



September is Memory Walk Month

September is Memory Walk month, and communities all around the nation are opening their hearts to the Alzheimer's Association and supporting a walk in their community.

The Walks are the Alzheimer's Association's biggest fundraiser, and money raised allows educators to host community presentations, training, education, personal consultations, add the latest books and DVD's to our caregivers' free lending library, and even host our annual dementia care conference for physicians, care staff, social workers, and caregivers. It's not too late to form a team and walk to end Alzheimer's disease. We're walking on [September 18 in Harlan, IA](#) at Pioneer Walking Park and we're walking on [September 26 in Omaha, NE](#) at Chalco Hills Recreation Area. You can form a team online and help raise money, or simply show up! You can even host fundraisers after the Walk - a bake sale, a spaghetti dinner, a car wash, for example - and apply it toward your team's goals!

Your support for the Memory Walk is critical this year. Unlike many organizations hit by this rough economy, the Midlands Chapter has not cut a single staff member or a single program. In fact, our educators are busier than ever, and where we might have had a dozen caregivers at a community education evening, we're having 50 or 60 in a night, desperate for information! Your Memory Walk team supports community education programs, support groups, library resources, caregiver training, and even this newsletter. Please rally your Memory Walk team, your neighbors, friends, co-workers, and colleagues and ask them to contribute toward a cause that touches everyone.

Together, we will WALK to end Alzheimer's.



REGISTER NOW!

Harlan, IA
September 18, 2010 at 9:00 a.m.
Pioneer Walking Park
<http://memorywalk2010.kintera.org/harlan>

Omaha, NE
September 26, 2010 at 12:00 p.m.
 (registration begins at 10:30 a.m.)
Chalco Hills Recreation Area
<http://memorywalk2010.kintera.org/omaha>

alzheimer's association  **memory walk '10**®

WE'RE ON THE
MOVE
TO END ALZHEIMER'S

alzheimer's association®
Midlands Chapter



Join the World on September 21st World Alzheimer's Day

*By Duane J Gross, PhD
 Midlands Chapter President and CEO*

September 21 is World Alzheimer's Day (WAD). This is a special day when the Alzheimer's Association joins with organizations and people around the globe to raise awareness about Alzheimer's and its impact on our families, communities and nations. Today, 35 million people worldwide are affected by Alzheimer's disease and dementia, and this number is growing rapidly. [World Alzheimer's Day](#) is an opportunity to raise awareness about Alzheimer's disease and the need for more education, support and research.

There are many ways for you to get involved in **World Alzheimer's Day** awareness activities and join us in the fight against Alzheimer's disease and dementia. What will you do to raise awareness about Alzheimer's where you live and work? Here are just a few ideas you may want to consider in observance of WAD.

1. On World Alzheimer's Day 2010, the new **World Alzheimer Report** will be released by Alzheimer's Disease International (ADI), highlighting the need for action in response to the growing number of people affected by Alzheimer's disease and other dementias. With a new case of dementia in the world every seventy seconds, there is no time to lose.

By reading the [World Alzheimer Report](#) you will increase your awareness about what is happening around the globe in the fight against Alzheimer's disease and dementia. Then, share it with a friend or family member or co-worker to increase their awareness of Alzheimer's and dementia.

2. Make it a priority on September 21st to [Sign the Petition](#) **Tell Congress we are ready for a breakthrough!** Whether you are someone living with or affected the disease, a scientist, or a concerned citizen who wants to be part of the movement to end Alzheimer's, you can make a difference today by signing the petition. Together, we can make Alzheimer's a national priority. Congress has the power to help defeat Alzheimer's and dementia in your lifetime. [Become an advocate!](#)

3. Encourage your colleagues to develop a [Casual for the Cause](#) day at their workplace. Employers may offer an incentive to dress casually for a donation to the Alzheimer's Association Midlands Chapter. Call 402.502.4301 for more information about going Casual for the Cause.

4. Gather your friends and family for the Walk to End Alzheimer's. The [Omaha Memory Walk](#) is scheduled for Sunday, September 26th at Chalco Hills Recreation Area. You may sign up to walk and donate on-line at www.alz.org/midlands. Celebrate WAD by forming a Memory Walk Team!

5. **Volunteer for local clinical trials.** Recruiting and retaining trial participants is the greatest obstacle, other than funding, to developing the next generation of Alzheimer treatments. Trials are recruiting people with Alzheimer's, as well as healthy volunteers to be controls. Check [TrialMatch](#) on our web page for more information on the fight against Alzheimer's and dementia.

6. Attend an [Educational Opportunity](#) offered by the Alzheimer's Association Midlands Chapter. Information on all caregiver educational opportunities is available on the Chapter web page.

7. Join a [Support Group](#) in your area. Thirty-five support groups are currently active in the Chapter territory. Information about Support Groups is listed on the Chapter web page.

8. [Make a donation.](#) Make a WAD tax-deductible donation to the Alzheimer's Association Midlands Chapter and support all of the care and support offered to persons with dementia and their caregivers at the Chapter.



Living with Dementia

Richard Taylor, PhD visited the Midlands Chapter on September 14, 2010, and shared his experience of living with dementia with a large group of caregivers and staff. Dr. Taylor is a retired psychologist and was diagnosed with Alzheimer's-type dementia in 2001 at 58 years of age. Now 67, he is a champion for individuals with early stage and young onset Alzheimer's disease. He is the author of, "Alzheimer's from the Inside Out" (Health Professions Press, 2006). Dr. Taylor serves on the board for the Houston and Southeast Texas Chapter. He has started over fifty chat rooms worldwide for people with Alzheimer's disease and their loved ones. Dr. Taylor is a compassionate advocate people living with a diagnosis of dementia.

The staff of the Midlands Chapter extends its appreciation to Dr. Taylor for his time with caregivers. His book, "Alzheimer's from the Inside Out" is available at the Chapter library. For more information you may visit his website www.richardtaylorphd.com

Save the Date - Upcoming Events

Save the Date for the following Alzheimer's Association events:

October 1 - Oktoberfest 2010 - Enjoy authentic German food and beer, music and bid on extraordinary silent auction items. At Regency Lake and Tennis Club (606 Regency Parkway). E-mail Tamara Foley at foleyclan@cox.net for ticket information. All proceeds benefit the Midlands Chapter.



November 10 - Annual Meeting - Join the Midlands Chapter Board and Staff for the annual meeting luncheon during National Alzheimer's Disease Awareness Month as we look at the achievements of the past year and look forward to the challenges of the coming year. Lunch is at the Tip Top Ballroom (1502 Cuming Street, Omaha). Tickets are \$20 and tables of 8 are \$160. Please e-mail Micah at mevans@midlandsalz.org for more information.

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](#)

[Omaha, NE Walk](#)



Asociación de Alzheimer Celebra el Mes de la Herencia Hispana

September 15 through October 15, 2010 is Hispanic Heritage Month. This month long celebration serves to increase community awareness of the many contributions of Hispanic history, culture, food, art and customs.

The Midlands Chapter reaches out into this community to raise awareness about the ravages of Alzheimer's disease and other dementias. According to statistics, people of Hispanic origin are at greater risk for Alzheimer's disease. Hispanic people one and one-half times more likely than their Caucasian counterparts to develop Alzheimer's disease. No genetic factor has been identified to explain the greater prevalence, but diabetes may contribute to the higher risk factor.

The Midlands Chapter is here to offer help and hope. Caregiver Support Groups are just one form of outreach currently being sought by the Chapter within the Hispanic community. The Chapter needs support group meeting space and facilitators who are bilingual in order to increase awareness and offer educational opportunities to the Hispanic community.



For more information on starting a support group in your neighborhood or community, contact the Alzheimer's Association Midlands Chapter at 402.502.4301 and ask for Betty. Please use our website at www.alz.org/midlands to learn more about the services of the Alzheimer's Association.

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





Please Share Our e-Newsletter

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.

Maintain Your Brain

By Rosalie Shepherd, Program Staff

"Music hath charms to sooth a savage breast, to soften rocks, or bend a knotted oak" according to William Congreve in the *Mourning Bride*, 1697. However, music may do a lot more than that, it seems. According to Boston University neuroscientist Brandon Ally who tested people diagnosed with early Alzheimer's along with healthy adults of similar age, says that music triggers memories for people with Alzheimer's disease.



The test he and his colleagues gave was to see how well those with early Alzheimer's could recognize lyrics to new, unfamiliar children's songs when they were shown four lines of rhyming lyrics for 40 songs on a computer screen. For half the songs, women sang the lyrics; for the other half they recited them.

What they found adds new support to the fact that music may help them form new memories. People with Alzheimer's disease correctly recognized 40 % of the songs they heard sung compared with 28% of those they had spoken. "The Alzheimer's patients were drawing on parts of the brain not affected by memory loss that may respond to music," said Ally.

The significance of this study is that if music can help Alzheimer's patients learn new information it could help with tasks like remembering names or when to take their medications, which could allow people to live independently longer during the early stages of the disease.

Anyone who has ever tried to learn or memorize new information knows that singing the words can help with that process. We all learned our ABC's with song. What is it about music-the melody, the rhyme, the rhythm-that seems to enhance memory. More studies have to be done, but it seems that people with early Alzheimer's disease are more likely to recognize song lyrics if they had recently heard them sung rather than spoken, suggesting music may help them form new memories.

More about music and memory next month.



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!!





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

*

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** 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.

[Forward email](#)