FUELING OUR MISSION TO END ALZHEIMER’S

INSIDE THIS ISSUE

• 2018 WALK SEASON UNDERWAY

• BREAKING NEWS: RESEARCH UPDATE

• AVAILABLE CHAPTER PROGRAMS & SERVICES

24/7 HELPLINE 800.272.3900
ALZ.ORG/DELVAL
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, or to suggest a topic, reach out to Newsletter Editor, Linda Barba, at lbarba@alz.org.
LET’S FUEL OUR MISSION TO END ALZHEIMER’S

DEAR FRIENDS & SUPPORTERS,

It’s officially Walk to End Alzheimer’s® season! The excitement is building here at the Delaware Valley Chapter as we prepare for each of our seven big Walk events.

As we get things started it’s important to remember why we “do what we do.” There are more than 5.7 million Americans living with Alzheimer’s disease or a related disorder. Consider the local impact…294,000 residents of the Delaware Valley region live with a dementia diagnosis. These are our mothers, fathers, siblings, friends, co-workers and neighbors. The funds raised by our seven Walks—and the hundreds of others held across our nation—help fund research for a cure and provide vital programs and services to our families. To make it happen we need YOU—our Alzheimer’s champions!

A few words about champions…we live in or around the City of Champions…the City of Brotherly Love, home to our victorious Eagles—our great PHILADELPHIA! While the Eagles are new to the winner’s circle, the Philadelphia Walk to End Alzheimer’s is not. We’ve been #1—the very pinnacle in size and revenue earned—out of 600 nationwide Walks for three years running! And we’re not done yet! We won’t rest until we’re #1 again and we help the world get closer to finding the FIRST SURVIVOR of Alzheimer’s disease! Who wouldn’t love to view a sea of white flowers at future Walks?

As we strive to find Alzheimer’s first survivor, we would be remiss not to acknowledge our Walk volunteer leadership. Our Walk events are large undertakings and wouldn’t be nearly as successful without the help of volunteers who lead the way. To them we say THANK YOU! (If you’d like to make a difference in a new way by taking on a leadership role at one of our Walks, email me: kdisalvo@alz.org.)

The Alzheimer’s first survivor is out there…we are so hopeful! REGISTER. FUNDRAISE. VOLUNTEER. Everything you do is very much appreciated and necessary in this fight to #ENDALZ!

See you at Walk!

With thanks,

Kathryn

Kathryn DiSalvo
Senior Director Special Events

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.
NOTABLE HIGHLIGHTS:

• Our Lehigh Valley Walk to End Alzheimer’s had a record-breaking year, exceeding goal before Walk day—raising more than $205,000 with more than 1,300 walkers in only its second year!

• Our Rehoboth Beach Walk to End Alzheimer’s reached its goal for the first time—bringing in more than $154,000!

• This was a record-breaking year for our Wilmington Walk with 1,575 participants who raised more than $205,000—blowing away our $181,000 goal!

• Congratulations to the Philadelphia Walk to End Alzheimer’s for maintaining its rank as the #1 Walk to End Alzheimer’s in the nation for three years in a row. Can you say triple crown? Or how about dynasty? We are so unbelievably proud of our walkers, sponsors and volunteers who helped to make this a reality. We are serving the families in the Philadelphia area because of your hard work and dedication, and for that, we are extremely grateful. Of course, when you’re number one for three years in a row, there will be some friendly competition along the way and many Walks are nipping at our heels to grab our top spot. We say, “Bring it on!” After all, we’re the city of champions! So join us and register today at alz.org/delval/walk and let’s start fundraising! We got this, Philly!

2017 TOP FIVE WALKS NATIONWIDE

1. Philadelphia, PA—$1,470,710.00
2. Twin Cities, MN—$1,464,316.88
3. Silicon Valley, CA—$1,365,423.05
4. Boston, MA—$1,344,441.08
5. Chicago IL—$1,221,483.24

Genesis HealthCare is proud to be the presenting sponsor for the 2018 Delaware Valley Chapter Walk to End Alzheimer’s.
2018 WALK TO END ALZHEIMER’S®

9.29.18 LEHIGH VALLEY
ARTSQUEST CENTER AT STEELSTACKS
Registration: 8:00 am
Promise Garden Ceremony: 9:15 am
Walk Start: 9:30 am

9.29.18 REHOBOOTH BEACH
GROVE PARK
Registration: 8:30 am
Promise Garden Ceremony: 10:00 am
Walk Start: 10:15 am

10.6.18 BERKS COUNTY
PENN STATE UNIVERSITY BERKS CAMPUS
Registration: 9:00 am
Promise Garden Ceremony: 10:15 am
Walk Start: 10:30 am

10.7.18 SOUTH JERSEY SHORE
BOARDWALK HALL AT KENNEDY PLAZA
Registration: 9:00 am
Promise Garden Ceremony: 10:15 am
Walk Start: 10:30 am

10.13.18 CUMBERLAND COUNTY
NEW JERSEY MOTORSPORTS PARK
Registration: 8:00 am
Promise Garden Ceremony: 9:15 am
Walk Start: 9:30 am

10.20.18 WILMINGTON
RIVERFRONT WILMINGTON
Registration: 8:00 am
Promise Garden Ceremony: 9:15 am
Walk Start: 9:30 am

11.10.18 PHILADELPHIA – #1 WALK IN THE COUNTRY IN 2017!
CITIZENS BANK PARK
Registration: 9:00 am
Promise Garden Ceremony: 10:45 am
Walk Start: 11:00 am

HELPFUL INFORMATION

EARLY BIRD CHECK-INS!
- Get everything you need for Walk day ahead of time, turn in your fundraising dollars early and skip the lines at the Walk!
- Stay Tuned—More information about your Walk’s Early Bird Check-in is coming soon!
- Lehigh Valley Walk to End Alzheimer’s Early Bird Check-in will be held Monday, September 24 from 5:00–8:00 pm at the Keystone Pub at Whitehall.
MORE

• We need YOU and 600+ volunteers for the Number #1 Walk to End Alzheimer’s in America on November 10 at Citizens Bank Park in South Philly. More than 10,000 people attend this fun event that boasts free parking!

• Fundraising will be open through December 31, 2018.

INCENTIVES

• Raise $100 or more and earn the official 2018 Walk to End Alzheimer’s T-Shirt!

• Raise $500 or more and you’ll join the elite ranks of the Walk to End Alzheimer’s Champions Club!

• Raise $1,000 or more and you’ll become an exclusive Grand Champion! Both levels receive a medal and bragging rights. Grand Champions receive a special Grand Champion T-shirt!

• Earn other Walk to End Alzheimer’s gear at additional fundraising milestones. Check out alz.org/walkincentives to learn more!

STEPS TO SUCCESS

• Register today at alz.org/delval/walk and select the Walk location nearest to you!

• Registration is also available on the day of each Walk. Not able to make it to a Walk? Sign up as a Virtual Walker! You can raise dollars for the cause and earn awesome incentives for your hard work!

• Set a goal! Challenge yourself and your team to build off your success from last year! First time walking? Make your goal $100 and earn that t-shirt!

• Make a self-donation! Did you know Walkers who make a self-donation raise 2x the amount of a Walker that does not donate? Jump start your fundraising and set an example for those on your team.

• Customize your Walk page. Add a photo and tell your story so others can learn why you walk.

• Just ask! Ask family, friends and co-workers to support you and your commitment to the fight against Alzheimer’s disease.

• Matching Gifts—Did you know you can DOUBLE or even TRIPLE your donations? Many employers sponsor Matching Gift Programs and will match charitable contributions made by their employees. Ask your donors and your employer about matching gifts! Visit http://www.matchinggifts.com/walk/ to see if your company is a participant in our Matching Gift program.

• Create a fundraiser on Facebook! (NEW!) Simply go into your Walk participant center, click the social media tab, and then click Connect Fundraiser to Facebook. *Please note you must set this up through your online participant center to ensure the donations go to your Walk team.

• Contact us! We can provide additional ideas, marketing or fundraising supplies.
  – Amanda Alderfer | alderfer@alz.org | 215.399.9210
    Berks County & Lehigh Valley Walks
  – Jody Trinsey | jtrinsey@alz.org | 215.399.9206
    Rehoboth Beach & Wilmington Walks
  – Keely Boyle | kboyle@alz.org | 215.399.9143
    Philadelphia Walk
  – Michelle Vorpahl | mvorpahl@alz.org | 215.399.9184
    Cumberland County & South Jersey Shore Walks
DON’T FORGET ABOUT OUR AWESOME TEAM CHALLENGES!

• Family & Friends Challenge: The top fundraising team will receive a private tent or area and banner at the 2019 Walk to End Alzheimer’s.

• Senior Care Challenge: Prizes are awarded to the top senior care organization’s fundraising team with 10 or more team members registered.

• Rookie of the Year Award: Prize is awarded to the top fundraising team among all first-time teams.

• School Pride: Prizes will be awarded to the top collegiate fundraising team.

• Faith-Based: Prizes will be awarded to the top faith-based team.

• Ultimate Sponsor Showdown: Prizes are awarded to the top fundraising team with 10 members.

• National Team Challenge: Prizes are awarded to the top fundraising team with 10 members registered (Visit alz.org/walk for a list of National Teams).

• Corporations for a Cause: Prizes are awarded to the top fundraising team with 10 members registered.

LACE UP YOUR SHOES AND RUN TO REMEMBER

The weekend of November 16-18, 2018, the 8th Run to Remember (R2R) team will represent the Alzheimer’s Association as a charity partner in the AACR Philadelphia Marathon. More than 100 runners will participate in either the Rothman 8K, the half marathon or the full marathon—or challenge themselves to compete in the Freedom, Liberty or Independence Challenge. Our team members will be running on behalf of parents, grandparents, other relatives or friends who have been affected by Alzheimer’s disease or a related disorder. They are dedicated to raising funds and awareness in their communities.

Committee co-chair, Lizzy McLellan Ravitch said, “It’s exciting to know that over the past eight years, Run to Remember team members and sponsors raised more than $911,000. Our goal is to keep the momentum going.”

The team’s co-chair Jessica Rodio echoed Ravitch’s excitement and shared the team’s passion and commitment to our cause.

“Our team of 100 registered runners and friends are working to raise $130,000 in 2018. Alzheimer’s is on the rise, and we won’t stop running until we bring a end to this devastating disease.”

HOW CAN YOU HELP THE TEAM REACH ITS GOAL?

• Register as a runner—there are still some slots left!

• Donate to an individual runner or team

• Become a sponsor

• Join the volunteer planning committee

Check out the Run to Remember website to learn more. Visit act.alz.org/R2R. For more information contact Lisa Radin at lradin@alz.org
OTHER WAYS TO ENGAGE

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:
This summer, the Oak Hill Condominium and social committee, Penn Valley, Pennsylvania held a barbecue pool party. The proceeds benefited the Alzheimer’s Association.

Ricki Blumenthal, social committee co-chair, said, “We hold a barbecue pool party each year and we try to designate a local organization that also affects many of our residents. The Alzheimer’s Association meets both concerns.”

The event raised more than $1,500.

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

For more information and ideas, email Lisa Radin at lradin@alz.org, or call 609.970.9157

VOLUNTEER OPPORTUNITIES

It’s Walk to End Alzheimer’s Season at the Delaware Valley Chapter and we need VOLUNTEERS for our seven Walks! Our Philadelphia Walk is the number-one Walk to End Alzheimer’s in the nation with 10,000 participants. We need 600+ volunteers to put on this fun, family-friendly Walk on Saturday, November 10 at Citizens Bank Park where there’ll be free parking.

To learn more, contact Elaine Griffin at egriffin@alz.org.

CONSIDER VOLUNTEERING AT ONE OF OUR SIX OTHER WALKS

Rehoboth Beach, Delaware on Saturday, September 29 or Wilmington, Delaware on Saturday, October 20, contact Jody Trinsey: jtrinsey@alz.org

Lehigh Valley on Saturday, 29 or Berks County on Saturday, October 6, contact Amanda Alderfer: aalderfer@alz.org

South Jersey Shore on Sunday, October 7 or Cumberland County/Millville on Saturday, October 13, contact Michelle Vorpahl: mvorpahl@alz.org

We are also recruiting volunteers to make “thank you” phone calls to our newly-registered walkers and team captains. This is an easy way to volunteer from the comfort of your home. To sign up, contact Elaine Griffin at egriffin@alz.org.

JOIN OUR ALZHEIMER’S SPEAKERS BUREAU

We are looking for experienced and passionate public speakers to give Alzheimer’s consumer education programs throughout the community. We will provide the training for these popular PowerPoint presentations, including “Understanding Alzheimer’s and Dementias” or “Know the Ten Signs.” If you’re interested, please reach out to Sharon Jarnette: sjarnette@alz.org.
The Alzheimer’s Association Delaware Valley Chapter offers a wide range of programs and services to help people living with Alzheimer’s or a related disorder and their families and care partners. Most programs are provided free of cost, thanks to the generosity of our donors, sponsors and grantors.

24/7 HELPLINE: 800.272.3900
Our toll-free 24/7 Helpline (800.272.3900) is available in more than 160 languages and staffed by dementia experts who provide information, emotional support, education, resource listings and general disease information.

EARLY STAGE INITIATIVES
Our Chapter has established a multi-level program to engage people who are diagnosed with Alzheimer’s or a related disorder through education, support and social engagement. Educational programs are specifically geared for people with the disease and can address questions about the disease process and provide valuable information on planning. Early Stage Support Groups have been developed as a second level to provide ongoing support.

CARE CONSULTATION
Our clinical professional team is dedicated to helping people navigate through the difficult decisions and uncertainties faced at every disease stage. The program offers different levels of specialized care consultation by telephone, email or in person—including an assessment of needs, assistance with planning and problem solving, supportive listening and more.

PUBLIC POLICY
We advocate for legislative reform at state and federal levels to improve the quality of care and services for individuals with Alzheimer’s and their families—including increased research funding.

TRIALMATCH®
TrialMatch is the first-of-its-kind, free, confidential interactive tool that provides comprehensive clinical trial information and an individualized trial matching service for people with Alzheimer’s disease or related disorders.

CONSUMER EDUCATION
Our Chapter offers free consumer education programs addressing issues related to dementia. These educational opportunities are facilitated by staff and trained volunteers from our speaker’s bureau and are offered throughout the tri-state service area.

DIVERSITY & INCLUSION
The goal of the Alzheimer’s Association is to meet the demand for culturally and logistically sensitive information, education and awareness in the African American, Latino and LGBT communities, among others.

SUPPORT GROUPS
More than 180 support groups meet regularly to provide a place to learn about coping with Alzheimer’s disease or related disorders. Support groups encourage members to share information, give and receive support and exchange coping skills. Specialized groups include Fronto-Temporal Dementia, Men’s, Adult Children and more.

SAFETY SERVICES
The Alzheimer’s Association Delaware Valley Chapter assists with the MedicAlert® + Alzheimer’s Association Safe Return® program that provides 24/7 nationwide assistance when a person wanders or is lost, as well as access to vital medical information at the time of need. Training is also available online and in person for first responders. What’s more, our Chapter is armed with a disease preparedness plan and program to train staff and put into place practical policies to assist and support our community in the event of an emergency.
UPCOMING EVENTS

SAVE THESE DATES

PARTY IN PURPLE
PLEASE TOUCH MUSEUM
SATURDAY, MARCH 9, 2019
8:00–MIDNIGHT

The 2019 Party in Purple, being held at one of Philadelphia’s historic landmarks, is guaranteed to be a sold out, fun-filled evening! Dance the night away under Lady Liberty’s torch, take a moonlit ride on the glimmering carousel, enjoy great music, gastronomic delights by Brûlée Catering, luscious desserts created by local pastry chefs, open bar, Las Vegas style gaming and an unparalleled silent auction while supporting an important cause.

To join the committee, sponsor, make an auction donation, buy tickets and/or place an ad, contact Lisa Radin at lradin@alz.org or call 800.272.3900.

THE LONGEST DAY
alzheimer's association
FRIDAY, JUNE 21, 2019

"The Longest Day®" is all about love—doing something you love to honor someone you love! On June 21, 2019 choose any activity that you love and turn it into a way to support The Longest Day, the Alzheimer’s Association's newest premier fundraising initiative!

For more information about participating or volunteering, contact Sue Wronsky at swronsky@alz.org or 800.272.3900. To register, visit alz.org/thelongestday.

WINE WOMEN & SHOES
COMING SPRING 2019—THE EXCITEMENT OF WINE WOMEN & SHOES AT A NEW LOCATION!

Stay tuned for all the exciting details!

19TH ANNUAL SOUTH JERSEY GOLF CLASSIC
LAUREL CREEK COUNTRY CLUB
MONDAY, MAY 6, 2019

Co-chairs:

• Jon Runyan—Delaware Valley Chapter Board Vice Chair NFL Vice President of Policy and Rules Administration

• Tom Bernetich—Adobe Digital Practice Lead

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PROFESSIONALLY SPEAKING

VOLUNTEER-DRIVEN PROGRAMS: FUELING THE FIGHT

AS THE SCOPE OF OUR WORK AT THE ALZHEIMER’S ASSOCIATION EXPANDS TO ADDRESS THE PUBLIC HEALTH CRISIS OF ALZHEIMER’S DEMENTIA ACROSS THE COUNTRY AND AROUND THE GLOBE, NOW MORE THAN EVER WE NEED TO ENLIST THE PASSION AND EXPERTISE OF OUR COMMUNITY VOLUNTEERS TO JOIN US IN THE FIGHT TO #ENDALZ.

In addition to the more than five million Americans currently diagnosed, one in eight people at age 65 develops Alzheimer’s. Ten-thousand Baby Boomers in America turn 65 years old every day. Program volunteers will have a profound impact on our ability to expand the reach of education, care and support to the growing millions of individuals and caregivers through education, support groups and early-stage engagement programs. As a volunteer, you can provide insight into the challenges and potential solutions in reaching members of your community in need of education and support.

The reasons people volunteer are as diverse as the volunteers themselves and the communities they serve. For most, it is about giving back and a personal desire to help others. Volunteering also provides an opportunity to develop business skills such as problem-solving, decision-making or negotiating, and to enhance leadership abilities. It also affords a platform to network with and meet others. When people respond to crises by rolling up their sleeves and joining with others to do something, we overcome the feeling of helplessness or powerlessness that the situation evokes. Whether you prefer virtual volunteering from home or over Internet platforms, micro-volunteering on short-term projects, working in collaborative groups, or increasing awareness in your neighborhood—we’ll be developing volunteer opportunities in the coming months to fit your interests and lifestyle, with the goal of building a diverse corps of volunteers throughout the region to best meet the diverse needs of our communities. We want our volunteers to have the tools and flexibility to not only make a contribution, but to make a difference!

TOGETHER: GREATER REACH, GREATER IMPACT

To support the growth of volunteerism in our program delivery, we are seeking people who have an interest and passion for the cause, a desire to mentor others on the journey, and/or professional experience in dementia care. We are seeking volunteers to: facilitate monthly support groups and memory café programs; to promote Association programs and services at community events and wellness fairs; to make peer-to-peer calls to local caregivers; to advocate with lawmakers to support critical research and legislation; to assist in delivering information and education in your community and more. Think about how you can impact your community—by helping us expand awareness and education at your place of worship, your library, your school, your office, etc. Then let us know how you would like to get involved and share your personal or professional experience and passion with others in your area by contacting Kellie Butsack at kbutsack@alz.org or 215.561.2919 ext 8960.
DEMENTIA AND DRIVING

Driving demands quick reaction time and fast decision making—because of this, a person with Alzheimer’s or a related disorder will eventually become unable to drive.

Dementia can affect your ability to read or understand information, judge spatial relationships and concentrate for long periods of time. All of these factors contribute to one’s abilities behind the wheel.

Proactive planning can help families anticipate and manage crises that may arise in the future—especially when it comes to driving. It is important to discuss these issues early on in order to ease the transition and set up a plan that ensures the safety of the person who is coping with dementia, as well as others on the road.

Some people give up driving easily, but for others this transition can be very difficult. Be prepared, patient, and understand that this is a significant change in a person’s life—always approach these subjects with sensitivity and compassion.

Determining when someone can no longer safely drive requires careful observation by family and caregivers. Here’s a list of warning signs that it’s time to stop driving:

- Forgetting how to locate familiar places
- Failing to observe/obey traffic signs
- Making slow or poor decisions in traffic
- Driving at an inappropriate speed
- Becoming angry or confused while driving
- Hitting curbs
- Using poor lane control/making errors at intersections
- Confusing the brake and gas pedals
- Returning from a routine drive later than usual
- Forgetting the destination you are driving to during the trip

Driving is not the only transportation option available. There are many options people can explore that will allow them to continue to travel independently and remain in control of their mobility, such as utilizing family, friends, special transportation services or taxis. For more information, call our the 24/7 Helpline at 800.272.3900.

September is World Alzheimer’s Month—a time to raise awareness and challenge the stigma that surrounds dementia. To commemorate World Alzheimer’s Day on September 21, the Alzheimer’s Association Delaware Valley Chapter is hosting a series of Community Forums—two-hour town hall style gatherings designed to engage communities to better understand how Alzheimer’s Association programs and services can be responsive to the diverse and unique people we serve.

Alzheimer’s is a growing public health crisis that demands expanded reach and access to care, resources, education and support. Community Forums provide a vehicle for outreach, as well as full-mission opportunities such as volunteerism. Although the Alzheimer’s Association is facilitating these events in conjunction with our generous host partners, these are meant to be participant driven. We want to hear from you! Our goals are to:

1. **Listen** to the experiences of the community related to the cause.
2. **Identify** needs, gaps in resources and opportunities.
3. **Elevate** awareness and visibility of the Alzheimer’s Association.

We want to empower communities, establish a network of supporters, leverage volunteer resources, make resources accessible and build community partnerships! Please join us at one these upcoming events and keep an eye out for upcoming forums throughout the tri-state region.

**Date: Friday, September 21**

**Camden County**
Jefferson Cherry Hill Hospital
2201 Chapel Ave. West
Lobby Conference rooms 2&3
Cherry Hill, NJ (General Public)
10 am to 12 pm
Our Lady of Lourdes Medical Center
Vesper Building
1600 Haddon Ave.
Camden, NJ (Latino Focus)
10 am to 12 pm

**Sussex County**
Easter Seals
22317 Dupont Blvd
Georgetown, DE 19947
10 am to 12 pm

**Lehigh County**
Lehigh Valley Hospital
1627 W. Chew St. - 17th Street Auditorium
Allentown, PA 18102
6:30 pm to 8:30 pm

For more information, call our the 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

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.”

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.

If you have questions or concerns and feel you could benefit from Care Consultation services, please call our 24/7 Helpline at 800.272.3900 and request a Care Consultation today.

HELP LINE
REACHING DIVERSE COMMUNITIES

At the Alzheimer’s Association, diversity is integral to our mission and vital to our vision of a world without Alzheimer’s disease. As a result, we strive to be inclusive of the millions of people currently affected by Alzheimer’s disease, their caregivers and the communities in which they live. The Alzheimer’s Association views diversity broadly, welcoming and serving people who are members of diverse groups, including, but not limited to, any race, ethnicity, gender identity, age, socioeconomic status, sexual orientation, regional or national place of origin, religion, language and persons with disabilities.

We’ve recently taken the following steps to grow our reach with diverse communities throughout the Delaware Valley region:

ALPHA KAPPA ALPHA, SORORITY INCORPORATED PARTNERSHIP

The Delaware Valley Chapter has teamed up with local Alpha Kappa Alpha, Sorority Incorporated (AKA) chapters across the region. AKA is the oldest historically black women’s Greek-letter sorority in the country. Americans of African descent tend to have higher rates of high blood pressure, diabetes and cardiovascular disease, which are risks for Alzheimer’s. In fact, older black Americans are twice as likely as their white counterparts to develop Alzheimer’s, plus, women are at the epicenter of this disease, so many AKA members are affected by it in some way. As a result, these sorors have demonstrated a deep commitment to our cause by participating in our nationwide, signature fundraising initiative, The Longest Day®, community education, volunteerism and more. We are fortunate to have the continued support of local AKA members, who continue to live up to the sorority’s mission, which includes, in part, being in “service to all mankind.”

FAITH-BASED OUTREACH

A vital and inherent part of our partnerships is faith-based outreach. The faith community plays a significant role in many diverse communities. We use the “Purple Power Champions” goal to help our chapter connect with faith communities and align with the association’s overall approach to volunteerism. We connect with faith leaders such as priests, rabbis, pastors and others, along with members of their leadership teams to serve as trusted sources and direct, effective pipelines to the members of their faith organization.

LATINO COMMUNITY OUTREACH

The overall American population is aging rapidly and more baby boomers are becoming retirees. Eight percent of this retiree population are Latinos, who are expected to make up 20 percent of this population by 2050. Because Latinos’ risk factors are similar to African Americans’, older Latinos’ risk of developing Alzheimer’s is one and a half times higher than their white, non-Latino peers.

Our chapter has partnered with Latino groups and organizations in the region to not only engage the local Latino community with important information about Alzheimer’s detection, diagnosis, care, treatment, research and advocacy, but discover ways we can better support members of the community who are affected by Alzheimer’s or a related disorder.

We have attended Latino health fairs and conferences, conducted workshops or made presentations throughout the region including, a series of monthly presentations at the Mexican Consulate in Philadelphia. In the Lehigh Valley, we also provided clinical and community dementia education, physician referral follow-up, care consultation, memory café support and Spanish language outreach as part of a Geriatric Workforce Enhancement Project grant in association with the Lehigh Valley Health Network.

The chapter has also asked the Latino community to join our effort to reach more Latinos by enlisting the help of, and providing training to, “promotores”—volunteer community health educators who can provide information about Alzheimer’s and chapter services to people in their own neighborhoods.

SERVICES AND ADVOCACY FOR GAY, LESBIAN, BISEXUAL AND TRANSGENDER ELDERS (SAGE)

SAGE is the country’s largest and oldest organization dedicated to improving the lives of lesbian, gay, bisexual and transgender (LGBT) older adults. SAGE and the Alzheimer’s Association are committed to a strategic and multipronged partnership approach that will evolve as we identify needs, learn best practices and explore additional opportunities to engage the LGBT community in the full mission of the Alzheimer’s Association. Locally, the chapter has also teamed up with the LGBT Elder Initiative. Additionally, we’ve participated in conferences and workshops, and created LGBT support groups.

As the Alzheimer’s Association continues its efforts to become a more volunteer-driven organization, our doors are wide open to volunteers from all communities. If you care about issues facing your community and you’d like to be part of the fight against Alzheimer’s, join us as a volunteer by contacting Elaine Griffin at egriffin@alz.org.

For information about diversity and inclusion programs, services and initiatives, call the 24/7 Helpline, 800.272.3900.
LARGEST ALZHEIMER’S ASSOCIATION INTERNATIONAL CONFERENCE EVER!

In July, more than 5,900 attended the Alzheimer’s Association International Conference (AAIC), which focuses on research. The largest attendance ever, there were updates and up-to-the-minute announcements about research focusing on diagnosis, treatment, non-pharmacological therapeutic interventions, genetics, risk interventions and more. AAIC brought together leaders from more than 70 countries. A primary goal of the annual conference is to ensure that information and data from around the world is shared as quickly as possible with the wider research community. There were a number of notable announcements at the conference as well as research studies addressing new areas of interest.

HERE ARE SOME OF THE HIGHLIGHTS:

SPRINT MIND STUDY

This large study utilizing a blood pressure intervention showed a reduction in the risk of developing cognitive decline and dementia. The 9,361 study participants were hypertensive older adults with an increased cardiovascular risk. In one group of participants, blood pressure was aggressively treated with a goal of a systolic pressure less than 120 mm Hg. In another group, blood pressure was treated with a goal of a systolic pressure less than 140 mm Hg. The results were significant: In the group that received intensive blood pressure treatment (120 mm Hg), 19 percent fewer people developed mild cognitive impairment. Looking at reduction in risk of mild cognitive impairment and dementia, 15 percent fewer people in the 120 mm Hg group developed mild cognitive impairment or dementia. These findings are exciting because they show there are things we can do about cardiovascular factors to reduce risk of mild cognitive impairment and dementia.

BAN2401 PHASE II DATA RELEASED

Additional results from a Phase II clinical trial study by Eisai Co., Ltd. and Biogen Inc., were announced. A previous report on this study in December 2017 showed a negative finding on the primary target after 12 months. At AAIC, positive results were reported on several of the trial’s secondary outcomes from results at 18 months. These results included reduction of amyloid plaques and improvement of cognition and function. This study provides renewed interest in amyloid as an important therapeutic target. Further study with a larger number of participants is needed to determine whether this treatment is both safe and effective.

RESEARCH HIGHLIGHTING SEX DIFFERENCES AND DEMENTIA RISK

For some time now, we’ve known that more women than men have Alzheimer’s and other dementias. Generally, this has been attributed to the fact that women live longer than men, since age is the greatest risk factor. A number of research studies presented at the conference showed there may be other factors. One study by the Division of Research of Kaiser Permanente Northern California and UC Davis looked at reproductive factors in relation to female-specific risks. In this study, women with three or more children showed a 12 percent lower risk of dementia when compared to women with only one child. Additionally, women who experienced natural menopause at age 45 or younger when compared to those who experienced it after age 45, showed a 28% greater dementia risk. More research is needed to confirm how reproductive history in women may impact brain health.

For additional information on these and other studies, visit: https://www.alz.org/aaic/2018_news_releases.asp
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Chair, Board Member
Director of the Cognitive Disorders program at Thomas Jefferson University and the Farber Institute on Neuroscience

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William Zirker, MD, MPH, Crozer-Chester Medical Center
GRANTS & AWARDS

The Alzheimer’s Association Delaware Valley Chapter acknowledges our many partners from corporate, foundation, and government organizations that awarded us grants for the 2019 Fiscal Year, which began on July 1, 2018 and will conclude on June 30, 2019.

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
- The Patricia M. Kind Family Foundation
- Sussex County Council

To find out how your organization can support AADVC’s Grant Program, contact Krista McKay at kmckay1@alz.org.

SUPPORT COMMUNITY HEALTH CHARITIES

Workplace giving programs provide an easy way for you to contribute to the fight against Alzheimer’s disease and related disorders. A workplace giving campaign is an annual, employer-sponsored payroll deduction charitable campaign. Designate your Community Health Charities (CHC) gift to the Alzheimer’s Association Delaware Valley Chapter! CHC is a federation of the top national charitable health agencies focused on improving the health of all Americans. Remember to designate your gift by writing in our agency name or code on your pledge form.

- Combined Federal Campaign: CFC Code: 46422
- State Employees Combined Appeal: 2000-0003
- Pennsway Campaign: C0204
- City of Philadelphia Campaign: 14-0003

CARING BEGINS AT HOME

We are pleased to shine a light on BAYADA Home Health Care as one of our most consistently generous corporate supporters. From Mark Baida, Chairman of the Board, to David Baida, new President, to Tom Sibson, Chief Financial Officer, the leadership of this community-mind organization has been strongly committed to advancing the Alzheimer’s Association mission.

Although we’ve been working together for more than a decade, BAYADA’s relationship with the Delaware Valley Chapter soared to new heights in 2010 when Tom Sibson began serving as BAYADA’s team captain for the Philadelphia Walk to End Alzheimer’s.

“Ever since my mother was diagnosed with Alzheimer’s in 2005, I have been personally committed to a world without Alzheimer’s,” said Sibson.

“I have come to learn and appreciate the vast number of people who are battling this disease, and the amazing caregivers who support their needs. Whether it’s running marathons for the Run to Remember team, competing in triathlons or participating in the Walk, I will find a way to be present and actively engaged in the Alzheimer’s Association’s mission.”

Tom Cassidy, Area Director, Global Support Center and Procurement and Kristin Kingery, Division Director, have consistently demonstrated their commitment, too. Cassidy has supported our “Run to Remember” Philadelphia Marathon team, serving on the committee as either its chair or an active member. For more than two decades, Kingery has served as chair, co-chair or member of the volunteer planning committee for the Philadelphia Walk to End Alzheimer’s.

This leadership has opened the doors to corporate sponsorships and created opportunities for BAYADA employees to get involved. Last year BAYADA joined the ranks of other Walk to End Alzheimer’s National Teams. BAYADA is also piloting an employee engagement platform called WeSpire to enhance employees’ experiences with community giving and their support of the Walk to End Alzheimer’s.

Tom Cassidy has this message for those corporations considering involvement with an organization such as ours: “There are a lot of causes, and most are very worthy of people’s effort. For those who are able to volunteer their time, they should research causes with which they may have a connection. I feel the time and money volunteers and sponsors give to the Alzheimer’s Association is certainly worth it. The research results and progress toward a cure are noticeable.”

We thank BAYADA Home Health Care for being such strong supporters. They truly are partners in caring and, as they demonstrate, caring which begins at home right here in the Delaware Valley.
ALZHEIMER’S AND OUR CALL TO CONGRESS

Thanks to the combined work of the Alzheimer’s Impact Movement (AIM) and the Alzheimer’s Association, the federal government has committed to a goal to prevent and effectively treat Alzheimer’s disease by 2025. But achieving this goal requires a significant research commitment at the National Institutes of Health (NIH). AIM has worked with the Alzheimer’s Association to propel the U.S. government to rise to this challenge, resulting in nearly tripling Alzheimer’s research funding in just five years—including an historic $414 million increase for Alzheimer’s research at the NIH in 2018. Today funding for Alzheimer’s and dementia-related research at the NIH is $1.9 billion. AIM, the Alzheimer’s Association and our advocates (like you!) just recently asked Congress to approve a $425 million increase for the government’s 2019 budget. Both the House and Senate have approved the request.

OUR PRIORITIES

THE BOLD FOR INFRASTRUCTURE ACT

The Building Our Largest Dementia (BOLD) Infrastructure for Alzheimer’s Act will create an Alzheimer’s public health infrastructure across the country to implement effective Alzheimer’s interventions such as increasing early detection and diagnosis, reducing risk and preventing avoidable hospitalizations. The BOLD Infrastructure for Alzheimer’s Act will also increase implementation of the Centers for Disease Control (CDC) Public Health Road Map nationwide by establishing Alzheimer’s centers of excellence, providing cooperative agreements to public health departments and increasing data collection, analysis and timely reporting.

THE PALLIATIVE CARE AND HOSPICE EDUCATION AND TRAINING ACT (PCHETA)

AIM continues to push to advance care priorities for our community with the Palliative Care and Hospice Education and Training Act. Palliative and hospice care—with a focus on managing and easing symptoms, reducing pain and stress and increasing comfort—can improve both the quality of care and quality of life for those with advanced dementia. PCHETA would ensure an adequate, well-trained palliative care workforce through workforce training, education and awareness and enhanced research.

Rest assured, AIM and the Alzheimer’s Association—along with our national and local advocates—will continue to work with the federal government on polices that improve the lives of those affected by Alzheimer’s disease and related disorders. To learn more about public policy and how to participate as an Alzheimer’s advocate, email Katie Mackin at kmacklin@alz.org or call our 24/7 Helpline at 800.272.3900.

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

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