THE POWER OF VOLUNTEERS

INSIDE THIS ISSUE
10 WAYS TO LOVE YOUR BRAIN
GETTING INVOLVED IN RESEARCH

BREAKING NEWS: 2018 FACTS AND FIGURES REPORT
ISSUE

3 PRESIDENT’S MESSAGE
4 UPCOMING EVENTS
6 VOLUNTEERISM
8 DIVERSITY & INCLUSION
10 EDUCATION
11 HELPLINE
12 EARLY STAGE
13 SCIENCE
15 BRAIN HEALTH
16 THE LONGEST DAY
17 PARTNERS TO #ENDALZ
18 ADVOCACY
19 2018 FACTS AND FIGURES REPORT
20 ABOUT OUR CHAPTER

BOARD OF DIRECTORS
Greg Tigan, Chair
Andrew L. Hunt, Vice Chair
Jon Runyan, Vice Chair
Andrea Clearkin, CPA, Treasurer
Deborah Haugh, Secretary

BOARD MEMBERS
Adean Bridges
Chris Gruber
George V. Hager, Jr., CPA
Cate Heaman
Anjanette Kichline, CRCM
Carol F. Lippa, MD
Robert F. Marino
Andrew Maristch III
Bill Mikus
Val F. Nunnenkamp, Jr.
Catherine Rossi
Bonnie Sherr
Thomas M. Sibson, CPA
John Smith

EXECUTIVE STAFF
Wendy L. Campbell, President & CEO
Kathryn DiSalvo, Senior Director
Special Events
Katie Macklin, Senior Director
Advocacy & Executive Director DE
Krista McKay, Director Programs & Services
Nancy Venner, Senior Director Philanthropy

STAFF
Amanda Alderfer, Walk & Athletic Events Coordinator
Linda Barba, Manager Print & Digital Publications/Newsletter Editor
Keely Boyle, Associate Director Special Events
Kellie Butsack, Associate Director Programs
Linda Cruz, Manager Corporate & Volunteer Engagement
Brigitta Glunk, Manager Grants & Program Outreach
Joan Grasso, Program Coordinator PA
Elaine Griffin, Manager Corporate & Volunteer Engagement
Sharon Jarnette, Community Outreach Assistant
David Johnson, REC Center Coordinator
Rev. Barbara Jones, Faith Outreach & Support Group Coordinator
Mary Beth Lewis, Program Coordinator NJ
Sherylle Linton Jones, Associate Director Media Communications
Marque Lovett, IT Specialist
Jamie Magee, Sussex County Branch Coordinator
Mary McKee, Executive Assistant
Kelly Medlock, Development Assistant
Effie Murphy, Program Coordinator SJ
Faviola Perez, Receptionist
Kristina Prendergast, Manager Conference & Program Outreach
Lisa Radier, Senior Special Events Consultant
Will Reiter, Manager Physician Outreach
Taylor Selig, Care Consultant
Jennifer Schwartz, Helpline Coordinator
Cynthia Solis, Latino Outreach Coordinator
Julie Thomas, Associate Director Clinical Services
Jody Trinsey, Walk Manager DE/SJ
Kim E. Tucker, Development Assistant
Michelle Vorpahl, Walk Coordinator DE/SJ
Fredericka Waugh, Associate Director Diversity & Inclusion
Tanya Woodruff, Development/Finance Assistant
Sue Wronsky, The Longest Day Consultant

The Alzheimer’s Association Delaware Valley Chapter newsletter is published twice per year. To add a name to our list to receive the Spring/Summer and Fall/Winter Newsletter issues, please call our 24/7 Helpline at 800.272.3900. To suggest a topic, reach out to Newsletter Editor, Linda Barba, at Linda.Barba@alz.org.
DEAR FRIENDS & SUPPORTERS,

Our mission is creating a world without Alzheimer’s disease. As diligent as our staff at the Alzheimer’s Association Delaware Valley Chapter are every day, without our dedicated, passionate and hard-working volunteers we would achieve only minimal effectiveness. With nearly 300,000 people in the Delaware Valley alone living with Alzheimer’s disease or a related disorder, there is much work to do to reach them all with our critical programs and services. We need as many sets of hands on deck as we can muster.

Our volunteers allow us to leverage every dollar we spend on services. They stretch our resources. In a line, volunteers drive our mission forward!

We are extremely grateful for each volunteer. Whether you facilitate a support group, help with outreach, serve on a committee or work behind the scenes at our events, you are appreciated. Each service hour is important and helps us do more. We cannot thank you enough for all you do!

Perhaps this year you might consider doing more or soliciting a family member or friend to help us, too. We need volunteers who want to lead efforts. We need folks to staff initiatives. We need groups. We need people who want to work alone. Whatever your skill set, time considerations and other requirements, it is likely we have a role especially for you!

See pages 6-7 to learn about our volunteer needs. Think about your reason for being involved and consider, please, how you might extend this reach. There is tremendous power in what you bring and how you serve. I am positive that our Chapter’s greatest asset is its volunteers!

You have my sincere thanks for all you do. You are inspiring and empowering! Together we WILL end Alzheimer’s disease.

Wishing you all the best!

Wendy
Wendy L. Campbell
President & CEO

P.S. Please continue to spread awareness of the Alzheimer’s Association Delaware Valley Chapter by sharing our 24/7 Helpline—800.272.3900—the key access point to all our programs and services.

SIGN UP TO RECEIVE OUR E-NEWSLETTER
Stay current with Chapter news, programs and services, research topics and more with our twice-monthly enewsletter, AlzAware. Visit alz.org/delval and click on the magenta “enews” button or send your name and email address to Linda Barba, AlzAware editor, at Linda.Barba@alz.org.

ENGAGE WITH US!
facebook.com/alzdelval
twitter.com/alzdelval
alzdelval
FORGET ME NOT DAYS
JUNE 1-2

Join Bankers Life on June 1-2 for its 15th Annual Forget Me Not Days, a nationwide fundraising campaign to benefit the Alzheimer’s Association. In exchange for a donation, Bankers Life and Alzheimer’s Association staff and volunteers hand out packets of Forget-Me-Not flower seeds and ask they be planted in honor of the more than 5 million people with Alzheimer’s. Stay tuned for more information about local times and locations.
ADVOCACY FORUM
JUNE 17-19

The Alzheimer’s Association AIM Advocacy Forum is the nation’s premier Alzheimer’s disease advocacy event. Join advocates from across the country in Washington, D.C. from June 17-19 for an inspiring three-day event filled with networking, training and education as we advance policies to improve the lives of all individuals affected by dementia. To learn more and register to join us, visit alz.org/forum.

FRIENDRAISERS: HAVE FUN, DO GOOD

Want to raise funds and awareness to support the Alzheimer’s cause? Consider hosting your own event or “Friendraiser.” Events can be very simple or a bit more extravagant. You decide!

Here’s an example:
Swim coach, Frank Keefe, celebrated his 80th birthday surrounded by more than 100 family and friends. Frank said, “I don’t want gifts. I don’t need gifts. Instead I want to raise awareness for Alzheimer’s. I asked everyone to make a donation to the Alzheimer’s Association, in memory of my loving wife Kathy, so that one day we will have a cure for this horrible disease.” Kelly, Frank’s daughter, said, “It was a wonderful day celebrating Dad’s birthday, honoring my mother…and raising more than $1,000 to benefit the Alzheimer’s Association.”

Do you have someone special you’d like to honor?

For more information and ideas, email Lisa.Radin@alz.org or call our 24/7 Helpline at 800.272.3900.
THE POWER OF ALZHEIMER’S CHAPTER VOLUNTEERS

RECENTLY THE ALZHEIMER’S ASSOCIATION HOME OFFICE RECOGNIZED THE IMPORTANCE OF VOLUNTEERISM BY FOCUSING ON ITS TRANSFORMATIVE POWER IN OUR STRATEGIC PLAN. IT IS NO EXAGGERATION TO SAY THAT OUR DELAWARE VALLEY CHAPTER RUNS ON VOLUNTEERS!

More than 3,200 volunteers are key connectors, constantly promoting information about our Chapter’s free programs and services available to anyone touched by Alzheimer’s disease. These tireless ambassadors interact with a larger audience than our 40 staff members could ever reach.

We are constantly amazed by the dedication of our volunteers. The 2017 Philly Walk to End Alzheimer’s® was the coldest Walk ever (30 degrees!) and all 734 volunteers SHOWED UP! Needless to say, their stellar efforts helped make us the Number #1 Alzheimer’s Walk in America for the third year in a row.

PLEASE CHECK OUT OUR NEWEST DELAWARE VALLEY CHAPTER VOLUNTEER ROLES:

- **Memory Café Facilitators** create a safe and confidential environment in which people with early stage Alzheimer’s disease can socialize without fear of judgment.
- **First Responder Outreach** volunteers provide training on the Medic Alert + Alzheimer’s Association Safe Return® program to policemen, firemen and paramedics.
- **Alzheimer’s Congressional Teams (ACT)** volunteers focus on advocacy. Working with ambassadors, they help raise their elected officials’ awareness of the Alzheimer’s crisis and encourage support for the Alzheimer’s Association’s public policy goals.

IN ADDITION, WE ARE ALWAYS LOOKING FOR PEOPLE TO HELP WITH THESE EFFORTS:

- **Special Events**—We need people interested in joining committees to help plan our special events including Party In Purple, Wine Women & Shoes, Spring Golf Classic and more!
- **Walk to End Alzheimer’s**—All seven of our Walks have planning committees and there’s plenty of work to be done.
- **The Longest Day**—The Longest Day is June 21 and that’s the time when individuals and groups do things they love for those they love in an effort to raise funds and awareness for Alzheimer’s care and research. Help is needed to work with teams, promote the initiative and more!

Support Groups—Volunteer facilitators are needed to ensure we have as many support groups as possible throughout our service territory.

Community Outreach—We always need help attending community events and distributing Chapter programs and services materials. Do you speak Spanish? We could use your assistance with outreach in the Latino community.

Advocacy—Help us urge our legislators to fund critical Alzheimer’s research. Advocates bring a voice to the cause in Washington, D.C. and in our home districts.

Education Committee—Our Speakers Bureau is always looking for volunteers to present our core programs in the community.

Internship—Internships expose students to real-world problems and issues, help cultivate adaptability and creativity in a dynamic world and more. Interested in interning with the Chapter? Visit alz.org/delval and click on “Internships” under “Engage in Our Chapter.” Complete our Intern Profile.

Not sure how you can make the greatest impact? Visit our Chapter website at alz.org/delval and click on “Volunteer” to complete our Volunteer Profile and get things started!

If you’re interested in learning more about our many volunteer opportunities, have questions or want to receive our volunteer enewsletter, email egriffin@alz.org or call our 24/7 Helpline at 800.272.3900.
In its second year, the Lehigh Valley Walk to End Alzheimer’s exceeded its goal raising more than $205,000, with more than 1,300 registered walkers. Our volunteers are the reason for our success. They are passionate about the cause and share in our vision of a world without Alzheimer’s. The leadership and commitment from our Walk Chairs, Heather Brown and Gwen Farkas, led us to a record-breaking year, and an undeniable excitement for what is to come in 2018.

“The Lehigh Valley Walk would not be possible without our devoted committee, whom I am fortunate to consider my friends, and with whom I share a past, present and future with this disease. Our collective connections give us the drive to make the Lehigh Valley Walk a success,” said Heather.

Gwen believes “the key to a successful Walk is having committee members who are just as dedicated to the cause as you are. By volunteering you are helping to connect hundreds, if not thousands, of people dealing with the disease right in your community to the Alzheimer’s Association. That feeling can be overwhelmingly satisfying.”

“Heather’s is strongly connected with my past, present and future and why I contribute to the committee as the Walk Co-chair. The ‘past’ is my personal experience, my beloved Nana. The ‘present’ is my professional career, supporting Memory Care residents, their families and my coworkers. The ‘future’ is my children, nieces and nephews so they may know a world without Alzheimer’s,” said Heather.

For Gwen, it is the people in her life that are her motivation. “There have been thousands of reasons over the years for getting involved with the Walk. Each and every one of the people who have/had Alzheimer’s or dementia that I have had the privilege to work with give me that reason. My daughters Kylie and Brianna are just two other reasons I get involved. They deserve to be in a world where dementia/Alzheimer’s is in the past.”

Heather’s advice is to “take the leap and join the cause. The Walk has an involvement level to match any availability. Your commitment can range from hanging up a walk sign and spreading the word, to joining a committee or subcommittee and/or volunteering on Walk day, to serving as a committee chair. Together, we all can work toward the ultimate goal: to see millions of white flowers, a cure and a world without Alzheimer’s.”

“take the leap and join the cause.”

-Heather Brown
CYNTHIA SOLIS: EXTENDING OUR OUTREACH TO THE LATINO COMMUNITY

Cynthia E. Solis, MPH, CNA is the Delaware Valley Chapter’s Latino Outreach Coordinator and is a valued member of the Diversity & Inclusion Department. In her role, Cynthia is responsible for implementing the Chapter’s core services and programs in both English and Spanish. She is responsible for outreach to Latino/Hispanic communities in the Chapter’s service area which includes 18 counties in Southeastern Pennsylvania, Southern New Jersey and Delaware.

Cynthia sits on several advisory committees dedicated to the Latino community, for example, as the Alzheimer’s and related dementia education specialist for the National Hispanic Council on Aging (NHCOA) and as a member of the National Spanish Language Advisory Committee, Golden Age Committee, Young Professionals Committee and Gen Philly Network.

“Working with the Alzheimer’s Association Delaware Valley Chapter is rewarding,” says Cynthia. “I enjoy making a dramatic impact on the Latino community, especially with the help of community members. The more people who are willing to join us in our mission of creating a world without Alzheimer’s, the sooner we will see that day.”

For more information about Latino outreach and how to get involved, email Cynthia Solis at csolis@alz.org or call our 24/7 Helpline at 800.272.3900.

Bilingual? We Need You!

Latinos are 1.5 times more likely to develop dementia, Alzheimer’s or related disorders. Therefore it is critical that we create awareness of this disease which we can more easily do with the help of bilingual speaking individuals who are interested in volunteering. We need help with community health fair participation, creating educational packets, performing data entry and facilitating support groups. Interested? Email Cynthia at csolis@alz.org or call our 24/7 Helpline at 800.272.3900. We appreciate the support.

¿Bilingüe? ¡Te necesitamos!

Los latinos tienen 1.5 veces más probabilidades de desarrollar demencia, Alzheimer o trastornos relacionados. Por lo tanto, es fundamental crear conciencia sobre esta enfermedad, lo que podemos hacer más fácilmente con la ayuda de personas de habla bilingüe interesadas en el voluntariado. Necesitamos ayuda con la participación en la feria de salud comunitaria, creando paquetes educativos, realizando la entrada de datos y facilitando grupos de apoyo. ¿Interesado/a? Póngase en contacto con Cynthia Solis en csolis@alz.org o en nuestra línea de ayuda 24/7 al 800.272.3900. Agradecemos el apoyo.
ALZHEIMER’S ASSOCIATION PARTNERS WITH NATIONAL HISPANIC COUNCIL ON AGING (NHCOA)

The Alzheimer’s Association and the National Hispanic Council on Aging (NHCOA) are excited to announce a national partnership to better reach and engage the Latino community with important information relating to Alzheimer’s detection, diagnosis, care, treatment, research and advocacy. Together our two organizations are deep in the planning stages for a successful nationwide collaboration.

The need for this partnership is clear. The U.S. population is rapidly aging with the entrance of the baby boomers into the ranks of retirees. The U.S. Hispanic older adult population is the fastest-growing segment of this aging demographic. Today, U.S. Hispanics make up about 8% of the older population, but by 2050, they will make up nearly 20% of this population. Stay tuned as we roll out joint initiatives that seek to support Hispanic older adults.

LA ASOCIACIÓN DE ALZHEIMER SE ASOCIA CON EL CONSEJO NACIONAL HISPANO SOBRE EL ENVEJECIMIENTO (NHCOA)

La Asociación de Alzheimer y el Consejo Nacional Hispano sobre el Envejecimiento (NHCOA) se complacen en anunciar una asociación nacional para alcanzar e involucrar a la comunidad Latina con información importante relacionada con la detección, diagnóstico, atención, tratamiento, investigación y defensa del Alzheimer. Juntas, nuestras dos organizaciones se encuentran en las etapas de planificación para una colaboración nacional exitosa.

La necesidad de esta asociación es clara. La población de EE. UU. está envejeciendo rápidamente con la entrada de los baby boomers en las filas de los jubilados. La población de adultos mayores Hispanos en los Estados Unidos es el segmento de más rápido crecimiento de este grupo demográfico que está envejeciendo. Hoy en día, los Hispanos en los Estados Unidos representan aproximadamente el 8% de la población de mayor edad, pero para 2050, representarán casi el 20% de esta población. Estén atentos a medida que desarrollamos iniciativas conjuntas que buscan apoyar a los adultos mayores hispanos.
OUR COMMITMENT TO IMPROVING THE QUALITY OF LIFE FOR PEOPLE LIVING WITH DEMENTIA

Since its inception, the Alzheimer’s Association has been a leader in outlining principles and practices of quality care for individuals living with dementia. Early on, our Guidelines for Dignity described goals for quality care, followed by Key Elements of Dementia Care and the Dementia Care Practice Recommendations, as more evidence became available. In this new iteration, the Alzheimer’s Association 2018 Dementia Care Practice Recommendations outline recommendations for quality care practices based on a comprehensive review of current evidence, best practice and expert opinion.

The 2018 Dementia Care Practice Recommendations were developed to better define quality care across all care settings and throughout the disease course. They are intended for professional care providers who work with individuals living with dementia and their families in residential and community based care settings. The Practice Recommendations are published as a February 2018 supplement to The Gerontologist.

HEALTHCARE PARTNERSHIP PROGRAM UPDATES

The Delaware Valley Chapter’s HealthCare Partnership program supports professional education and quality dementia care through philanthropic partners dedicated to person-centered care. Many of our supporting organizations also participate in the online Community Resource Finder, which offers direct links to their hours of operation, location, contact details and other helpful information. We would like to recognize the following partners for their ongoing support:

- Abington Manor
- Abramson Center for Jewish Life
- Accessible Home Care
- Aleph Home Care
- Around the Clock Home Care
- Artman Home
- Assisting Hands Home Care
- Attentive Care Inc.
- Caring Inc.
- Comfort Keepers of Haddonfield
- Compassionate Senior Companions
- Haven Behavioral Health of Philadelphia
- Hearth at Drexel
- Hidden Meadows on the Ridge
- The Highlands at Wyomissing
- Holy Redeemer St. Joseph Manor
- JEVS at Home
- Kendal at Longwood
- Kendal-Crosslands Communities
- The Kendal Corporation
- Lodge Lane Assisted Living
- Open Systems Healthcare, Inc.
- Penn Asian Senior Services (PASSI)
- Regal Heights Healthcare & Rehab Center
- Sacred Heart Senior Living
- Senior Friends & Services, Inc.
- Seniors Helping Seniors
- Simpson House
- Willow Tree Hospice

SPRING ANNUAL DEMENTIA CONFERENCES: ATTEND, ENGAGE & LEARN WITH US!

We invite you to attend our full-day annual conferences to learn from national and regional dementia experts while networking with 350-500 family caregivers and healthcare professionals. Visit with local healthcare vendors and attend specialized workshops. Conference attendees can access speaker presentations online prior to the event and receive professionally designed program books that include session handouts. Sponsorship opportunities are available and healthcare professionals may be eligible to receive CE credits. For details, email Kristina.Prendergast@alz.org or call our 24/7 Helpline 800.272.3900.

MONDAY, MAY 7, 2018
THE EVENTS CENTER
AT VALLEY FORGE CASINO RESORT
(KING OF PRUSSIA, PA)
REGISTRATION IS OPEN

Featured Speakers:
- Stephen G. Post, Ph.D., international speaker, bioethicist, best-selling author and researcher
- Pamela A. Saunders, Ph.D., researcher and professor of neurology at Georgetown University
- David Wolk, MD, researcher, Co-Director Penn Memory Center

Topics Include:
- Communication & Coping Behaviors, Ethics, Spirituality, Living Well with AD, Research, Hope & Deeply Forgetful People and more!

MONDAY, JUNE 11, 2018
CROWNE PLAZA
(CHERRY HILL, NJ)
REGISTRATION IS OPEN

Featured Speakers:
- Steven R. Sabat, Ph.D., author and Professor Emeritus of Psychology at Georgetown University
- Kelly O’Shea Carney, Ph.D, ABPP, CMC, geropsychologist
- Sandy Markwood, MA, CEO National Association of Area Agencies on Aging: Co-chair Dementia Friendly America
- Robert Nagele, Ph.D., researcher and Professor of Medicine at RowanSOM

Topics Include:
- Behavioral Management, Living Well with AD, Dementia Friendly Communities, Ethics, AD Research, Person-Centered Care and more!

For more information, visit alz.org/delval and click on “Conferences” or call our 24/7 Helpline at 800.272.3900.
CONSIDER CARE CONSULTATION

For families caring for a loved one with dementia, navigating resources and finding the right help can be overwhelming. Alzheimer's disease and other related disorders are prolonged illnesses requiring ongoing education, reassurance and direction. The Delaware Valley Chapter’s Care Consultation program is designed to assist persons with the disease and their families through personalized guidance and support.

Finding a safe and understanding environment to acknowledge and process a diagnosis of Alzheimer’s disease or related dementia can be difficult. Care Consultation helps you and your family develop a road map to navigate through the many thoughts, emotions and questions you may have about memory loss and dementia. Care Consultation can be useful whether you or someone you love has just been diagnosed, or if you and your family are seeing things from different perspectives and are feeling overwhelmed. You will receive valuable one-to-one assistance that will enable you to better understand the disease, recognize the symptoms of dementia and manage its challenges.

Conducted by professional staff with expertise in dementia, this service involves an assessment of needs, assistance with planning and problem solving, supportive listening and more.

CARE CONSULTATIONS INCLUDE:
• One-on-one education about the disease process
• Discussions about home and community safety
• Assistance with developing positive caregiving strategies and coping mechanisms
• Appropriate community-based resources and referrals
• Written action plan for transitional, emergent and future care planning

Care Consultation is available via phone and/or email to all areas of the Delaware Valley Chapter. In-office visits can be arranged in Marlton, NJ, Philadelphia, PA, King of Prussia, PA and Newport, DE offices.

HERE’S WHAT PEOPLE HAVE SAID ABOUT OUR CARE CONSULTATION SERVICE:

“Helped to put us at ease on this step in our journey.

Knowing we have you and the organization to lean on is so relieving.”
MEET
PHIL GUTIS,
DELWARE VALLEY CHAPTER
EARLY STAGE AMBASSADOR

FOR THOSE WHO HAVE BEEN PRIVILEGED
TO HEAR PHIL GUTIS SPEAK AT ONE OF THE
DELWARE VALLEY CHAPTER WALKS TO END
ALZHEIMER’S, YOU HAVE BENEFITED FROM
LEARNING FROM HIS EXPERIENCE. PHIL WAS
DIAGNOSED WITH ALZHEIMER’S IN 2016

AT AGE 54.

After graduating from Penn State University, Phil joined the New York Times as a “copy boy” and worked his way up the ranks to become a reporter in the mid-1980s. He left the newspaper in 1990 and began a career managing communications for non-profits, including serving in communications roles at the American Civil Liberties Union and the Natural Resources Defense Council. Recently he served as the director of a small, non-profit organization that manages an historic, early-industrial village near his home. Phil has now taken on a part-time role, relinquishing many of the responsibilities.

Prior to his diagnosis, Phil had been worried about memory lapses for some time. Despite the results from medical exams, Phil knew something was wrong. “It was becoming harder and harder to handle multiple assignments,” he says. “I blamed myself and thought maybe I just lacked the discipline to get the job done.” It wasn’t until he was connected to a drug trial that Phil received a diagnosis of Younger-Onset Alzheimer’s disease.

Because it is Phil’s hope is to help others struggling with this disease by going public with his diagnosis and story, he has become an advocate for others who have a diagnosis by joining the National Alzheimer’s Association Early Stage Advisory Group while also serving as an Early Stage Ambassador for the Delaware Valley Chapter. Phil and his husband Tim also serve as co-chairs for our The Longest Day committee.

Not only has Phil has written several articles about his experience for local papers as well as the New York Times, he advocates for Alzheimer’s disease as a congressional team member for U.S. Representative Brian Fitzpatrick, who featured Phil during a U.S. House floor speech.

While remaining active helps alleviate some of the stress that accompanies an Alzheimer’s diagnosis, Phil says the disease is never too far from his thoughts.

Phil lives in New Hope, PA with Tim and their pets—three dogs, two cats, and turtle and a bearded dragon.

MEMORY CAFÉ PARTNERSHIP

The Alzheimer’s Association two chapters which serve the state of Pennsylvania have partnered with the Pennsylvania Department of Aging to promote the expansion of Memory Cafés in the community. This combined partnership will greatly enhance the availability of a much-needed community resource by offering webinar trainings to interested volunteers and increasing the number of trained facilitators in the community.

Stigma surrounding Alzheimer’s disease and related disorders may contribute to feelings of isolation and disconnectedness for people living with the diagnosis and their carepartners. To better support and encourage active social ties to the community, Memory Cafés are specifically designed as an opportunity for persons with dementia, as well as their carepartners, family and friends, to meet in a safe and supportive environment that embraces conversations about dementia free of stigma and shame. The group, however, is not designed as a support group, but rather an opportunity to socialize and to connect with peers with similar experiences. Participants in a Memory Café can expect the opportunity to engage in discussions and activities about a host of topics—current events, hobbies, community affairs and more.

The Alzheimer’s Association and the Pennsylvania Department of Aging are committed to a world without Alzheimer’s disease. Until a treatment or cure is found, we are dedicated to ensuring services like Memory Cafés expand and flourish in Pennsylvania. To learn more about Memory Cafés or get involved as a volunteer or host site, please email David Johnson at djjohnson@alz.org or call our 24/7 Helpline at 800.272.3900.
GETTING INVOLVED IN RESEARCH: WHY IS IT SO IMPORTANT NOW?

I never had the ability to help anyone living with Alzheimer’s until I got the disease and participated in a clinical trial. It would be hard to overstate the importance of getting involved.

—Person living with Mild Cognitive Impairment, TrialMatch Participant

There have been a number of recent developments that have positively impacted the breadth and effectiveness of current dementia research. Amyloid PET scans and cerebral spinal fluid (CSF) tests are now a part of many treatment studies. These help ensure all participants in intervention studies for an Alzheimer’s treatment actually have the disease. The use of biomarker tests within research settings has also meant that studies can now test potential treatments with individuals even earlier in the disease process, including participants who are not yet in the symptomatic phase of the disease.

Due to our successful advocacy efforts on the National level, there has also been a steady increase in federal investment in Alzheimer’s research. This will mean new and larger studies in the pipeline looking to recruit participants. Nationally, there is a diversity of memory, cognition and dementia research across the spectrum, including: general memory studies with adults at any age, research with well elders—those not currently experiencing memory impairment, studies focusing on those with a diagnosis of Mild Cognitive Impairment and treatment studies for those with Alzheimer’s. The Greater Philadelphia region is fortunate to have a number of research institutions leading research studies here as well as local sites recruiting for national studies.

For all of these reasons, engaging and enrolling larger numbers of research participants has never been more important. TrialMatch, the Alzheimer’s Association’s easy-to-use source for research information, can help you to find research opportunities that are available right now.

“—Larry Cerrito, Delaware Valley Research Participant

HOW CAN TRIALMATCH HELP YOU LEARN ABOUT THE VARIETY OF STUDIES LOOKING FOR PARTICIPANTS?

TrialMatch has more than 250 studies being conducted at sites across the country and online. These include:

Treatment trials—testing new treatments or combination of treatments
Diagnostic studies—looking for new biomarkers or tests to make diagnosis easier
Prevention trials—investigating ways to prevent the onset of dementia or Alzheimer’s
Quality of life studies—explore ways to improve the lives of those living with or caring for someone with Alzheimer’s
Online studies—Web-based studies testing memory or other cognitive skills

To learn more about TrialMatch and current research studies looking for participants, visit alz.org/TrialMatch.
To enroll in Medic Alert + Alzheimer’s Association Safe Return, call 888.572.8566 or visit alz.org/care and click "safety."
10 WAYS TO LOVE YOUR BRAIN

START NOW. It’s never too late or too early to incorporate healthy habits.

- Break a sweat: Engage in regular cardiovascular exercise that elevates heart rate and increases blood flow. Studies have found that physical activity reduces risk of cognitive decline.
- Hit the books: Formal education will help reduce risk of cognitive decline and dementia. Take a class at a local college, community center or online.
- Butt out: Smoking increases risk of cognitive decline. Quitting smoking can reduce risk to levels comparable to those who have not smoked.
- Follow your heart: Risk factors for cardiovascular disease and stroke – obesity, high blood pressure and diabetes – negatively impact your cognitive health.
- Buddy up: Staying socially engaged may support brain health. Find ways to be part of your local community or share activities with friends and family.
- Take care of your mental health: Some studies link depression with cognitive decline, so seek treatment if you have depression, anxiety or stress.
- Catch some ZZZ’s: Not getting enough sleep may result in problems with memory and thinking.
- Heads up!: Brain injury can raise risk of cognitive decline and dementia. Wear a seat belt and use a helmet when playing contact sports or riding a bike.
- Fuel up right: Eat a balanced diet that is higher in vegetables and fruit to help reduce the risk of cognitive decline.
- Growing evidence indicates that people can reduce their risk of cognitive decline by adopting key lifestyle habits. When possible, combine these habits to achieve maximum benefit for the brain and body.

Visit alz.org/10ways to learn more.
LAST JUNE 21, ALL THROUGHOUT THE DELAWARE VALLEY CHAPTER, LOVE WAS MOST DEFINITELY IN THE AIR. PARTICIPANTS IN THE LONGEST DAY WERE HONORING THOSE WITH ALZHEIMER’S DISEASE AND THEIR CAREGIVERS BY DOING AN ACTIVITY THEY LOVE (OR ONE THAT THEIR LOVED ONE MAY HAVE ENJOYED DOING) WHILE AT THE SAME TIME RAISING FUNDS FOR THE ALZHEIMER’S ASSOCIATION.

There was a cookie sale in Moorestown, a Mitzvah project in Narbeth and a knitting party in Lewes. We saw bridge tournaments, karaoke, kayaking and bowling. Residents in assisted living facilities took turns riding stationary bikes while employees at local businesses held awareness events. Purple-shirted people in every state stayed right in their own communities (sometimes in their own backyards) yet still came together to make a big impact, raising nearly $75,000 that went directly to research and local programs and services that support the nearly 300,000 in the Delaware Valley Chapter impacted by Alzheimer’s.

Begun nationally in 2012, The Longest Day is the second premier fundraiser for the Alzheimer’s Association. Held annually on and around the summer solstice, the initiative is meant to symbolize the fact that for those suffering with Alzheimer’s and their caregivers, every day is “the longest day.” Participants are limited only by their own creativity in choosing an activity or event to honor someone they love. Resources and coaching are provided by the Alzheimer’s Association to help get you started and see you through to a successful finish.

For more information, visit alz.org/thelongestday, or contact Sue Wronsky at swronsky@alz.org or call our 24/7 Helpline at 800.272.3900.
CORPORATE SPOTLIGHT: GENESIS HEALTHCARE

When Michael Walker founded Genesis HealthCare, did he imagine the healthcare giant the organization would become? Did he know that management, employees and residents would be this committed to our community and, in particular, to the fight against Alzheimer’s?

The Alzheimer’s Association Delaware Valley Chapter is fortunate to have the support of the Kennett Square headquartered company as our Top Corporate Sponsor in the region.

So we asked Paul Bach, Genesis HealthCare’s Chief Operating Office, why they got involved. “As an organization, we realized years ago that we needed a close collaborative relationship with the Alzheimer’s Association in order to develop the best models of care and services for the residents which we serve in our skilled nursing facilities and senior living communities. In return, we knew that the Alzheimer’s Association needed financial support in order to be viable year after year. Starting each year with a budget of $0 is not easy. We felt that if we could provide a multi-year sponsorship, it would help the Association tremendously as well as to enable us to ‘hardwire’ our level of giving in our budget.”

We as a Chapter are so fortunate that Genesis HealthCare participates with us in so many ways. Their employees serve on our board and event committees, they have teams participating in EVERY Walk to End Alzheimer’s, staff attends all other major events and management encourages other local companies to support us.

Paul has been involved extensively over the years. “I have enjoyed my involvement with the Alzheimer’s Association through participation on the Corporate Development Committee and in helping the Associations’ fundraising efforts at special events. I am fortunate to be in a position where I am surrounded by many Genesis HealthCare volunteers dedicated to ‘A World Without Alzheimer’s.’ This includes our Chief Executive, George Hager, Jr. who has served as an Alzheimer’s Association board member for numerous years,” said Paul. “Partnerships of these types really help us better serve our residents, their family members and our caregivers. We need to be committed to making improvements in care delivery and outcomes every day,” he added.

We asked Paul how this extraordinary partnership has benefited their business. Paul responded, “Due to our longstanding and significant relationship with the Alzheimer’s Association, we are viewed as an innovator in the care of persons with Alzheimer’s”.

As the top sponsor of the Alzheimer’s Association Delaware Valley Chapter, here’s the message Paul and Genesis would like to give other businesses about their involvement:

“Many organizations make small but important commitments to many beneficial causes throughout the year. I would ask company leaders to consider to ‘aggregate’ their annual giving and consider a multi-year sponsorship of the Alzheimer’s Association. The benefits are enormous when you consider the meaningful impact on the quality of life of individuals, caregivers and the opportunities to help our nation contain health care spending.”

“We are very proud of our longstanding corporate partnership with the Alzheimer’s Association and we believe it represents a best practice model for others to consider,” said Paul.

All of us at the Alzheimer’s Association Delaware Valley Chapter are proud, too. Genesis HealthCare is not only supportive locally, the organization help other chapters nationwide by participating in the Walk to End Alzheimer’s. As a matter of fact, Genesis has raised $222,000 nationally through these efforts. Thanks to their consistent support, tireless volunteers dedicated to advancing our mission, we are helping more families and giving them a brighter future. Thanks to companies like Genesis, we will someday soon have survivors of Alzheimer’s.

GRANTS & AWARDS

The Alzheimer’s Association Delaware Valley Chapter would like to acknowledge our many partners from corporate, foundation and government organizations who awarded us grants during the 2018 Fiscal Year, which began on July 1, 2017 and will conclude on June 30, 2018. With the generous financial assistance of these organizations and companies, the Chapter had the opportunity to sustain, develop and implement many critical programs and services in order to better serve those affected by Alzheimer’s and related disorders throughout our 18-county territory.

We offer continued gratitude to those whose financial support helped us carry out our mission. We are greatly appreciative of the funds granted by the following organizations:

- Albert M. Greenfield Foundation
- Church & Dwight Employee Giving Fund
- Commonwealth of Pennsylvania
- County of Atlantic (New Jersey)
- Delaware General Assembly
- Investors Bank Foundation
- The Patricia M. Kind Family Foundation
- Roma Bank Community Foundation
- Sussex County Council

To find out how your organization can support our Grant Program, email Brigitta Glunk at bglunk@alz.org or call our 24/7 Helpline at 800.272.3900.
2018 SET TO BE A CRITICAL YEAR IN THE FIGHT AGAINST ALZHEIMER’S DISEASE!

We’ve celebrated the passage and enactment of the Recognize, Assist, Include, Support and Engage (RAISE) Family Caregivers Act of 2017 and the Senate and House Appropriations Committee approved an historic increase in federal funding for Alzheimer’s research. But we have so much more to do in the fight against Alzheimer’s.

Help us keep up the momentum by registering for the 2018 Alzheimer’s Association AIM Advocacy Forum being held June 17-19, 2018!

More than 1,000 Alzheimer’s advocates from across the country will join in Washington, D.C. June 17-19 for this inspiring three-day event seeking to advance policies and awareness and to improve the lives of those affected by Alzheimer’s and related dementias. Register for the 2018 Advocacy Forum at alz.org/forum. The Advocacy Forum is the nation’s premier Alzheimer’s disease advocacy event and a critical opportunity to engage elected officials and their staff. This will be the 30th Advocacy Forum and a very exciting program is being planned. We hope to see you in Washington!

Can’t attend the full three-day event? Join the Delaware Valley Chapter on June 19 for our annual Day on the Hill! Roundtrip bus transportation will transport advocates to and from Washington, D.C., where you’ll have the opportunity to join with advocates from across the nation as we turn the Hill purple, sharing our personal stories, raising awareness and asking for support of our key policy priorities. Save the date and watch for more details coming soon!

PUBLIC POLICY UPDATES

The Alzheimer’s Association and Alzheimer’s Impact Movement are celebrating the passage and enactment of the Recognize, Assist, Include, Support and Engage (RAISE) Family Caregivers Act of 2017 (H.R.3759). Signed into law in January, the RAISE Family Caregivers Act will address the critical needs of caregivers by directing the Department of Health and Human Services (HHS) to develop a national strategy to provide education and training, long-term services and supports, and financial stability and security for caregivers. In addition, the bill creates a Family Caregiving Advisory Council—modeled after the National Plan to Address Alzheimer’s Disease Advisory Council—to provide advice on how the federal government can recognize and support family caregivers. Many thanks to our passionate advocates who have tirelessly advocated to their members of Congress to make this legislative accomplishment a reality!

What to do more in the fight against Alzheimer’s? Get involved with the Alzheimer’s Impact Movement (AIM)

Alzheimer’s Impact Movement (AIM) is the public policy arm of the Alzheimer’s Association. AIM’s mission is to make Alzheimer’s a priority at the national and state levels through advocacy in Washington, D.C. and state capitals across the country. As a 501(c)(4), AIM is able to engage with lawmakers in more ways than the Association can by itself.

AIM membership costs just $20 a year. Your membership cost goes toward advancing the Alzheimer’s Association’s advocacy efforts and supporting our champions on the state and federal levels. AIM works to impress upon our elected officials the growing crisis Alzheimer’s presents to our nation’s families and the economy. In doing so, AIM is inspiring these leaders to take bold action to address Alzheimer’s disease. Dollar for dollar, your AIM membership is the best way to change how our elected leaders act on the Alzheimer’s crisis. For more information about AIM, visit alzimpact.org/about.
2018 Alzheimer’s Disease Facts and Figures

Alzheimer’s Disease is the 6th leading cause of death in the United States.

16.1 million Americans provide unpaid care for people with Alzheimer’s or other dementias. These caregivers provided an estimated 18.4 billion hours of care valued at over $232 billion.

Between 2000 and 2015, deaths from heart disease have decreased 11%, while deaths from Alzheimer’s disease have increased 123%.

1 in 3 seniors dies with Alzheimer’s or another dementia.

It kills more than breast cancer and prostate cancer combined.

Early and accurate diagnosis could save up to $7.9 trillion in medical and care costs.

In 2018, Alzheimer’s and other dementias will cost the nation $277 billion.

By 2050, these costs could rise as high as $1.1 trillion.

5.7 million Americans are living with Alzheimer’s.

By 2050, this number is projected to rise to nearly 14 million.

Every 65 seconds, someone in the United States develops the disease.

Alzheimer’s Association
The brains behind saving yours.
ABOUT OUR CHAPTER

OFFICES

CHAPTER HEADQUARTERS
399 Market Street, Suite 102
Philadelphia, PA 19106

DELAWARE REGIONAL OFFICE
240 N. James Street, Suite 100A
Newport, DE 19804

SOUTH JERSEY REGIONAL OFFICE
3 Eves Drive, Suite 310
Marlton, NJ 08053

SOUTHEASTERN PENNSYLVANIA REGIONAL OFFICE
620 Freedom Drive, Suite 101
King of Prussia, PA 19406

LEHIGH VALLEY BRANCH OFFICE
617 A Main Street
Hellertown, PA 18055

BERKS COUNTY BRANCH OFFICE
237 Court Street
Reading, PA 19601

SUSSEX COUNTY BRANCH OFFICE
108 N. Bedford Street
P.O. Box 625 (mailing address)
Georgetown, DE 19947

ATLANTIC COUNTY BRANCH OFFICE
25 Dolphin Avenue
Building D, Ground Floor
Northfield, NJ 08225

To schedule a visit with one of our staff at any office, call our 24/7 Helpline at 800.272.3900.

The Alzheimer’s Association Delaware Valley Chapter, a non-profit tax-exempt corporation, publishes this newsletter bi-annually. Materials received from any other organization may not use the registered logo shown on the cover of this newsletter, and should not be considered as representing the Alzheimer’s Association Delaware Valley Chapter.

Copyright by the Alzheimer’s Association Delaware Valley Chapter, except where specifically stated otherwise. Permission is hereby granted to all Alzheimer’s Association Chapters to excerpt materials from this newsletter for use in their public information programs. We would be grateful to receive a copy of such reprints.