

Midlands Chapter 2010 Annual Meeting

After designating a **National Alzheimer's Disease Week** in 1982, President Ronald Reagan helped to launch a national campaign against Alzheimer's disease in 1983, calling members of the Alzheimer's Association to the White House for the signing of a proclamation declaring November to be National Alzheimer's Disease Month.

To recognize the 27th National Alzheimer's Disease Awareness Month, the Midlands Chapter will call attention to Alzheimer's disease at the **Annual Meeting**, hosted this year on November 10, 2010 at the Tip Top Ballroom. This is our opportunity to reflect on our accomplishments.

The Midlands Chapter is proud to honor several individuals who have made a significant difference in the lives of people affected by Alzheimer's disease.

Betty Foster, PhD will receive the Friend of the Chapter award. Betty is a past Board member, donor, committee member, and supporter who has served the Midlands Chapter since its inception in 1982. **H. Edsel Buchanan, PhD** will be recognized for his many years service to the Midlands Chapter as a volunteer, especially for serving as support group leader for the Men's Support Group. **The Daily NonPareil** of Council Bluffs will be recognized as an Outstanding Media Sponsor. The Daily NonPareil has supported the Midlands Chapter and people with dementia through an annual November supplement devoted entirely to Alzheimer's disease as well as the Faces of Alzheimer's, run each year before the Memory Walks. We are deeply indebted to our honorees who have made Alzheimer's their cause and their passion. The Midlands Chapter is proud to host keynote speaker is **Mike Kemp**, Assistant Athletic Director for the UNO Mavericks, and a caregiver.



(from left to right)
Vern Albers, Clayton Freeman, Jane Prochaska
and Nona Albers at last year's Annual Meeting

Please join us for the Annual Meeting, an important day when we can look upon our successes for the year while looking forward to a world without Alzheimer's. Tickets are \$25 each or \$200 for a table of 8. Please call Micah Evans at 402.502.4301 for tickets or visit <http://midlandsannualmeeting.kintera.org>.

PAINT IT PURPLE, BABY!

November is Alzheimer's disease Awareness Month

By: Dr. Duane Gross, Chapter President and CEO

This is an invitation for you to more deeply participate in the programs and services of the Alzheimer's Association Midlands Chapter during the month of **November-National Alzheimer's disease Awareness Month**. The contributions of our volunteers and staff are truly extraordinary throughout the year. The month of November is our turn to draw special attention to the mission of the Alzheimer's Association. It is our time to "Paint it Purple" and illuminate our dream: A World without Alzheimer's disease. You are invited to check out the activities scheduled for the month of November and plan to participate with the Midlands Chapter whenever possible!

Read All About It! The Council Bluffs Daily Nonpareil will feature a special section emphasizing **Alzheimer's disease Awareness Month** in their Annual Special Section on Alzheimer's disease and dementia. The Special section will appear in Sunday October 31, 2010 paper. Please read the Daily Nonpareil to learn more about Alzheimer's disease and dementia!

Awareness Month Proclamation-Governor Dave Heinemann is slated to sign a proclamation making November 2010, **Alzheimer's disease Awareness Month** in Nebraska, during special ceremonies at the State Capitol on November 8, 2010. Chapter Staff and caregivers will be on hand for the signing and a luncheon at the Governor's Mansion.

Endangered Person Advisory-Six out of ten people with Alzheimer's disease will wander during the course of the disease. The Endangered Persons Advisory (EPA) establishes a framework for communication and missing person recovery when a person with cognitive impairment becomes lost in Iowa. The anticipated role-out of the EPA is scheduled for November 9, 2010 and will include a press conference in Council Bluffs.

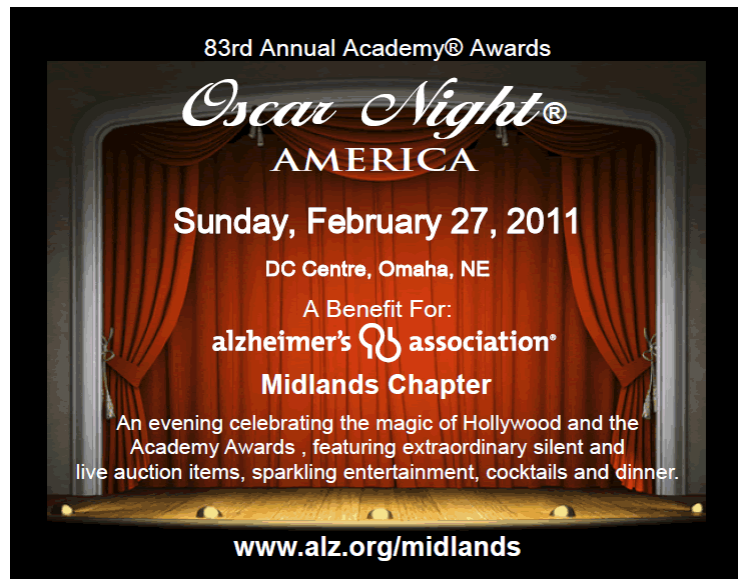
Join the Celebration-The Midlands Chapter is scheduled to hold its **Annual Meeting** on November 10, 2010 at the Tip Top Downtown Ballroom, 15th and Cuming Street, Omaha, NE. The festivities are scheduled to begin at 11:30am. Following the luncheon and program, annual awards will be presented. Please call the Midlands Chapter at 402.502.4301 or www.alz.org/midlands for registration information.

On the Air-A special series of radio broadcasts on Alzheimer's disease hosted by Cathy Wyatt will air Thursdays during the month of November on KCRO AM 660. Topics and broadcast times for this series include: The Ten Warning Signs, 11/4, 4-5pm; Diagnosis and Progression of AD, 11/11, 4-5pm; Dementia & Safety, 11/18, 4-5pm; and Family Dynamics, 11/25 2-3pm Thanksgiving Day.

Check it out-The Omaha Public Library will host a special display at W. Dale Clark Library in downtown Omaha. The display table will feature library holdings on Alzheimer's disease and dementia for check-out and informational materials from the Alzheimer's Association Midlands Chapter. This special display will be open to the public throughout the month of November.

38 Special-All 38 Support Groups within the Midlands Chapter service area will receive Special Program Materials for use during their November caregiver support group meetings. These materials will focus on increasing awareness within their groups and communities about dementia and inviting other caregivers to participate in support group meetings.

National recognition & media coverage-stay tuned in for special TV and press coverage on national networks and cable during the month of November!



Hollywood isn't the only place that shines in February. Walk down the red carpet, smile for the cameras, and take your seat among the stars at **Oscar Night America!**

Join Oscar Night Chairs, **Dr. and Mrs. Daniel Bohi**, on February 27, 2011 to celebrate the magic of the Academy Awards while supporting the Alzheimer's Association Midlands Chapter and the Community Education Fund. This elegant evening features complimentary cocktails, gourmet dinner and extraordinary silent and live auction. The evening culminates in the Academy Awards.

Tickets are \$125/person or \$1,000/table. Please call Alisha at 402.502.4301 or e-mail apalagi@midlandsalz.org for an evening to remember. As the stars are thanking the Academy, 5.3 million Americans with Alzheimer's disease are thanking you!

The SHRIVER Report

A Study by Maria Shriver and the Alzheimer's Association

A Woman's Nation Takes on Alzheimer's

A Groundbreaking Look Into the Epidemic's Effect on Women as Caregivers, Advocates and People Living With Alzheimer's

Maria Shriver and the Alzheimer's Association - the leader in Alzheimer's care, support and research has released *The Shriver Report: A Woman's Nation Takes on Alzheimer's*. This groundbreaking report reveals the epidemic's effect on women as caregivers, advocates and people living with this disease.

The Shriver Report: A Woman's Nation Takes on Alzheimer's demonstrates that women are at the epicenter of the Alzheimer's epidemic. According to the *Alzheimer's Association Women and Alzheimer's Poll* unveiled in the Report, women are almost two-thirds of all Americans with Alzheimer's and compose 60 percent of the unpaid caregivers for family members and friends with Alzheimer's. That means there are 10 million women who either have Alzheimer's or are caring for someone with the disease. The toll Alzheimer's has on individuals and caregivers is further compounded by the financial burden felt by families and the U.S. government.

The economic impact of Alzheimer's disease - on government, families and business - totals about \$300 billion per year. The cost of caring for a single person with Alzheimer's is a whopping \$56,800 a year, the bulk of it borne by each family. With the baby boomers entering their mid-60s, an Alzheimer's tsunami is about to hit, with the number of people with Alzheimer's disease expected to triple, reaching as many as 16 million by 2050.

"The statistics in this report are shocking," said Shriver. "We have to ask ourselves as a nation if we're ready for what will happen as this epidemic unfolds. When my father, Sargent Shriver, was diagnosed back in 2003, my mother, four brothers and I all felt we were entering a world that was confusing, dark and depressing. People just didn't talk about Alzheimer's when it hit their families. It was a diagnosis shrouded in shame and there was

little information and even less hope. It's time to start talking about Alzheimer's. It's time to fight this disease. "An instant e-Book edition of *The Shriver Report* created by Free Press is available on wherever Simon & Schuster e-Books are sold.

If you are a caregiver for someone with Alzheimer's disease or other dementia the Alzheimer's Association Midlands Chapter invites you to reach out and speak with someone who knows what you're going through. Consult with a member of our staff who can offer a professional perspective on your options and your next steps. They will evaluate your needs and resources, help you develop a plan and give you the confidence to take action. All you need to do is pick up the phone and call 712.322.8840 or 800.272.3900. You can also visit our web-site at www.alz.org/midlands.



What a fantastic Memory Walk season this year! Thank you to all our families, teams, participants, walkers, committee members, and sponsors who made the 2010 Memory Walk such a great year for the Alzheimer's Association Midlands Chapter. As Alzheimer's takes a greater toll on our lives, more people raising their voice and moving to end Alzheimer's disease.

The Midlands Chapter could not do this without our sponsors, and I hope you will recognize and thank our sponsors whose generosity helps us host the Memory Walks each year. This year, our sponsors were:

- Presenting Sponsor:** Nye Senior Services,
sponsoring the 2nd Annual Memory Walk in Fremont, NE
- Gold Sponsors:** Nebraska Methodist Health System
- Silver Sponsors:** Valmont Industries
Myrtue Hospital
- Bronze Sponsors:** Ameristar Carino
American National Bank
Miller Pharmacy, Inc.
Fremont Area Medical Center
Sid and Hazel Dillon
Scouler Foundation
Silverstone, Inc.
Immanuel Communities
Nebraska Medical Center, Department of Psychiatry
Midwest Geriatrics/House of Hope
Good Samaritan - Scribner (VIP Room Sponsor, Fremont)
- Water Table Sponsors** Parsons House on Eagle Run
New Cassel Retirement Community
Right at Home
Blue Cross Blue Shield of Nebraska
Northern Natural Gas
Walnut Grove
Good Samaritan - Millard

One of the most important things we can report is the increase in the number of families attending the Memory Walks. Each Walk recorded more walkers and more teams than ever before. An estimated 2,200 walkers attended the four walks, making this one of busiest walks ever! This is the true indication of how many families Alzheimer's disease touches, and we really truly appreciate the dedication you show to the cause each year. I hope you will plan to lace up your shoes in September 2011 and join us on the Walk to End Alzheimer's!

The Memory Walks raised over \$160,000 to support programs, education, support groups, the resource library, this newsletter, and so much more in southwest Iowa and northeast Nebraska. This is a great total and helps us offer valuable programs and services to 106,000 Iowans and Nebraskans affected by dementia, but we're not there yet. **Please help us continue to reach our goal of \$175,000 in 2010.** Continue to motivate your team members. Explain how their donations are used, encourage them to get involved with the Midlands Chapter (we always need committee members for the Walk!), and encourage zero-dollar team members to make a contribution. Even a small donation makes a significant impact on those we serve. We won't close the books on Memory Walk until the end of November, so please help us reach that goal!

Thank you again for a fantastic Memory Walk season! There are some exciting changes in store for the 2011 Walks to End Alzheimer's, and I hope you will plan to join us as we continue to **MOVE** toward our vision of a world without Alzheimer's disease.

Don't forget: we have pictures from the Memory Walks online to save and share. You can see pictures from each Memory Walk at <http://picasaweb.google.com/midlandschapter>.



Early Detection and Management of Dementia Cuts Healthcare Costs

Early detection, diagnosis and care management for people newly diagnosed with cognitive impairment and dementia reduces outpatient costs by almost 30 percent, according to new research reported at the recent Alzheimer's Association International Conference on Alzheimer's Disease 2010.

With the aging of America, the number of Alzheimer's cases is growing rapidly. A new study suggests that effective management of the disease is good for patients and the nation's healthcare budget alike.

According to the Alzheimer's Association, dementia is a common, costly, and often unrecognized problem in older adults. 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.

"Research suggests that when the family of someone who is officially diagnosed with Alzheimer's becomes educated about the disease, and they work together with medical professionals on a care plan, it can reduce the patient's difficult behavioral and psychiatric symptoms," said Maria Carrillo, PhD, Senior Director of Medical and Scientific Relations at the Alzheimer's Association. "It can also lower the family caregiver's anxiety, depression and stress."

Alzheimer's care management helps people with the disease and their families to find resources, make decisions, and manage stress. For example, a care manager can help families with decisions about in-home care services, or long-term care whether at home or in a nursing facility.

The study, titled the Dementia Demonstration Project (DDP), was an interdisciplinary effort led by the Geriatric Research, Education and Clinic Center at the Minneapolis Veterans Medical Center. Seven VA Medical Centers took part in the project, which was created to increase detection and diagnosis of dementia in primary care and provide information, support, and care coordination for veterans with newly diagnosed dementia.

In the DDP clinics, once a patient was diagnosed with cognitive impairment, the dementia care team met with the patient and family to review the results, discuss the diagnosis, and outline treatment recommendations.

Interventions were targeted to the severity of dementia and the specific needs of the patient and their caregivers. Informational material, assistance in identifying needed services, and direct support and training from team members was provided, as needed.

"The most important goals of the program were making sure that all family members understood the disease and were on the same page, that patients remained physically active and socially engaged, and that caregivers had the support they needed," said J. Riley McCarten, MD, the project's lead physician.

Healthcare costs data showed that veterans diagnosed in the DDP clinics saw their average outpatient healthcare costs decline by about 29 percent (-\$1,991) in the year after diagnosis of cognitive impairment compared with the year before diagnosis. "We see in this study's findings that early diagnosis and case management in dementia may also significantly lower healthcare costs. This could have a reverberating positive impact throughout the entire healthcare system," Carrillo said.

Source: The Alzheimer's Association is the leading voluntary health organization in Alzheimer care, support and research. Visit www.alz.org or call 800.272.3900.



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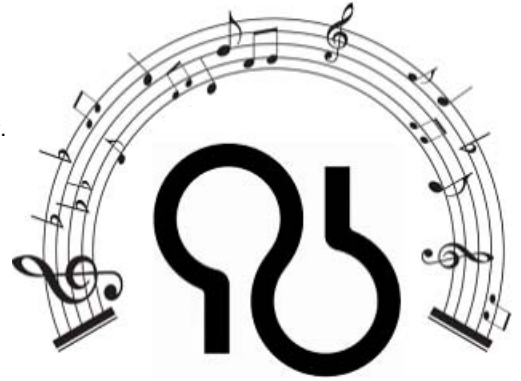
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Maintain Your Brain

By Rosalie Shepherd, Program Staff

Grammy winner country singer Kathy Mattea was devastated when her mom was diagnosed with Alzheimer's disease. She watched her mother march backward through her life, down to the end, when she became infant-like. Kathy's music not only comforted her, but it became a way to communicate with her mom. Kathy relates that she was tuning a guitar and hit a chord. Her mother started singing one of her songs even though she was tone deaf and would never sing before. "That day was beautiful because it was the first time I ever sang with my mom," said Kathy. "Even when she could no longer recognize me, or even speak, Mom could still sing all the verses to "You Are My Sunshine."

Mounting evidence shows that music stirs up lost memories and possibly even restores some cognitive function as well. It has long been known that even after patients no longer recognize names and faces, they can sing along to a favorite tune. My Mom could remember the songs of her childhood, but couldn't remember our names or what happened five minutes ago. She loved Elvis, and we used his gospel music to calm her. You could see her keep time to the music and even sing some of the words.



Retirement communities are using music in its music programs. While they can't point to any specific cognitive benefit, there are many benefits to the patient such as increased function. Studies show that music can also help Alzheimer's patients learn new information.

Institutions across the country are using music to tap into areas of the brain buried by dementia. "Auditory processing seems to be one of the last skills to go, and music rhythm, melody and volume make it a complex stimulus not processed by a single area of the brain," says Concetta Tomaino, of the Institute for Music and Neurologic Function at New York's Beth Abraham Family and Health Services. "Patients with mid or late-term dementia scored higher on cognitive-function tests after 10 months of music therapy."

Music also has a calming effect on those who have late afternoon confusion. Put on their song list, and they can become calm. It even gives them joy as it reminds them of memories of love, family and home. "What does the music remind you of, Marsha?" a caregiver at a retirement home asked. The retort was "Being alive." And that is the goal. We're after that moment of joy-whether it's five minutes or five seconds. Medical science hasn't seemed to do much for Alzheimer's patients. Maybe Perry Como can help.

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 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



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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:

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Nebraska Masonic Home / Plattsmouth, NE

*

Community Care Home Services / Elkhorn, NE

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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

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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** by [e-mail](#) 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.

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