



fundraising is more than just raising funds

Here at the Western New York chapter of the Alzheimer's Association, we are constantly amazed at the types of creative fundraisers people come up with to support our mission. Some of them are larger scale events and some of them take a more personal and grassroots approach. The common thread that pulls people who fundraise for us together is their personal connection to the disease and their desire to honor or celebrate the life of someone they loved who has been touched by dementia.

This story features two individuals and a company who have come up with some extraordinary fundraisers to support the chapter's Walk to End Alzheimer's. Although they were or are raising money for their walk teams, these fundraisers can be implemented any time of year and be counted towards your walk totals. Now, let's see what some of our supporters have been up to.

Mary Ann Made it Personal

Leon and Mary Ann Guz were married on July 30, 1960. Neither of them anticipated a future involving Alzheimer's disease until Leon was diagnosed 15 years ago.

Last year, Mary Ann knew she wanted to raise funds for the chapter and incorporate her and Leon's 50th wedding anniversary. She sent letters to friends and family inviting them to help celebrate their anniversary by making a donation to her Walk fundraising efforts. Her hope was to raise a \$100 for each year she and Leon had been married. The response Mary Ann and Leon saw was overwhelming. They far exceeded their goal and raised \$7,400 just by making a simple ask to important people in their lives.

Mary Ann explained, "They cannot possibly understand what you are going through, but they try. People really care."

Marty Put the FUN in Fundraising

The past few years, Marty Gregoire has been a real fundraising innovator for the chapter. He has been dedicated to raising funds for his Walk team, but more importantly he has wanted to honor his mother who is living with Alzheimer's disease.

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September 17, 2011

Batavia – Genesee County Nursing Home
Medina – Medina Canal Basin Park

September 24, 2011

Buffalo – Delaware Park/Buffalo Zoo

October 1, 2011

Chautauqua – Chautauqua Institution
Lewiston – Artpark

Log onto AlzWalkWNY.com to register.

contact us

Alzheimer's Association, WNY Chapter

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Williamsville, NY 14221

716.626.0600 | 1.800.272.3900

program.wny@alz.org

www.alz.org/wny

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10 simple ways to make a difference

Leilani Pelletier, MS, Executive Director

As I sit down to write this, it is 10 years to the day that I walked into the chapter for the first time as a staff member.

In these years, much has changed. Much has remained the same but with an unmistakable new sense of urgency.

What hasn't changed? A team working tirelessly for the benefit of people with dementia and their caregivers and toward the vision of a future without dementia. Volunteers, board members and staff giving of their time and talent and resources. Many of the faces have changed – new ones have joined us and old friends have moved to new challenges – but they have all left an indelible mark on those they have helped. And now, as I promised early on, I keep sharing with you what we need to keep moving forward:

Please use our services. Above all, we are here to help. If you or someone you know is impacted by dementia, contact us today so we can help you provide the best quality of life for anyone impacted by dementia.

Visit actionalz.org and sign up as an Alzheimer's Champion. Pledge to take two actions a year, however simple, to further our mission.

Join a chapter committee. Those with skills in dementia care, strategic plan implementation, finance, investment, support group facilitation, development and advocacy can join one of our committees and lend their expertise.

Help us with urban outreach in Buffalo and Niagara Falls. If you work, live or socialize in these cities, help us improve our reach to these areas by providing us with people or organizations we can partner with to reach those impacted by dementia.

Refer your patients to us early in the disease process. If you are a physician, nurse practitioner, physician assistant or pharmacist treating those with dementia, their caregivers and families, please let them know we are here to help. A simple HIPAA friendly rapid referral is all it takes. Call or e-mail (Leilani.Pelletier@alz.org) me and I will get you what you need.

Tell your Human Resources department or Employee Assistance program about us. Let them know that we can bring resources, support and education right to your workplace before, during or after the workday. Since our website is busiest Monday through Friday from 9am-5pm, we know people are looking for us at work.

Hold a fundraiser. Instead of gifts at a housewarming party or wedding favors, make donations to the chapter. Collect and honor or memorialize someone impacted by the disease.

Keep our brochures and newsletters on hand. You probably encounter those impacted by dementia all the time like we do, so help us spread the word about the help we can provide.

Speak to leaders in your faith-based community. Ask them to include us as an educational resource for a group or community service effort.

Become a Memory Maker! That means donating \$12 a month for 12 months. Make a friend or loved one a Memory Maker as a gift! It is easy, and helps us tremendously by allowing us to better plan for use of our resources. Just call, and we can do it all by phone.



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fundraising is more than just raising funds

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Last year, he launched an iPad raffle. The concept was simple (and popular) – he printed and sold a limited number of tickets for \$20 each, picked a winner, awarded the winner their iPad and gave the proceeds to the chapter. It yielded \$5,500 for his Walk team. The fundraiser was such a hit, Marty is doing it again. This year, he entered a contest through West Herr's Facebook page to win an iPad2, and he did. He is using that iPad2 for his raffle this year. At the beginning of June, half of the raffle tickets were already sold.

As if his iPad2 raffle wasn't enough, Marty also decided to embark on a new fundraising adventure by organizing Strike Out Alzheimer's, a bowl-a-thon to benefit the chapter and Marty's Walk team. It was held on May 21, and it was a huge success. By securing lane sponsors, teams, donations and prizes, Strike Out Alzheimer's raised over \$5,000.

Marty talks about organizing the first-time bowl-a-thon. "As with any event, the devil is always in the details. It certainly hasn't been easy to balance the planning of the event with my responsibilities as a caregiver, but I enjoy the challenge. Luckily I have a network of family and friends that are always there for support. It couldn't be done without them."

Marty also gives some other advice. "Fundraising starts with F-U-N. Whatever your idea, let it be something you enjoy. Regardless if you raise \$1,000 or \$100, you are helping. While every event may not bring a huge amount of donations to the chapter, you are still building awareness for the cause, and that is immeasurable."



Marty Gregoire (right) and his mother, Marcella (left), pose for a picture at their first Strike Out Alzheimer's. Look for Marcella at the Lewiston Walk as she kicks it off by cutting the start line ribbon.

Four-legged Friends Help the Cause

Last year, Emeritus at Bassett Manor was looking for an easy, fun and unique idea to raise money for their company's Walk team. They decided to start their fundraising earlier in the year, so on Memorial Day weekend, they held their first-ever Dog Wash to benefit the chapter.

Katie Burzynski, senior community relations director, at Emeritus said, "Folks are always walking their dogs in the spring and summer, so we thought we'd take advantage of the situation and offer dog washes instead of car washes."

The Dog Wash raised \$300 last year, and they plan on doing it again this year. Burzynski explained that they just kept things simple by providing dog washes and refreshments for a very low donation. They also turned on the radio instead of hiring a DJ.

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Volunteers help wash dogs at last year's Dog Wash put on by Emeritus at Bassett Park.

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Her advice to those setting up fundraisers was, "Always promote as much as you can for free. We put flyers at veterinarian offices, posts on Facebook, tweets on Twitter, and let the media know about it. On the morning of the Dog Wash, we even put flyers on the trash cans in Bassett Park where we held the wash. The more free promotion you can get the more it helps your fundraiser."

Holding Your Own Event

The examples we've shared are unique events, but there are certainly so many fundraising options that are more mainstream like holding a garage sale and donating the proceeds, having a birthday party and asking for donations instead of gifts or having a dress down day at work and asking everyone who dresses down to donate to the cause. The options are endless, and we're here to help you get started.

Thinking about holding a fundraiser, but aren't too sure how to get started? Give the chapter a call, and we can help you. Whether you'll be holding a fundraising event in support of Walk to End Alzheimer's or not, every little bit truly does help us move forward in our quest to have a world without Alzheimer's.

Local Research Study

insulin a potential therapy for alzheimer's disease

UB endocrinologists have found that a low dose of insulin suppresses the expression in the blood of four precursor proteins involved in the pathogenesis of Alzheimer's disease.

Their study, published in the March 2011 online issue of the *Journal of Clinical Endocrinology and Metabolism*, suggests that insulin could have a powerful, new role to play in fighting Alzheimer's disease.

"Our results show clearly that insulin has the potential to be developed as a therapeutic agent for Alzheimer's, for which no satisfactory treatment is currently available," says Paresh Dandona, MD, PhD, UB distinguished professor of medicine and study leader.

One of the four proteins shown to be suppressed by insulin is a precursor to beta amyloid, the main component of plaques considered the hallmark of Alzheimer's disease.

The findings also demonstrate for the first time that the four precursor proteins are expressed in peripheral mononuclear cells, white blood cells that are an important component of the immune system.

The paper builds on the UB researchers' earlier work showing that insulin has a potent and rapid anti-inflammatory effect on peripheral mononuclear cells. It also builds on the well-known association between obesity, type 2 diabetes, chronic low-grade inflammation and insulin resistance and the prevalence of Alzheimer's disease.

In the study, a low-dose of insulin was found to suppress the expression of amyloid precursor protein, from which beta amyloid is derived. It also suppressed presenilin-1 and presenilin-2, the two subunits of an enzyme that converts amyloid precursor protein into beta amyloid, which forms the amyloid plaques. Insulin also suppressed glycogen synthase kinase, which phosphorylates, or adds on another phosphate group, to another neuronal protein, tau, to form the neurofibrillary tangles, the other important component of Alzheimer's disease in the brain.

"Our data show, for the first time, that the peripheral mononuclear cells express some of the key proteins involved in the pathogenesis of Alzheimer's disease," says Dandona. "They demonstrate that these cells can be used for investigating the effect of potential Alzheimer's disease therapies on key proteins involved in the disease.

"Even more importantly, it is likely that insulin has a direct cellular effect on these precursor proteins while also exerting its other anti-inflammatory actions," he continues. "If this effect of insulin proves, in larger studies, to be systemic, then insulin may well be a potential therapeutic agent in treating Alzheimer's disease. The challenge is to deliver insulin directly into the brain, thus avoiding its hypoglycemic effect."

Fortunately, Dandona says, a previous preliminary study has shown that intranasal delivery of insulin can lead to its entry into the brain along the olfactory nerves and that its administration may improve cognitive function in patients with Alzheimer's disease. However, he cautions, the mode of action is not known.



Paresh Dandona, MD, PhD, UB distinguished professor of medicine and study leader.

Lois Baker

alzheimer's  association™

ask the expert

Caregiver Burnout

Eric G. Wiedemann, Psy.D.
Owner/Chief
Operating Officer
Home Instead Senior Care

Vice President,
Alzheimer's Association,
Western New York Chapter
Board of Directors



Q: What is caregiver burnout?

A: We ourselves feel that what we are doing is just a drop in the ocean. But the ocean would be less because of that missing drop.

- Mother Teresa of Calcutta

Caring for someone with Alzheimer's disease or a related dementia is truly a labor of love. Those of you who are reading this newsletter already understand that; but the quote from Mother Teresa leaves caregivers in a quandary.

You know that you have to care for your loved one...but often you do that at the expense of your own health and well-being. You feel compelled to do everything on your own, though you know you are tired.

You know there must be someone else who can help you out, but nobody knows how to provide the care your loved one needs in that special way.

The dilemma is obvious, and the solutions have been told to you so many times, yet you still remain stalwart in your approach to caring. So, you keep on pushing yourself. But we all have a threshold, whether we acknowledge it or not. And when it is reached, you have become burned out.

Caregiver burnout is more than the stress of providing care. It is the end result of prolonged stress over an unspecified period of time. The question that usually comes up when discussing this topic is this: "what is the difference between stress and burnout?"

While there is no simple dividing line, here are some general rules of thumb that may be indicative of burnout in the caregiver:

- General irritability
- Cynicism
- Impatience
- Disillusionment
- Short-fused
- Joyless
- Isolationist
- Changes in sleep and appetite

These symptoms are not an exhaustive list; rather, they are some indicators that your willingness to care for your loved one may actually put both of you at risk. Your ability to care when burned out is significantly diminished, and you as a caregiver put your health at risk. If you notice these symptoms in yourself or a family caregiver, you should really consider participating in a support group sponsored by the Alzheimer's Association.

Memory Wellness

figure out your body mass index

A study published in the May 3 print issue of *Neurology*, the medical journal of the American Academy of Neurology, examined the relationship between midlife obesity and dementia risk later in life. The study found that individuals who were overweight or obese at midlife had a higher risk of developing dementia, Alzheimer's disease or vascular dementia in late-life compared to people with normal body mass index (BMI).

A growing body of evidence suggests that a higher BMI in midlife contributes to cognitive decline and dementia, and adds to a growing consensus that controlling body weight as early as midlife could also contribute to reducing the risk of dementia.

To figure out your BMI, let's start by engaging our brains with a little math. For this example, we'll assume you are 66 inches tall and 150 pounds.

Measure your weight in pounds and height in inches.

Multiply your height by your height.
 $66 \times 66 = 4356$. Consider the total number to be your "height squared."

Divide your weight by your height squared. $150 \div 4356 = .0344$

Finally, **multiply your answer by 703.**
 $703 \times .0344 = 24.21$ (This is your BMI).

When using your own height and weight, compare your answer to the chart below:

< 18 – You are underweight.

18.1 - 18.5 – You are thin.

18.6 - 24.9 – You are at your ideal weight.

25 - 29.9 – You are overweight.

> 30 – You are obese.

The BMI for the example numbers we used was 24.21, and is therefore within an ideal weight range. If you have any questions or concerns about your BMI, please consult with your physician.

education calendar summer 2011

Please Note:

All meetings are subject to change. Please call the chapter at 716.626.0600 or 1.800.272.3900 for more information and to reserve a seat.

The Western New York Chapter Office is located at 2805 Wehrle Drive, Suite 6 in Williamsville.



upcoming chapter events

September 10

Blondes vs. Brunettes Football Game

September 17

Batavia and Medina Walk to End Alzheimer's

September 21

World Alzheimer's Day

September 24

Buffalo Walk to End Alzheimer's

October 1

Chautauqua and Lewiston Walk to End Alzheimer's

LEGEND

For Family Caregivers

For Healthcare Professionals

Open to the Public

For the Person with Dementia and their Caregivers

July 12, 2011

Power Your Memory: Introduction to Memory Wellness

12 – 1:30 p.m., Chapter office
Cost: \$10

July 13, 2011

Memory Loss, Dementia, and Alzheimer's Disease: The Basics

6 – 7:30 p.m., Chapter office
Cost: Free

July 20, 2011

Enhancing Communication with a Loved One with Dementia

12 – 2 p.m., Chapter office
Cost: Free

July 26, 2011

Summer Caregiver Series: Is Your Loved One a Veteran?

6 – 7:30 p.m., Chapter Office
Cost: \$5
Note: Guest presenter will be Susan Engel, RN, BC.

July 29, 2011

Train the Trainer: Training and Leading for Dementia Care Professionals

9 a.m. – 12 p.m., Chapter office
Cost: \$90

Train the Trainer:

Teamwork in Dementia Care

1 – 4 p.m., Chapter office
Cost: \$90

August 9, 2011

Power Your Memory: Food For Thought

12 – 1:30 p.m., Chapter office
Cost: \$10

August 10, 2011

Managing the Behavioral Symptoms of Dementia

6 – 7:30 p.m., Chapter office
Cost: Free

August 17, 2011

Dementia Sensitivity for Family Caregivers

12 – 2 p.m., Chapter office
Cost: \$15

August 23, 2011

Summer Caregiver Series: Financial Planning

12 – 1:30 p.m., Chapter office
Cost: \$5
Note: Free lunch provided. Guest presenter will be Kathy Flynn.

August 24, 2011

For the Person with Dementia

10 – 11:30 a.m., Chapter office
Cost: Free

August 26, 2011

Train the Trainer: Fundamentals of Alzheimer's and Dementia & Alzheimer's disease and Developmental Disabilities

9 a.m. – 4 p.m., Chapter office
Cost: \$180

September 13, 2011

Power Your Memory: Memory Tips

6 – 7:30 p.m., Chapter office
Cost: \$10

September 27, 2011

Summer Caregiver Series:

Long-Term Care Insurance

6 – 7:30 p.m., Chapter office
Cost: \$5
Note: Guest Presenter will be Eric L. Mihelbergel, ChFC, CASL.

September 30, 2011

Train the Trainer: Managing Challenging Behaviors and Understanding Sexuality in Dementia Care

9 a.m. – 4 p.m., Chapter office
Cost: \$180

For more information on education sessions or to schedule one for your group, call the chapter or e-mail program.wny@alz.org.

no lockout here...

Local young professionals are gearing up for the 3rd annual Blondes vs. Brunettes (BvB) flag football game to benefit the Alzheimer's Association, WNY Chapter. The enthusiastic and bright BvB volunteers have been pulling together all of the details for the 2011 BvB season.

Join some of the most passionate women in Western New York with the courage to tackle Alzheimer's at the 2011 Kick Off Party slated for Friday, August 19 from 6 – 9 p.m. at SoHo on West Chippewa in Buffalo. A \$20 donation will get you in the door where you can enjoy drinks, food, and photos with the Buffalo Jills.



BvB event co-chairs, Kristin Crandall (left) and Tracey Callisto (right).

BvBBuffalo.com or call the chapter. Also, find out more online about helping in other ways such as volunteering, sponsoring or coaching.

Please join us in this amazing event to TACKLE Alzheimer's disease. If you know of someone or have a loved one with the disease, this is a great opportunity to join in the battle to try and end this disease. We raise money and awareness in the community and we need your support. Thank you to all that have helped thus far. It takes a TEAM to make BvB what it has become today. Together we can WIN!

-Tracey Callisto, Team Brunette

While the NFL negotiates, the Blondes and Brunettes get down to the business of raising money and awareness in the fight against Alzheimer's disease. Support Buffalo's own beauties! It'll be the best \$20 you'll ever spend!

-Kristin Crandall, Team Blonde

dementia care symposium coming spring 2012

In the spring of 2012, the chapter will be combining our annual conferences for **caregivers and healthcare professionals** to create one full-day of dementia care education. The highlights will include a national keynote speaker and specialized breakout sessions to meet the needs of both family caregivers and healthcare professionals.

Friday, April 13, 2012, 8:30 a.m. – 3 p.m.

National Keynote Speaker

Teepa Snow, MS, OTR/L, FAOTA, Dementia Care & Training Specialist (TeepaSnow.com)



dear helpline,

My mom is beginning to be aggressive at times. What can I do to manage these new behaviors?

- Jay, Youngstown

People with dementia may become aggressive when frustrated, scared, or unable to make their needs known. It is important to know the person better than the disease and pick up on cues as to why the person with dementia may be becoming confused or frustrated.

When you see an increase in agitation, assess the environment for stressors like loud noise, too much light, crowds or clutter that may cause over stimulation. These instances of over stimulation will happen, so redirecting by changing the situation can alter the behavior. Playing soft music or changing the subject to reminisce about a happier time can help the person with dementia transition out of the confrontational state. When redirecting a good phrase to use is "Tell me more." Focus on the positives that emerge from that conversation.

It is also important to keep in mind that your own emotional state and approach will impact your Mom. When you find her becoming frustrated, take a moment to consider your own state of mind and how you are approaching the task at hand. Rushing or not explaining actions can increase confusion for her. Often re-approaching after a few moments with a calming relaxed tone may bring a different outcome. Remember that the behavior is a result of the disease and not a reflection of the care you are providing.

If agitation is increasing in intensity or frequency, safety for your Mom and you needs to be maintained. Remember to take a step back, re-assure, and redirect to a pleasant event. A medical evaluation is also recommended as behaviors can be related to underlying medical conditions or possible drug interactions. Please remember if you are unsure how to manage a situation, a care consultant is always available to assist 24 hours a day, 7 days a week when you call our Helpline at 1-800-272-3900.

Lesley E. Kennedy, MSW,
Program Director



Chapter Support Group Locations

We hold over 30 support groups throughout WNY. Support group dates, times and locations are frequently changing, so we are only including locations where we currently hold support groups. Please visit www.alz.org/wny or call the chapter for a complete list of our support groups.

Specialized Support Groups

Daughters Only (Williamsville)
Early Stage (Williamsville)
Early Stage Couples (West Seneca)
Caring for a Loved One in a Facility (N. Tonawanda)
Middle Stage Couples (Williamsville)
Wives Only (Williamsville)
Men Only (Williamsville)

Additional Support Group Locations

Batavia
Belmont
Buffalo
Cheektowaga / Depew
Clarence
Getzville
Hamburg
Jamestown
Kenmore
Lewiston
Lockport
Machias
Medina
Newfane
North Collins
North Tonawanda
Olean
Orchard Park
West Seneca

60% of people with alzheimer's disease will...

...wander or become lost. Even if your loved one has never wandered before, tomorrow could be the first time.

Proactive ways to plan for and hopefully prevent a wandering incident:

- Enroll in MedicAlert + Safe Return by calling 1.888.572.2566 or find out more information online at www.alz.org/safetycenter.
- Ask neighbors, friends and family to call if they see the person alone or dressed inappropriately.
- Keep a recent, close-up picture on hand to give to police.
- Is the person right or left-handed? Wandering generally follows the direction of the dominant hand.
- Keep a list of places the person may wander to, like past jobs, former homes or a church or restaurant.
- Place locks out of reach or out of sight. Install slide bolts at the top or bottom of doors.
- Place warning bells above the doors.
- Try monitoring devices that signal when a door is opened. Place a pressure-sensitive mat at the door or person's bedside that sounds an alarm to alert you to movement.
- Cover doors with curtains or paint them the same color as the wall to camouflage it.
- Some people will not go out without a pocketbook, proper shoes, glasses, etc. If so, hide the article which the person won't leave the home without.
- If they should not be driving, make sure to hide all car keys.

Immediate steps to take if your loved one wanders include:

- Call 911 **immediately**. Do not wait. Report that your loved one who has Alzheimer's disease is missing. Provide the dispatcher with as much information as you can about their appearance, other illnesses they may suffer from, if they left in a vehicle (and if so, have the year, make, model and license plate number), places they may frequently go to and when/where they were last seen.
- Next, contact the Alzheimer's Association, WNY Chapter at 716.626.0600. The chapter will also need the information you provided to the 911 dispatcher, and we will help reach out to additional law enforcement agencies and the media.
- Third, contact family and friends to see if they have had contact with your missing loved one or if they can help search for them.
- Make sure there is always someone at home during the search in case the missing person returns.

Reducing the risk of wandering is the first step in keeping people with Alzheimer's or a related dementia safe at home. Call the chapter for more advice and tips on preventing or planning in case your loved one wanders.

reasons to get involved in our early stage programs...

Our early stage programs include social opportunities for individuals with Alzheimer's disease and related dementias as well as stimulating exercises and activities for the body and mind. These programs may augment or replace existing social activities and hobbies – participants can come to one or two scheduled activities in a month or two or three in a week. From social and cultural outings to brain exercise groups, we have a full schedule and a range of options that will surely provide something for everyone.

Oftentimes, individuals with dementia begin to withdraw from activities they had always been involved with. This may be due to embarrassment or self-consciousness with regard to memory problems or difficulties completing tasks that used to be easy. Withdrawing from social situations may also occur if individuals are beginning to feel depressed due to the changes they are experiencing. Sometimes, unfortunately, the opposite occurs, and friends and family begin to withdraw from an individual with dementia because they don't understand the disease and the changes they are seeing.

We have heard from our participants that our social programs offer a venue where they can be comfortable and don't have to be self-conscious of their symptoms. Many participants say "everyone is in the same boat" in our programs. Participants feel comfortable and can let down their guard. We always have a lot of laughter and fun.

Families of participants in our early stage programs have reported positive mood changes, especially for the remainder of the day after one of our programs.

A diagnosis of Alzheimer's or a related dementia does not mean that life is over. Our programs promote quality of life and provide an opportunity to enjoy the company of others and keep socially and mentally active. For more information on early stage programs, call the chapter office.

thank you "team intern"

This past year the Alzheimer's Association was able to provide internships and supervision to five University at Buffalo students enrolled in the Interdisciplinary Studies of Health and Human Services program and the MSW program. We would like to sincerely thank Kathy Bragagnola, Rachel Rotach, Lovejeet Atwal, Jessica Beaty, and Peter Williams (also known as Team Intern, which they dubbed themselves) for all of their help and hard work throughout the last year.

These students began their internship eager to learn about Alzheimer's disease and the programs and services that the chapter provides. During their time spent with us, they were able to greatly assist staff members with providing care consultations, education programs, respite services, early-stage programming, answering Helpline calls and various other projects asked of them throughout their internship.

They approached each challenge professionally and with a great deal of passion for the cause. We would like Team Intern to know that each one of them has positively affected the chapter staff and those that they have come in contact with during their time here. They were a great asset and will be sorely missed. We wish them the best of luck in their future academic goals.

Right: Our three undergraduate interns, (from left to right) Lovejeet, Jessica and Peter, were awarded Intern of the Year awards from the Health and Human Services department at UB.



congratulations leilani!

The board of directors and staff at the WNY chapter would like to extend our congratulations to our Executive Director, Leilani Pelletier for two wonderful achievements.

Leilani was named to Business First's 2011 Health Care 50. The list honors 50 movers, innovators, strategists, outstanding caregivers and pioneers in the health care field. The complete list of finalists appeared in the April 8th edition of Business First.

Also, on May 2, 2011, Leilani celebrated ten years as a staff member of the Alzheimer's Association. We would like to thank her for her tireless effort to improve the lives of those impacted by Alzheimer's disease and dementia on a daily basis.

Leilani – you are a true Alzheimer's Champion!



new staff additions

The chapter would like to welcome Lesley Kennedy, MSW to our staff. Lesley has been named Program Director, and she brings a full complement of skills and a real passion for our mission to the position. She has worked directly with those with dementia in a long term care setting as a nurse and has extensive experience administering programs and health care for the Seneca Nation. She is most looking forward to working with the team to expand our services even more throughout our eight-county region.

The chapter would also like to welcome Shannon Speaker, MSW as our Director of Care Consultation Services. Shannon is responsible for the direction and delivery of all chapter Care Consultation services. Shannon earned her MSW from the University of Denver. She recently sat for her licensure in Social Work and looks forward to updating her credentials to LMSW very soon. She has been volunteering with the chapter since January and has a variety of experience with dementia care, including certification from the Denver chapter, skilled nursing and assisted living facility work experience, and internships with Hospice in Denver.

best wishes jennifer mccabe

Best wishes to Jennifer McCabe as she moves on to new ventures after nearly three years with the chapter. Jenn began her work with the chapter as a Master of Social Work student intern and came on staff in June of 2009. She has reached hundreds of people with her warm and skillful care consultation skills, her persistence in growing our group respite services (Time out Tuesday is a big hit!), and leaves our staff better for having her a part of our program team. Best wishes to you, Jenn, and thank you for your amazing work over the years.



train the trainer for healthcare professionals

Summer is in full swing, and while that may mean sun and vacations, July also starts a new semester of Train the Trainer classes. While the Alzheimer's Association is available to provide your organization with in-service trainings, we recognize that this may not be practical when you consider the need for flexible ongoing training. Our Train the Trainer classes are designed to give you the materials and knowledge you need to be able to facilitate trainings for your staff. You may opt to take the entire course series, seven core classes and two electives, or you may choose to take individual sessions.

Core class topics include:

- Training and Leading for Dementia Care Professionals
- Teamwork in Dementia Care
- Fundamentals of Alzheimer's Disease & Dementia
- Managing Challenging Behaviors & Understanding Sexuality in Dementia Care
- Enriching Activities in Dementia Care
- Enhancing Communication in Dementia Care
- Late Stage Dementia Care

Upcoming electives are:

- Managing Mealtime and Nutrition in Dementia Care
- Music and Alzheimer's: Making the Connection
- We also offer Train the Trainer: Dementia Sensitivity Training for Professionals by individual appointment only.

Shauna Anderson, vice president for clinical services at Hospice Chautauqua County had this to say about the Train the Trainer courses she participated in...

I participated in the Train the Trainer program because I wanted the most current and accurate information to provide to our staff and patient's families. The course content was clear and informative, delivery was at a good pace and conveyed in an easy manner to absorb. I have recommended it to others and would be quick to take another course from the Alzheimer's Association.

Upcoming classes are listed on the calendar on page 6, and for the full Train the Trainer schedule including class descriptions, visit our website.

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gearing up for walk to end alzheimer's?

We certainly are! The kick-off to the Walk to End Alzheimer's here in Western New York is about three months away. As you may have read in our cover story, many teams have started to fundraise already. However, if the thought of the Walk hasn't even crossed your mind yet, don't worry. It is not too late to start.

We wanted to share a really helpful website with you this year, www.alz.org/walk. At the top, you'll find a "Tools" section and within that there are three options in the dropdown menu – Fundraising, Social Media and Team Captains.

Within each section you'll find useful tools that make fundraising so easy. There are templates for letters you can send out to friends and family, tutorials on how to incorporate social media into your fundraising and materials for you to use to make up team member packets. Check the pages out. You may be surprised at how helpful some of the materials can be. Why reinvent the wheel?

As always, if you ever have questions about fundraising or the Walk in general, give the chapter a call. We're looking forward to seeing you all at the Walk to End Alzheimer's this fall.

memory maker update

Back in the Winter 2011 issue, we introduced our Memory Maker meter. Since 2011, we have gained 25 new Memory Makers. We are one-third of the way to our goal of securing 75 Memory Makers in 2011. Will you consider becoming one?

Memory Makers are individuals who pledge to donate \$12 or more a month for 12 months. We make it easy for people to donate their \$12 monthly by providing different payment options such as direct deposit or envelopes to send in checks. Call the chapter for more details or to sign up.



rosie's ramblers 2011 car and bike show

Join Greg and Susan "Dallas" Owczarek as they present Rosie's Ramblers 2011 Car and Bike Show to benefit the Alzheimer's Association, WNY Chapter.

The show being held in memory of John Rosenthal will take place on Sunday, August 7 at 1 p.m. (rain date is Sunday, August 14) at Santino's Pizza and Seafood Shack on Clinton Street in Elma. Enjoy raffles, prizes, food and drink specials and giveaways. For more information, visit Rosie's Ramblers Facebook page or call Greg at 445-1627.



walk to end alzheimer's in wny

Log onto AlzWalkWNY.com to register.

September 17, 2011

Batavia – Genesee County Nursing Home
Medina – Medina Canal Basin Park

September 24, 2011

Buffalo – Delaware Park/Buffalo Zoo

October 1, 2011

Chautauqua – Chautauqua Institution
Lewiston – Artpark

All Walks: Registration at 9 a.m.;
Walk at 10 a.m.

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current volunteer needs include...

**Volunteers interested in being a companion
to someone with dementia**

**Volunteers to work with
early stage individuals**

**for more information or to sign up to be a
volunteer, please visit our website, call the office
or e-mail volunteer.coordinator@alz.org.**