.

What I've found is that most Americans just want to know how this new law helps their families stay healthy -- and how it reduces their costs.

The first thing I tell people who ask about the Affordable Care Act is that, for moms like me, it makes our lives easier. It gives families control over their own care. And it gives us the comfort of knowing that our insurance will be there when we need it most -- especially if we get sick. Then I tell them that it gets better, but there's a lot to know. To help, this administration has set up HealthCare.gov, where folks can see customized information about how care will improve for their families.



So much of what makes this law great is its emphasis on preventive care -- right now, too many people aren't getting the check-ups or the screenings they need to stay healthy. Twelve percent of kids haven't seen a doctor in the past year. And 59 million adults -- and 11 million children -- depend on an insurance plan that does not cover basic immunizations.

Health reform is changing that. Under this new law, all new private plans will provide basic preventive services -- things like childhood immunizations and checkups, mammograms, colonoscopies, cervical screenings, and treatment for high blood pressure -- absolutely free of charge. No co-pay. No deductible. No co-insurance needed.

And, on HealthCare.gov, you can not only learn what preventive steps will help keep your family healthy, but also what insurance coverage options are available based on your needs.

A focus on prevention will help us to combat diabetes, heart disease, and high blood pressure--chronic illnesses that right now lead to seven of ten deaths in the United States and 75 percent of our national health care costs.

And it will help us tackle an issue that is dear to my heart -- childhood obesity. As some of you know one of my top priorities as First Lady is the **Let's Move!** campaign, where we have made it our goal to put a stop to the challenge of childhood obesity within a generation, so children who are born today grow up at a healthy weight.

Each of us needs to take responsibility for our own health and the health of our families, and the new health reform law can help. That's why I'm writing today -- to make sure you and Americans across the country know how their health plans are getting better day by day under reform.

Please visit HealthCare.gov and find out more about your care: www.healthcare.gov

Thank you,

Michelle Obama



Help Us Help Others

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.



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.