

alzheimer's  association®

Midlands Chapter
Perspectives

Research · Support & Care · Reduce the Risk

December 2011 Issue **Serving Northeast Nebraska & Southwest Iowa**

24/7 Helpline 800.272.3900 * www.alz.org/midlands

alzheimer's  association®
Midlands Chapter

The entire
Midlands Chapter Family
extends their best wishes for a
Happy and Blessed Holiday Season
to you and those you love.

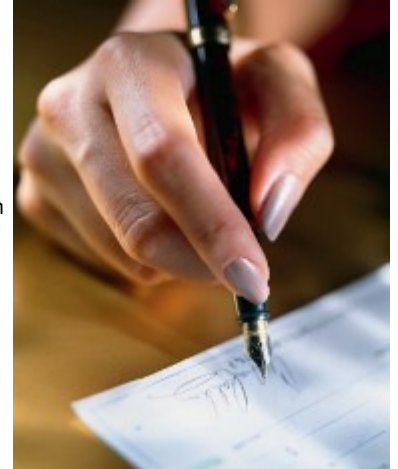


'Tis the Season...for Giving!

By: Dr. Duane Gross, Chapter President and CEO

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 sixty-nine seconds another person is diagnosed with Alzheimer's. Currently, Alzheimer's disease is the 6th 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.

Jyothi Arikath, PhD Recipient of Alzheimer's Association Research Grant



Duane Gross, PhD presents a check to Jyothi Arikath, PhD, assistant professor of Developmental Neuroscience in the Munroe-Meyer Institute for Genetics and Rehabilitation at the University of Nebraska Medical Center. Dr. Arikath is the recipient of an Alzheimer's Association® Research Grant studying the Synaptic pathology of Alzheimer's disease.



Give Yourself a Gift This Season . . . Join the Young Alzheimer's Advocates

As young people wanting to make a difference in the quest to end Alzheimer's, we are organizing a brand new "under 40" committee. Whether you know someone with Alzheimer's or just want to be an advocate, this is an opportunity to get involved with the group from the ground level. Our focus is on awareness, education, and public service. Find us on [FaceBook](#) or for more information e-mail us at yalza.midlands@gmail.com



You may also find us on the blogs listed
on the left-hand column of this e-newsletter.



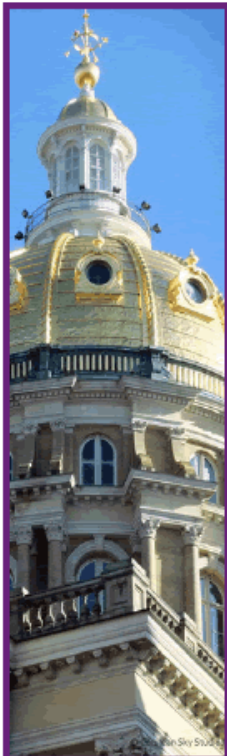
84th Annual Academy® Awards
OSCAR NIGHT®
AMERICA
A Benefit For The
alzheimer's association®
Midlands Chapter
Sunday, February 26, 2012
DC Centre*, Omaha, NE ★ 5:00 p.m.
*Valet Parking Available

Kick off your Oscar celebration by participating in a glamorous evening of Hollywood magic that will bring us closer to a cure by joining us as we experience the drama of the Academy Awards, featuring intriguing silent and live auction items, scintillating entertainment, cocktails and dinner.

2012 Chairs
Viv and John Ewing ★ Robin and Joe Donovan

www.alz.org/midlands

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alzheimer's  association®
day
at the hill

Tuesday, February 21, 2012

State Capitol in Des Moines, Iowa

Advocacy training in the morning followed by meetings with legislators in the afternoon.

For more information please call 800.272.3900

Or visit us at www.alz.org/midlands

**REGIONAL
DEMENTIA CARE CONFERENCE**

For Physicians and Healthcare Professionals

Friday, March 23, 2012

Featuring: Eric M. Reiman, MD

Executive Director at the Banner Alzheimer's Institute and Professor and Associate Head of Psychiatry at the University of Arizona, and Director of the Arizona Alzheimer's Consortium.

For conference information contact the

alzheimer's  association®

Midlands Chapter

800.272.3900 or www.alz.org/midlands

Wellness Wisdom

by Rosalie Shepherd, Program Staff

Therapy Focuses on Care

I remember a time when nursing facilities were so aware of treating Alzheimer's patients as adults to the point where they would not allow anything childlike. Blue teddy bears, coloring books with children's themes and baby dolls were not allowed.

According to an article in the N.Y. Times, when Mrs. Jones, a resident at Beatitudes nursing facility in Arizona, was given a baby doll, the supervisor was shocked and objected until she saw how calm Mrs. Jones became when she rocked and cared for 'her baby'.

As we learn more about Alzheimer's disease and other dementias and the behavior that comes with the disease, research suggests that creating positive emotional experiences for the patients may be as effective as pharmaceuticals to diminish agitation and behavior problems. Currently there is a realization on the part of many experts that there is actually better evidence and more significant results in caregiver interventions than there is anything to treat this disease to date.

Caregiving is considered so crucial that several federal and state agencies are adopting research-tested programs to support and train caregivers. The Alzheimer's Association® has long been a major player in training caregivers. Therefore, disregarding typical nursing-home rules, Beatitudes, has had great success by allowing practically anything that brings comfort to their dementia patients. They have found techniques using food, scheduling, art, music and exercise to generate positive emotions and using activities that make use of their remaining skills.

The National Institute on Aging is now financing care giving studies on things that make the life of an Alzheimer's patient and caregiver less burdensome. When Mrs. Jones, who was extremely difficult and was kicked out of several nursing facilities, was admitted to Beatitudes, they allowed her to sleep, be bathed and eat whatever she wanted, whenever she wanted-including unlimited chocolate. Unusual for a nursing home, but Beatitudes is actually following some of the latest science.



Reflections on an Extraordinary Year

by Clayton Freeman, Program Director

Great causes inspire dedication, hard work and relentless hope. In 2011 the staff and volunteers of the Midlands Chapter achieved significant accomplishments on behalf of those affected by Alzheimer's disease and other dementias. Here are several highlights:

- The 2011 Dementia Care Conference was attended by over 250 professional and family caregivers.
- Respite grants totaling over \$30,000 provided caregivers relief from their "36 hour days".
- To support our caregivers, 9 new support groups were initiated.
- 285 Care Consultations assisted families with problem solving and planning.
- 93 Community education and information presentations were held for 7, 800 attendees
- The Chapters website received 10, 303 visits and our Perspectives e-newsletter was received monthly by over 4,300 subscribers.
- The Chapter advanced research through the support of 5 phase three clinical trials
- 5,173 hours of assistance were contributed by 278 volunteers to the Chapter
- Over 257 new Advocates signed on to join the cause, contacting public officials through chapter mailings and e-mails, spoke at legislative hearings and shared their personal stories with state and federal law makers

Now more than ever the Midlands Chapter needs your time, talent, and treasure in support of our Mission to **advance research, provide and enhance care and support and reduce the risk of dementia** for the 106,000 Iowans and Nebraskans living with Alzheimer's disease and other dementias and their care partners. Join us in 2012, 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**.

2011
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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:

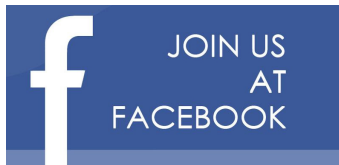
- Flat screen television for educational programs and presentations
- Board room chairs
- Brochure rack for the Family Resource Room
- Folding machine
- Portable flip chart and stand
- Digital camera
- Frequent Flyer Miles for staff
- A vehicle for staff travel
- Financial Support for the **Respite Care Reimbursement Program**
- 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 e-mail](#)" link at the very bottom of this e-mail to share *Perspectives* with friends and families and invite them to receive our newsletter each month or to 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



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

Stop by our brain gym

Exercise your brain and test your skills.

Solve today's puzzle ▶▶



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.

24/7 Helpline 800.272.3900

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**Congratulations
and THANK YOU**

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

VODEC

Council Bluffs, IA

If you are interested in finding out more about our **Foundations of Dementia Care** training program for healthcare professionals and careworkers, please contact **Clayton Freeman** by e-mail or call **402.502.4301** for more information **TODAY!**



Early OnSet

is a forum for caregivers of individuals with younger onset Alzheimer's and other dementias.

Old Jokes Get Laughs

is a blog that helps to show caregivers that life goes on after the diagnosis.

Please be sure to check out these **NEW** caregiver blogs soon!

****These blogs are maintained by volunteers of the Alzheimer's Association@ Midlands Chapter.**
