

Walk to End Alzheimer's – Fall 2011 – Join Us!



raising more than \$193,000 to support local programs and services.

This fall we will be leading the way again, engaging people throughout our region, and raising crucial funds so that one day we can live in a world without Alzheimer's. Join us at one or more of the following locations:

Canandaigua, M.M. Ewing Continuing Care Center:

Saturday, September 17, 2011

Rochester/Mendon Ponds Park:

Saturday, September 24, 2011

Elmira/Eldridge Park:

Saturday, October 1, 2011

Rochester/Historic Corn Hill District:

Saturday, October 22, 2011

Geneseo/Main Street:

Saturday, October 29, 2011

Recent statistics tell a serious story – every 69 seconds someone in our country develops Alzheimer's disease; 5.4 million people in the United States are living with Alzheimer's; and 10 million baby boomers will develop Alzheimer's in their lifetime. These sobering facts make participation in this year's Walk to End

Mark your calendar for the 2011 Alzheimer's Association Walk to End Alzheimer's and unite in a movement to reclaim the future for millions. Join us as we move forward and walk with a purpose, raising funds to end the nation's sixth-leading cause of death and a disease that devastates millions of families across the country.

The Walk to End Alzheimer's is the nation's largest event to raise awareness and funds for Alzheimer care, support and research. Since 1989, we've mobilized millions of Americans in the Alzheimer's Association Memory Walk; now, we're continuing to lead the way with the Walk to End Alzheimer's.

Memory Walk began in 1989 with nine Alzheimer's Association chapters raising \$149,000 from 1,249 participants. In 1993, the Walk went nationwide and raised \$4.5 million at 167 sites. Last year more than 30,000 teams participated in 600 Walks held across the country raising more than \$40 million. Our local Alzheimer's Association chapter was part of that success story,



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International Survey Reveals Attitudes Towards Alzheimer's Diagnosis and Treatment

– Alzheimer's Disease Feared Second Only to Cancer

– Majority Would Seek A Diagnosis to Explain Memory Loss and Confusion

A survey reported at the Alzheimer's Association® International Conference 2011 (AAIC 2011) in Paris by Alzheimer Europe and administered by the Harvard School of Public Health reveals that while people fear Alzheimer's second only to cancer, the overwhelming majority would go to the doctor, or take a loved one for evaluation, if they saw symptoms of memory loss and confusion.

Concerns that people with early symptoms of Alzheimer's might not seek medical evaluation, and thus miss opportunities for early detection and medical intervention, led Alzheimer Europe to survey the public about their attitudes and beliefs concerning the disease.

"The reason for the survey is the importance of promoting early Alzheimer's diagnosis, and the fact that early diagnosis is included in national dementia plans in England, France, Norway and Scotland," said Jean Georges, Executive Director of Alzheimer Europe. "In Europe, we are still encountering resistance from some in the medical profession due to their nihilistic views regarding the value of an early diagnosis and the benefits of current treatments. We were hoping that a public

opinion survey would show a willingness to gain a diagnosis and the value of confronting the disease."

Data reported at AAIC 2011 are derived from a five-country survey conducted by the Harvard School of Public Health. The study was supported by a grant to Alzheimer Europe from Bayer. A total of 2,678 adults aged 18 and over were interviewed by telephone in France (n=529), Germany (n=499), Poland (n=509), Spain (n=502), and the United States (n=639) in February 2011.

"According to the World Alzheimer's Report 2010, Alzheimer's is the most significant social and health crisis of the 21st century," said William Thies, PhD, Alzheimer's Association Chief Medical and Scientific Officer. "The overwhelming numbers of people whose lives will be altered by Alzheimer's disease and dementia, combined with the staggering economic burden on families and nations, make Alzheimer's the defining disease of this generation. However, if governments act urgently to develop national research and care strategies with appropriate smart investment, the impact of Alzheimer's and dementia can be managed."

In four of the five countries, Alzheimer's was the disease that people were second most afraid of getting, behind cancer. In the fifth country, Poland, Alzheimer's was third behind cancer and heart disease. The percentage of respondents who most feared getting cancer/Alzheimer's were: France 41.0/26.9 percent, Germany 43.8/23.0 percent, Poland 43.1/12.1 percent, Spain 48.5/23.6 percent, U.S. 39.3/21.9 percent. A large proportion of respondents were worried that they or a family member will get Alzheimer's, with significant differences between the countries (43 percent to 95 percent).

This strong fear exists even though the survey shows that Alzheimer's is under recognized as a fatal disease, especially outside the U.S. The percentage of people who answered "yes" to the question, "Do you think that Alzheimer's disease is a fatal disease or not?" was: France 44.4 percent, Germany 32.7 percent, Poland 34.3 percent, Spain 41.7 percent, U.S. 61.0 percent.

A very high percentage of respondents – more than eight in ten (85-95 percent) in each of the five countries – said that if they were exhibiting confusion or memory loss,

Walk to End Alzheimer's – Fall 2011

(continued from front cover)

Alzheimer's even more important and timely. By becoming part of our biggest fundraising event this fall, you will be joining thousands of walkers from our nine-county region to form a powerful network dedicated to making a difference.

With your help, we can raise awareness and funds to enhance Alzheimer care and support and advance critical research. Together, we are an unstoppable force in the fight against Alzheimer's. ■

For more information on the Walk to End Alzheimer's, contact Judith Lemoncelli at 585.760.5404 or judy.lemoncelli@alz.org



they would go to a doctor to determine if the cause of the symptoms was Alzheimer's disease. The numbers were even higher (94-99 percent) for wanting a family member experiencing memory loss to see a doctor for evaluation.

Many of the respondents believe there is now an effective medical or pharmaceutical treatment to slow the progression of Alzheimer's disease and make the symptoms less severe (27-63 percent). Between 38 and 59 percent believed there was a reliable test currently available to determine if a person is in the early stages of Alzheimer's disease (though neither of these statements is true).

"Many of the public have high expectations about the possibilities of treatment alternatives and medical testing. It is

important for doctors to talk to patients about what treatment and testing options are or are not available," said Robert Blendon, ScD, Professor of Health Policy and Political Analysis from the Harvard School of Public Health.

Respondents expressed strong support for increasing government spending for research on new treatments for Alzheimer's disease: France 82.6 percent, Germany 68.2 percent, Poland 74.7 percent, Spain 83.0 percent, U.S. 67.4 percent. However, the majority of survey respondents said it "would not make much difference" in how they voted for a candidate for national office.

"The fear and concern uncovered by our survey is evidence of the urgency with

which the public wants the Alzheimer's issue addressed, and eventually eliminated. Governments should follow the expressed desires of their constituents and increase funding for Alzheimer's research," Georges said.

"The willingness to get a diagnosis that was expressed by the survey respondents is encouraging, however better public education is needed. We need to address potentially unrealistic expectations about the availability of a definitive early test and effective treatment for the disease, while providing positive reasons for seeking a diagnosis in the absence of disease modifying treatments," Georges added. ■

A NOTE FROM THE PRESIDENT



Autumn is a busy time for the Alzheimer's Association!



This September, we will observe the first **World Alzheimer's Month** with a month-long recognition of the global epidemic of Alzheimer's disease. This shift is an appeal for everyone to join with us over the course of a month versus a single day. Alzheimer's Disease International (ADI) will release a global report focusing on data around the disease this year; the theme will be centered on the issue of stigma.



September 21st (formerly known as World Alzheimer's Day) will become **Alzheimer's Action Day** and continue to serve as a critical opportunity for consumer engagement and media coverage.

In November, **National Alzheimer's Disease Awareness Month** and **National Family Caregiver Month** will continue to be observed by the Association. As in the past, we will focus on caregiver resources, capitalizing on the synergies with National Family Caregiver Month in particular. For example, we will promote **Comfort Zone** and the **Caregiver Notebook** as Association products that are available along

with testimonies from users. We will also emphasize the joint publication of the second edition of *The Shriver Report: A Woman's Nation Takes on Alzheimer's*.

Finally, we will facilitate a **Chapter NAPA Input Session** modeled on a very successful event in Washington, DC last May. Since President Obama signed the National Alzheimer's Project Act (NAPA) into law, the Alzheimer's Association has been working to ensure our constituents have a say in our nation's first coordinated strategic plan to address Alzheimer's. The May event allowed more than 600 advocates to share their views and stories with government officials. On September 28th, from 2:00 PM – 4:00 PM at Nazareth College's Performing Arts Center, we will provide a forum for our local constituents to share stories with elected and government officials. Call 585.760.5405 to reserve your place.

Once again, please join us for the **WALK TO END ALZHEIMER'S** – this year we've expanded to five locations – Canandaigua, Mendon Ponds Park, Corn Hill, Geneseo and Elmira. The WALKS are the most important fund raising events for our chapter – and also provide an opportunity to increase awareness and concern for the disease, to promote participation in clinical trials, to get involved in advocacy activities, and to learn about our programs and services for all people affected. If you haven't already, please start a team and WALK with us!

As always, I thank you for your ongoing support and participation!

David Midland
President/CEO

Raise Your VOICE...To End Alzheimer's!

We have accomplished so much...

2011 Advocacy Forum in Washington, DC

The 2011 Alzheimer's Association Advocacy Forum proved to be the largest in the event's 23-year history. More than 600 advocates from across the country gathered to learn, engage and inspire others in the fight against Alzheimer's.

A large delegation of more than 50 advocates from New York met with Sen. Kirsten Gillibrand (D-N.Y.) to emphasize the need for legislation that will not only help those living with the disease, but caregivers as well.

Advocate Andy Cahn began the New York group's presentation by speaking about both the human and financial costs of the disease. He asked the senator for her support for the HOPE for Alzheimer's Act and the Breakthrough Act, a bill that would help strengthen the federal commitment to Alzheimer's research and create public-private partnerships to develop treatments and a cure.

Sen. Gillibrand, a member of the Senate Committee on Aging and the Bipartisan Congressional Task Force on Alzheimer's Disease, assured advocates that they had her backing.

"I will support all of your legislation," said Sen. Gillibrand. "I will dedicate myself to getting the dollars you need for research, care and support for friends and family members with the disease."

Advocates were also able to meet with representatives from the following legislative offices; U.S. Senator Charles Schumer, Congressman Tom Reed, Congresswoman Louise Slaughter, Congresswoman Ann Marie Buerkle and Congressman Richard Hanna.

Thank you to all of our legislators for their time and support!

Why Get Involved?

CHRISTINE FEARS BRANCHE...

"We've got to find a way to manage Alzheimer's and ultimately find a way to prevent it. You wouldn't want this to happen to your family. Let's see if we can stop it from happening to all families."

How You Can Get Involved

ATTEND THE LOCAL ALZHEIMER'S PUBLIC INPUT SESSION

Building on the Alzheimer's Association's commitment to provide platforms of engagement for those directly affected by Alzheimer's disease, the Association will hold a public input session to listen to the views and perspectives of stakeholders in the Alzheimer's community about what a National Alzheimer's Plan should include. This input session is one of many taking place throughout the country. The recommendations and comments expressed during these sessions will be collected, analyzed and shared this fall with officials from the U.S. Department of Health and Human Services, the agency responsible for creating a national plan to address the rapidly escalating Alzheimer's crisis and coordinate federal government efforts.

The Input Session Listening Panel members include Congressman Tom Reed and Corinda Crossdale, Director of the Monroe County Office for the Aging. Additional panelists will be announced.

Date: Wednesday, September 28, 2011

Time: 2:00 PM – 4:00 PM

Location: Nazareth College Performing Arts Center

Reservation are required, please call Kelly Harris at 585.760.5405 or kelly.harris@alz.org to reserve your seat today!

BECOME AN ALZHEIMER'S ADVOCATE

To become an Alzheimer's Advocate contact Kelly Harris at 585.760.5405, email kelly.harris@alz.org or visit our website at www.alz.org/rochesterny click the Become an Advocate button.

An advocate is someone who is ready to take action. Are you ready to take action?

Alzheimer's Advocate Actions include:

- Writing, calling or emailing your legislator on specific legislation
- Volunteering at agency events to sign on new advocates
- Visiting with your local legislators



Golisano Foundation Donates \$30,000

Gift will provide services to persons with developmental disabilities as well as dementia



The Alzheimer's Association Rochester New York Chapter is the recipient of a \$30,000 gift from the Golisano Foundation. The grant will help underwrite a portion of the Chapter's Dementia Support Services Program, from May 2011 through April 2012.

David Midland, the Chapter's CEO/President, applauded the commitment. "We are thrilled with this generous donation from the Golisano Foundation," said Midland. "This grant will help leverage opportunities for individuals

living with dementia and a developmental disability by integrating independence, self-determination and productivity into all facets of their lives."

The Chapter's Dementia Support Services Program promotes aging in place throughout the Finger Lakes region with great sensitivity for the health and safety of persons with developmental disabilities and Alzheimer's disease and related dementias. This program blends support and management strategies to delay or avoid nursing home placement by increasing collaboration and cross-

agency responses to the needs of both the person with special needs as well as their caregivers.

Services provided include care consultation; education and discussion for professional care providers as well as family caregivers; peer discussion groups; and safety assessments of the residence and day program.

For further information on the Dementia Support Services Program or to learn more about any of our programs and services, visit alz.org/rochesterny or call 800.272.3900.

Free Tours offered at the Memorial Art Gallery

Meet Me at the MAG is made possible in part by a gift made in memory of Audrey Gordon and a partnership with the Memorial Art Gallery. Join other care partners and people with dementia for a rare opportunity to view the Gallery's collection when it is closed to the public. You will be led through the Gallery by expert docents to experience art-viewing like never before! Special exhibits and a private concert on the Italian Baroque Organ are part of the afternoon. This is an offering you won't want to miss! The first Tuesday of every month. Call to register, 1.800.272.3900.

Early Stage Advisory Council

The Alzheimer's Association is pleased to announce the 2nd Early Stage Advisory Council. Please join us in welcoming Manville, Carol, Mary Anne, Richard, Terry, and Leo who will serve a one year term from July 1, 2011 – June 30, 2012. To better develop and expand our programs and services, this council will provide feedback to the chapter and will also help raise awareness about early-stage issues. Council members may be called upon to participate in various opportunities including Voices, the Early Stage Conference, Panel Discussions, Donor Follow-Up Calls, Public Relations/Media Opportunities, and Program Awareness and Promotion.

Alzheimer's Association Mourns the Loss of a Remarkable Volunteer

Fred Gayton has been a dedicated volunteer of the Alzheimer's Association for over 7 years as a Support Group Facilitator and Librarian. His dedication to our mission can never be underestimated. We wish to take this moment to recognize Fred for his countless hours of service and support to those impacted by dementia and their caregivers. Fred lost his battle with Lung Cancer on July 21st. Our hearts go out to Fred's family and friends during this difficult time as we share in their loss.

Caregiver Support Groups

The Alzheimer's Association sponsors ongoing support groups for caregivers throughout our nine county region. These monthly gatherings provide an opportunity for people caring for a person with Alzheimer's disease to meet regularly for emotional support and to share coping skills with one another in a confidential environment. Other family and friends are also invited to attend. *In addition to dementia-specific support groups, the Alzheimer's Association also offers general support groups to those caring for an aging loved one with long and short-term care needs. These support groups are highlighted in green.*

CHEMUNG COUNTY

ELMIRA

St. Joseph's Hospital
4th Thursday
6:30 – 7:30 PM

St. Mary's Church
4th Monday

1:00 – 2:00 PM

HORSEHEADS

The Courtyards at
Bethany Village
3rd Thursday
12:15 – 1:15 PM

LIVINGSTON COUNTY

DANSVILLE

Noyes Memorial
Hospital
1st Monday
7:00 – 8:30 PM

GENESEO

The United Methodist
Church
2nd Tuesday
1:00 – 2:30 PM

MONROE COUNTY

BRIGHTON*

JCC of Rochester *
(Younger Onset)
3rd Thursday
6:30 – 7:30 PM

BROCKPORT

Brockport Methodist
Church
2nd Thursday
7:00 – 8:30 PM

FAIRPORT

Church of the
Assumption
1st Tuesday
1:00 – 2:00 PM

GATES

Seabury Woods
3rd Tuesday
5:30 – 7:00 PM

*Trinity Emmanuel
Lutheran Church**

*1st Friday
6:00 – 7:00 PM*

GREECE

*Park Ridge Free
Methodist Church**
1st Wednesday
5:30 – 6:30 PM

HENRIETTA

Monroe Community
Hospital
1st Thursday
1:00 – 2:00 PM

Monroe Community
Hospital
3rd Tuesday
6:00 – 7:30 PM

Monroe Community
Hospital

4th Wednesday
4:00 – 5:00 PM

IRONDEQUOIT

St. Cecilia's
3rd Thursday
1:00 – 2:00 PM

PENFIELD

Penfield Library
3rd Wednesday
7:00 – 8:30 PM

PITTSFORD

Pittsford Library
2nd Wednesday
12:30 – 2:00 PM

ROCHESTER

St. Ann's
Last Tuesday
5:00 – 6:00 PM

St. Bernard's Park
Last Monday
9:30 – 11:00 AM

WEBSTER

Cherry Ridge
2nd Wednesday
3:00 – 4:00 PM

ONTARIO COUNTY

CANANDAIGUA

Canandaigua VA
1st Thursday
1:00 – 2:30 PM

CLIFTON SPRINGS

Clifton Springs Hospital
3rd Wednesday
12:00 – 1:00 PM

SENECA COUNTY

WATERLOO

Huntington Living
Center
2nd Friday
1:30 – 2:30 PM

Seneca Co. Office
for the Aging
3rd Thursday
1:30 – 3:00 PM

SCHUYLER COUNTY

WATKINS GLEN

St. Mary's Center
3rd Thursday
7:00 – 8:00 PM

STEUBEN COUNTY

BATH

Steuben Co.
Health Care Facility**
2nd Monday
10:30 AM-12:00pm

PAINTED POST

Green Meadows
4th Monday
2:30 – 4:00 PM

WAYNE COUNTY

LYONS

Wayne Co. Office
for the Aging
2nd Tuesday
2:00 – 3:30 PM

YATES COUNTY

PENN YAN

Yates Co. Office
for the Aging
2nd Thursday
2:00 – 3:00 PM

All support groups offered by The Alzheimer's Association are offered free of charge and registration is not required. In-home respite care for your loved one during a support group is available with one week's notice. For more information on support groups and telephone support options, or to arrange in-home care, please call 800.272.3900.

For additional info on support groups for people caring for an aging loved one without dementia, please call 585.760.5470.

* Specialty group **Specialty group for spouses/partners only

Caregiver Resource Centers

In collaboration with Monroe County, the Alzheimer's Association provides Caregiver Resource Centers in three locations. We offer listings of educational opportunities, support groups and other helpful materials regarding caring for an aging loved one.

Jewish Home of Rochester
2021 Winton Road South
Rochester, NY 14618

Mt. Olivet Baptist Church
141 Adams Street
Rochester, NY 14608

Salvation Army
70 Liberty Pole Way
Rochester, NY 14604

For more information, please contact the Alzheimer's Association at 585.760.5470.

What's New in the Marie C. and Joseph C. Wilson Library

Alzheimer's: A Multi-Cultural Perspective, Terra Nova Films.

This documentary focuses on the experiences of four families as they care for an elder with Alzheimer's disease. The ethnic groups included in this video are Chinese, Japanese, Latino, and Vietnamese. The video demonstrates obstacles they face including cultural barriers, lack of support from extended family and provides information about the disease. Gerontologists discuss solutions to concerns presented by family members.

All books, videos and memory boxes can be requested via the web at <http://alz-rochesterny.org/library.php> or by calling the Alzheimer's Association at 800.272.3900. A \$20 deposit is required for all videos and DVD's as well as our memory boxes.

Please join us on
Alzheimer's Action Day
Wednesday, September 21st

for an Open House at our new office located at Bethany Village, 3005 Watkins Road, Horseheads. Stop in anytime between 11:00 AM – 1:00 PM.

Please confirm your attendance by contacting Kelly Harris at 585.760.5405 or kelly.harris@alz.org

Save the Date!

Did You Know?

Free transportation is available for early stage engagement activities sponsored by the Alzheimer's Association. These include **Meet Me at the MAG, Just for Coffee, Just Friends Social Club** and more!

Call 1.800.272.3900 for further details.



safe  association®
return

Safe Return Saves Lives

MedicAlert®+ Alzheimer's Association Safe Return® is a program to help identify, locate and return individuals who are memory impaired. Sixty percent of people with Alzheimer's disease will wander and research shows that almost half of those will be severely compromised or die of dehydration or the elements unless found within the first 24 hours. Those enrolled in Safe Return are located nearly 100% of the time. The partnership with MedicAlert® ensures that medical information is available for emergency providers upon recovery.

Enrollment is as easy as visiting our web site at www.alz.org/rochesterny and clicking on "we can help" and then MedicAlert®+ Safe Return on the drop down menu. The initial enrollment fee is \$54.90 (enrollment plus S&H) with a \$30 administration fee per year after the first year. Financial assistance is available. You may use your VISA, MasterCard, American Express, Discover or pay by cash or check at one of the MedicAlert®+ Safe Return sites listed below.

- **Monroe County:** Alzheimer's Association, 800.272.3900
- **Bath:** Steuben County Office for the Aging, 607.664.2298
- **Canandaigua:** Ontario County Office for the Aging, 585.396.4040
- **Dansville:** Noyes Memorial Hospital, 585.335.4359
- **Elmira:** Chemung County Office for the Aging, 607.737.5520
- **Geneva:** Adult Day Health Center, 315.787.4710
- **Lyons:** Wayne County Department of Aging and Youth, 315.946.5624
- **Montour Falls:** Schuyler County Office for the Aging, 607.535.7108
- **Mt. Morris:** Livingston County Office for the Aging, 585.243.7520
- **Penn Yan:** ProAction Yates County Office for the Aging, 315.536.5515
- **Waterloo:** Seneca County Office for the Aging, 315.539.1765



New Support Group for People Under 65 Years Old with Dementia

This support group is specifically designed for individuals with younger onset dementia meaning they were diagnosed with dementia under the age of 65. Please join us on:

Date:	3 rd Thursday of the month
Time:	6:30-7:30 PM
Location:	Jewish Community Center, 1200 Edgewood Avenue, Brighton, NY

Please contact the Alzheimer's Association at 800.272.3900 for further information.

Early Stage Support Group

Were you or your loved one recently diagnosed with dementia? Consider attending our Early Stage Support Group (ESSG), an opportunity to become part of the Alzheimer's Association's wealth of support options.

ESSG is an interactive group that offers both the person with Alzheimer's disease or a related dementia and their care partner an opportunity to learn together about the disease, meet others and gain support. The series is offered six times per year at locations in Monroe, Chemung and Wayne County. The group consists of eight weekly, two hour meetings. Each session includes a large group discussion on a selected topic, a guest speaker and small group discussions to allow the people with dementia and care partners a chance to talk with one another about their individual concerns. Topics covered include:

- Basics of Dementia/Brain Tour
- Disclosure/Changing Relationships
- The Care Team/Resources/Future Planning
- Living with the Diagnosis
- Tools for Maintaining Independence
- Medications/Research
- Stigma/Advocacy

Register today at 800.272.3900.

Just for Coffee New offering in Hilton

The Alzheimer's Association offers a program specifically for people with early to middle stages of memory loss. Persons affected by dementia, along with a friend or family member, are invited to attend "Just for Coffee" at St. George's Episcopal Church, in Hilton. The church is located at 635 Old Wilder Road in the town of Hilton.



In a casual atmosphere, Just for Coffee guests can enjoy a cup of coffee or tea and socialize with one another, sharing experiences and building friendships. There is no charge or pre-registration necessary, and the only requirement is that the participant is accompanied by a trusted family member or friend.

Just for Coffee at St. George's Episcopal Church will be held the second and fourth Wednesday of every month from 1:30-3:30 PM. Or join us at our other Just for Coffee location at Pieter's Family Life Center, 1025 Commons Way, Rochester, NY, 1:30-3:30 meeting September 26th and beginning in October the first and third Monday of each month. For more information, visit alz.org/rochesterny or call 800.272.3900.

Fall Community Forum Announced: "Memory and Aging: A Gray Matter"

The public is invited and encouraged to attend our Fall Community Forum, featuring Dr. Fred Marshall and Dr. Charles Duffy, on Thursday, November 10, 2011 from 6:30 pm to 8:00 pm at Monroe Community Hospital, First Floor Auditorium. The title of their discussion is "Memory and Aging: A Gray Matter." This event is free of charge and numerous community vendors will display information about programs and services. register by calling 800.272.3900.

Drs. Marshall and Duffy both have a long history of serving the medical needs of individuals from our region, leading world-class dementia research, and working closely with the Alzheimer's Association to support patients and families.

Fred Marshall, M.D. is a neurologist with the University of Rochester. He directs the Memory Care Program. Since completing a fellowship in Movement Disorders and Experimental Therapeutics in 1994, Dr. Marshall has led research efforts, taught in the medical school, and co-directs the Neurology Clerkship program for medical students.

Charles Duffy, M.D., Ph.D., is also a neurologist with the University of Rochester and a Professor within the Departments of Neurology and Neurobiology. Dr. Duffy earned his medical degree and Ph.D. in physiology at Johns Hopkins University School of Medicine and is a recipient of the Sloan Foundation Fellowship.

We look forward to your attendance!

Care Partner Corner

Q: *My husband and I are "snowbirds" and have been spending our winters in Florida for the past 30 years. However, things have changed in the last year since my husband was diagnosed with Alzheimer's disease. He is still functioning pretty well, but is more easily confused when things change. He has been asking if we are still going to Florida. We love going and would like to continue this as long as he can tolerate it. What are some safety measures I can take or things I can do to plan ahead to make the transitions as smooth as possible?*

A: Like many Western New Yorkers, a winter in Florida can be a time to look forward to. Traveling with someone with dementia takes some additional planning, but can still prove to be a rewarding experience for you and your husband. Here are some tips that may be helpful to you.

- Changes in environment can trigger wandering. Be sure to enroll in MedicAlert® + Alzheimer's Association Safe Return®, a 24-hour nationwide emergency response service for individuals with dementia that wander or who have a medical emergency. The enrollment phone number is 1.888.572.8566. Those already enrolled should notify MedicAlert + Safe Return of travel plans.
- Evaluate options for the best mode of travel. Based on needs, abilities, safety and preferences, decide what would provide the most comfort and the least anxiety.
- Create an itinerary that includes details about each destination. Give copies to family members or friends you will be visiting, or to emergency contacts at home. Keep a copy of your itinerary with you at all times.
- Have a bag of essentials with you at all times that include medications, your travel itinerary, and a comfortable change of clothes, water, snacks and activities.
- Remember to pack necessary medications, up-to-date medical information, a list of emergency contacts and photocopies of important legal documents.
- Allow plenty of time for rest. Don't over-schedule.
- Stay as close to normal routine as possible. For example, bathing and eating times should be on a similar schedule to what they are at home. Eating in familiar settings, such as a dining room table, may be less confusing than eating at a crowded restaurant.
- Be realistic about abilities and limitations. Allow for extra time when scheduling activities.
- Avoid very loud restaurants and places with a lot of people if the person is overly tired.
- Learn to recognize warning signs of anxiety and agitation.
- Do not overload the person with many directions or too much information.
- Learn of services available at your destination by contacting the Alzheimer's Association's nationwide 24hr helpline at 800.272.3900.



Education Opportunities for Family Caregivers

Registration is required for all caregiver education seminars. To register or for directions, call 800.272.3900 or visit our web site at www.alz.org/rochesterny. In addition to dementia specific educational programs, the Alzheimer's Association also offers seminars to caregivers caring for an aging loved one with long- and short-term care needs in Monroe County. These educational programs are highlighted in green and for more information, call 800.272.3900.

CHEMUNG COUNTY

Wednesday, September 7, 2011

"Personal Care – Getting the Most Out of Your Activities of Daily Living"

1:00 PM – 2:30 PM

First Presbyterian Church
1054 W. Clinton St, Elmira

Wednesday, September 7, 2011

"Community Resources" / "Family Dynamics and Conflicts"

6:30 PM – 8:00 PM

St. Mary's Church Southside
224 Franklin St, Elmira

Wednesday, September 14, 2011

"What Everyone Should Know About Alzheimer's Disease" led by

Thomas Caprio, MD

7:00 PM – 8:30 PM

First United Methodist
Church of Horseheads
1034 Broad St, Horseheads

Wednesday, October 5, 2011

"Personal Care – Instrumental Activities of Daily Living and Remaining Independent"

1:00 PM – 2:30 PM

First Presbyterian Church
1054 W. Clinton St, Elmira

Wednesday, October 5, 2011

"Managing Challenging Behaviors"

6:30 PM – 8:00 PM

St. Mary's Church Southside
224 Franklin St, Elmira

Tuesday, October 18, 2011

"Working with Your Physician through the Diagnosis Process" / "Adjusting to Residential Care"

2:00 PM – 4:00 PM

Chemung County Department of Aging and Long Term Care
425 Pennsylvania Ave, Elmira

Wednesday, November 2, 2011

"Caregiver Efficacy: Coping and Empowerment"

1:00 PM – 2:30 PM

First Presbyterian Church
1054 W. Clinton St, Elmira

Wednesday, November 2, 2011

"Effective Communication" / "Caregiving During Holidays and Special Events/Travel"

6:30 PM – 8:00 PM

St. Mary's Church Southside
224 Franklin St, Elmira

Wednesday, December 7, 2011

"How to Utilize Home Care"

1:00 PM – 2:30 PM

First Presbyterian Church
1054 W. Clinton St, Elmira

Wednesday, December 7, 2011

"Seminar for Understanding Alzheimer's Disease" *

6:30 PM – 8:00 PM

St. Mary's Church Southside
224 Franklin St, Elmira

Tuesday, December 20, 2011

"Managing Challenging Behaviors" / "Family Dynamics and Conflicts"

6:00 PM – 8:00 PM

Chemung County Department of Aging and Long Term Care,
425 Pennsylvania Ave, Elmira

LIVINGSTON COUNTY

Thursday, October 13, 2011

"Safety Concerns" / "Family Dynamics and Conflicts"

2:00 PM – 4:00 PM

Noyes Memorial Hospital
111 Clara Barton St, Dansville

Thursday, December 8, 2011

"Seminar for Understanding Alzheimer's Disease" *

6:00 PM – 8:00 PM

Central Presbyterian Church
31 Center St, Geneseo



MONROE COUNTY

Wednesday, September 14, 2011

"Seminar for Understanding Alzheimer's Disease" *

6:30 PM – 8:30 PM

Monroe Community Hospital, Alzheimer's Association Education Center, 3rd Floor
435 East Henrietta Rd, Rochester

Wednesday, September 21, 2011

"Safety Concerns"

1:00 PM – 2:00 PM

St. Ann's at Cherry Ridge
900 Cherry Ridge Blvd, Webster

Monday, September 26, 2011

Caring for an Aging Loved One (CALO):
Week 5: "Financial Planning" / "Elder Law: Estate and Medicaid Planning" / "Advance Directives"

6:30 PM – 8:00 PM

Faith Lutheran Church
2576 Browncroft Blvd, Rochester

Wednesday, September 28, 2011

Caregiving 109: "Give Me Hope: Alzheimer's and the Promise of Research"

6:30 PM – 8:30 PM

The Summit at Brighton
Creative Arts Room
2000 Summit Circle Dr, Rochester

Monday, October 3, 2011

"How to Utilize Home Care" / "Managing Challenging Behaviors"

1:00 PM – 3:00 PM

Chili Senior Center
3235 Chili Ave, Rochester



Monday, October 10, 2011

"Personal Care – Getting the Most Out of Your Activities of Daily Living" / "Personal Care – Instrumental Activities of Daily Living and Remaining Independent"

1:00 PM – 3:00 PM

Greece Baptist Church
1230 Long Pond Rd, Rochester

Wednesday, October 19, 2011

"Taking Care of Yourself"

1:00 PM – 2:00 PM

St. Ann's at Cherry Ridge
900 Cherry Ridge Blvd, Webster

Tuesday, October 25, 2011

"Managing Challenging Behaviors"

3:00 PM – 4:00 PM

Crimson Ridge
1 Treeline Dr, Rochester

Wednesday, October 26, 2011

"Seminar for Understanding Alzheimer's Disease" *

6:30 PM – 8:30 PM

The Summit at Brighton
Creative Arts Room
2000 Summit Circle Dr, Rochester

Thursday, October 27, 2011

"Personal Care – Getting the Most Out of Your Activities of Daily Living" / "Personal Care – Instrumental Activities of Daily Living and Remaining Independent"

1:00 PM – 3:00 PM

Clare Bridge of Perinton
159 Sully's Tr, Pittsford

Monday, November 7, 2011

"Personal Care – Getting the Most Out of Your Activities of Daily Living" / "Personal Care – Instrumental Activities of Daily Living and Remaining Independent"

1:00 PM – 3:00 PM

Chili Senior Center
3235 Chili Ave, Rochester

Wednesday, November 9, 2011

"Seminar for Understanding Alzheimer's Disease" *

6:30 PM – 8:30 PM

Monroe Community Hospital, Alzheimer's Association Education Center, 3rd Floor
435 East Henrietta Rd, Rochester

Wednesday, November 16, 2011

"Managing Grief and Guilt"

1:00 PM – 2:00 PM

St. Ann's at Cherry Ridge
900 Cherry Ridge Blvd, Webster

* A two-hour seminar designed for families of persons newly diagnosed with Alzheimer's disease.

Monday, November 21, 2011

“Topic: TBD”
6:30 PM – 8:00 PM
Mt. Olivet Baptist Church
141 Adams St, Rochester

Wednesday, November 23, 2011

Caregiving 110: “Helping One Another:
Falls, Restraint-Free Care,
and Wandering”
6:30 PM – 8:30 PM
The Summit at Brighton
Creative Arts Room
2000 Summit Circle Dr, Rochester

Monday, November 28, 2011

Caring for an Aging Loved One (CALO):
Week 6: “Nurturing the Human Spirit”
6:30 PM – 8:00 PM
Faith Lutheran Church
2576 Browncroft Blvd, Rochester

Monday, December 5, 2011

“Adjusting to Residential Care” / “Safety
Concerns”
1:00 PM – 3:00 PM
Chili Senior Center
3235 Chili Ave, Rochester

Monday, December 12, 2011

“Managing Challenging Behaviors” /
“Working with Your Physician through
the Diagnosis Process”
1:00 PM – 3:00 PM
Greece Baptist Church
1230 Long Pond Rd, Rochester

Wednesday, December 21, 2011

“Know the Ten Signs”
1:00 PM – 2:00 PM
St. Ann’s at Cherry Ridge
900 Cherry Ridge Blvd, Webster

**Governor Cuomo Signs Law for Missing
Vulnerable Adult Alert System in New York**

On Monday, July 25, the Alzheimer’s Association experienced a milestone win for adults with dementia or cognitive impairment in New York State – and we’d like to thank advocates and supporters like you for making it happen.

The new law will create a statewide alert system, for missing vulnerable adults, which will help authorities locate cognitively impaired adults who wander or go missing.

Under the new ‘Gold Alert’ system, the same Amber Alert mechanisms that are used to find missing children will be activated for missing vulnerable adults, including:

- Printing and distribution of photos and posters
- A toll-free 24-hour hotline
- Special training for law enforcement personnel
- Assistance for returning missing adults who are located out of state

Stay tuned for more information to come about the new ‘Gold Alert’ system and how it affects you at alz.org/rochesterny.

Thursday, December 22, 2011

“How to Talk to Your Doctor” / “Role
Changes and Transitions”
1:00 PM – 3:00 PM
Clare Bridge of Perinton
159 Sully’s Tr, Pittsford

Wednesday, December 28, 2011

“Seminar for Understanding
Alzheimer’s Disease” *
6:30 PM – 8:30 PM
The Summit at Brighton
Creative Arts Room
2000 Summit Circle Dr, Rochester

ONTARIO COUNTY

Tuesday, September 6, 2011

“Seminar for Understanding
Alzheimer’s Disease” *
2:00 PM – 4:00 PM
Ontario County Office for the Aging,
3010 County Complex Dr, Canandaigua

Tuesday, November 1, 2011

“Effective Communication” / “Managing
Challenging Behaviors”
2:00 PM – 4:00 PM
Ontario County Office for the Aging
3010 County Complex Dr, Canandaigua

SCHUYLER COUNTY

Tuesday, September 20, 2011

“Family Dynamics and Conflicts” /
“Managing Challenging Behaviors”
6:00 PM – 8:00 PM
Schuyler County Human Services Complex
Silver Spoon Café
323 Owego St, Montour Falls

Tuesday, November 15, 2011

“Caregiver Efficacy: Coping
and Empowerment” / “Effective
Communication”
6:00 PM – 8:00 PM
Schuyler County Human Services Complex
Silver Spoon Café
323 Owego St, Montour Falls

Tuesday, December 20, 2011

“Community Resources” /
 “Meaningful Activities for Persons
 with Dementia”
 2:00 PM – 4:00 PM
 Schuyler County Human Services
 Complex
 Conference Room 115
 323 Owego St, Montour Falls

STEBEN COUNTY

Thursday, October 13, 2011

“Seminar for Understanding
 Alzheimer’s Disease” *
 6:00 PM – 8:00 PM
 Centenary United Methodist Church
 3 W. Washington St, Bath

Thursday, December 8, 2011

“Managing Challenging Behaviors” /
 “Effective Communication”
 2:00 PM – 4:00 PM
 Wayland Free Library
 101 W. Naples St, Wayland

WAYNE COUNTY

Thursday, September 15, 2011

“Seminar for Understanding
 Alzheimer’s Disease” *
 1:00 PM – 3:00 PM
 Wayne County Department of
 Aging and Youth
 1519 Nye Rd, Lyons

** A seminar designed for families
 of persons newly diagnosed with
 Alzheimer’s disease.*

Skill-Based Caregiver Education

Through the generous support of the United Way of Greater Rochester, Visiting Nurse Service of Rochester and **Monroe County**, Inc in collaboration with the Alzheimer’s Association, skill based education is being offered **free of charge**.

The classes will be held at: Visiting Nurse Service, 65 College Ave. Rochester, NY 14607 (between the United Way and Red Cross)

Parking is available for free across the street. Please call the Alzheimer’s Association at 800.272.3900 to register. Respite Care is also available for your loved one at no cost if needed. Please advise the receptionist if respite is needed at the time of registration.

VOICES

“VOICES” poses questions to a panel of individuals with dementia. This issue, our panelists include Joe, Manville, Rick, Terry, Mary Anne and Leo.

If you have a question or would like to know more about participating, please call 1.800.272.3900.

Question: *For those with dementia, living in the moment is important. What are some ways you “live in the moment”? What advice would you give to someone with dementia who is feeling down and having difficulty seeing the positives in his/her life?*

Answer: Panelists suggested the following:

Try to stay engaged in life as best you can on a daily basis and take pleasure in the process of an activity rather than focusing on the outcome. Staying busy with household tasks or hobbies to have the sense that you are still contributing to the household was also discussed. One man tries selecting activities that he knows will be more comfortable for him and tends to stay away from those that will increase his frustration.

All agreed that staying active and engaged was a good way to focus on the present rather than worrying about the future. They would advise others with dementia to be open with their diagnosis.

Panelists felt that it doesn’t help to hide your condition and find that people are usually very understanding. They also suggest finding a support group where you can talk about your feelings with non-judgmental people who understand what you are going through. All agreed that staying involved with family and friends can also be a great way to surround oneself with support on a daily basis.

Education Opportunities for Professionals

Registration is required for all professional education opportunities and a fee may be charged.
To register please call 800.272.3900 or visit www.alz.org/rochesterny.

Thursday, September 15, 2011

Train the Trainer Course #1:
"Nuts and Bolts of Dementia Care"
9:00 AM – 12:00 PM
Monroe Community Hospital,
Alzheimer's Association Education
Center, 3rd Floor
435 East Henrietta Rd, Rochester

Thursday, September 15, 2011

Train the Trainer Course #2: "Effective
Communication in Dementia Care"
1:00 PM – 4:00 PM
Monroe Community Hospital
Alzheimer's Association Education
Center, 3rd Floor
435 East Henrietta Rd, Rochester

Thursday, September 29, 2011

Train the Trainer Course #3: "Problem
Solving and Managing Behavioral Issues
in Dementia Care"
9:00 AM – 4:00 PM
Monroe Community Hospital
Alzheimer's Association Education
Center, 3rd Floor
435 East Henrietta Rd, Rochester



Thursday, October 6, 2011

Train the Trainer Course #4: "End of Life"
9:00 AM – 4:00 PM
Monroe Community Hospital
7th Floor Conference Room
435 East Henrietta Rd, Rochester

Thursday, October 20, 2011

Train the Trainer Course #5:
"Sexuality and Intimacy"
9:00 AM – 12:00 PM
Monroe Community Hospital,
Alzheimer's Association Education
Center, 3rd Floor
435 East Henrietta Rd, Rochester

Thursday, October 20, 2011

Train the Trainer Course #6:
"Spirituality"
1:00 PM – 4:00 PM
Monroe Community Hospital
Alzheimer's Association Education
Center, 3rd Floor
435 East Henrietta Rd, Rochester

Thursday, October 27, 2011

Train the Trainer Course # 7:
"Meaningful Activities for
Dementia Specific Care"
9:00 AM – 12:00 PM
Monroe Community Hospital
Alzheimer's Association Education
Center, 3rd Floor
435 East Henrietta Rd, Rochester

Alois Society

The Alois Society is a group of leadership donors who make gifts of \$1,000 or more each year to support our vital programs and services. Alois Society members assist in keeping our organization's framework strong and vibrant. They provide the very foundation of our day-to-day work, and for that, we are deeply grateful.

\$10,000 and Above

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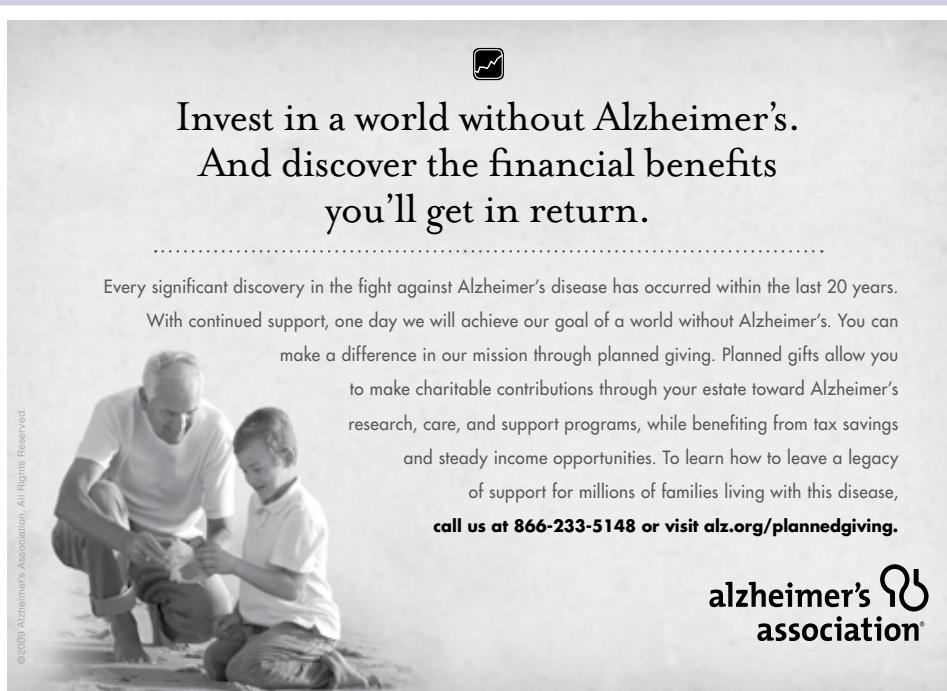
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*deceased

For more information about the Alois Society and how to become a member, please contact Judith Lemoncelli, Senior Development Director at 585.760.5404 or judy.lemoncelli@alz.org.






**Invest in a world without Alzheimer's.
 And discover the financial benefits
 you'll get in return.**

.....

Every significant discovery in the fight against Alzheimer's disease has occurred within the last 20 years. With continued support, one day we will achieve our goal of a world without Alzheimer's. You can make a difference in our mission through planned giving. Planned gifts allow you to make charitable contributions through your estate toward Alzheimer's research, care, and support programs, while benefiting from tax savings and steady income opportunities. To learn how to leave a legacy of support for millions of families living with this disease, **call us at 866-233-5148 or visit alz.org/plannedgiving.**

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Address Service Requested

24-Hour Helpline

- Available any time, day or night
- Information about Alzheimer's disease
- Referrals to services and resources in the community

Care Consultation

- Assessment of needs
- Assistance with planning and problem solving
- Development of an action plan

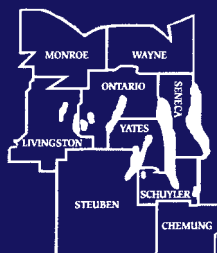
Counseling

- For individuals and families
- Designed to help sort out issues
- Helps with reaching decisions appropriate to life circumstances

www.alz.org/rochesterny

800.272.3900 24-hour helpline

585.760.5401 facsimile



We serve Chemung, Livingston, Monroe, Ontario, Schuyler, Seneca, Steuben, Wayne and Yates counties.



Save the Dates!

**SATURDAY, SEPTEMBER 17, 2011
CANANDAIGUA, NY**

Registration: 9:00 AM **Walk:** 10:00 AM
Location: M. M. Ewing Continuing Care Center
350 Parrish St., Canandaigua, NY

**SATURDAY, SEPTEMBER 24, 2011
ROCHESTER, NY – MENDON PONDS**

Registration: 9:00 AM **Walk:** 10:00 AM
Location: Mendon Ponds Park, Rochester, NY

**SATURDAY, OCTOBER 1, 2011
ELMIRA, NY**

Registration: 9:00 AM **Walk:** 10:00 AM
Location: Eldridge Park, Elmira, NY

**SATURDAY, OCTOBER 22, 2011
ROCHESTER, NY – CORN HILL**

Registration: 9:00 AM **Walk:** 10:00 AM
Location: Corn Hill Neighborhood - Adams Street
Recreation Center, Rochester, NY

**SATURDAY, OCTOBER 29, 2011
GENESEO, NY**

Registration: 9:00 AM **Walk:** 10:00 AM
Location: Village Park – Main Street, Geneseo, NY

REGISTER TODAY AT: www.alz.org/rochesterny
For more information contact the Alzheimer's Association
at 585.760.5472 or email christine.lacey@alz.org

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