Our Chapter Walk to End Alzheimer’s® Committees have hosted 21 Walks this year. Our journey began in Joplin on August 25 and culminated in St. Louis on October 28. Congratulations to volunteers and teams from Washington, Cape Girardeau, Jefferson City, Lincoln County, Hannibal and Kirksville for exceeding your goals. We know this list will continue to grow as we see additional walks reach this milestone!

As a chapter, we have raised $3,066,598, or 89.98% toward our goal of $3,408,000. We are #5 in the nation in total Walk revenue, and the St. Louis Walk is also #5 in the nation, having raised $1,227,223 against a goal of $1,400,000!

These results are a direct result of the tireless efforts of our thousands of volunteers. We simply could not have made it without your hard work, dedication and fundraising efforts. Thank you! Everyone has worked together to reach these milestones, and we are sincerely grateful for all you have done.

Today, we are $341,000 away from achieving our annual goal. A common misconception is fundraising ends at Walk. This is quite the contrary—all funds raised and received from now until December 31 will help us reach our annual goal.

Many committees and teams have planned gap-to-goal fundraisers over the next eight weeks. Thank you for keeping the momentum going. If you don’t have a gap-to-goal fundraiser planned yet, it’s not too late. Reach out to your Walk Manager for ideas. If you are a team captain, consider how you can encourage family and friends to donate to your team. If you did not join in Walk and you would like to donate, visit www.alz.org/walk, select a team near you and donate!

We are sincerely grateful for all you have done this year and for all that you will do between now and the end of the year.
DEMENTIA PREVENTION STUDY SEEKS VOLUNTEERS

Focus on Older Adults with High Blood Pressure

Did you know that high blood pressure is an important risk factor for developing dementia? Over time, high blood pressure leads to changes in the brain that can cause dementia, including Alzheimer’s disease. A large study conducted in the U.S. called SPRINT MIND recently showed that reducing blood pressure to lower values than were previously considered “standard” resulted in a lower incidence of Mild Cognitive Impairment (MCI), which is a condition that often leads to dementia. This finding has relevance for all patients with hypertension and especially for African Americans, who have a high rate of hypertension AND dementia.

Researchers at Washington University are taking this prevention strategy a step further and are looking at whether intensive blood pressure and lipid management combined with exercise will delay cognitive decline in older adults. You may qualify for this study if you:

• Are 60-85 years old
• Have high blood pressure
• Have memory concerns OR a parent, sibling or child with a diagnosis of dementia
• Are willing to undergo aerobic exercise and/or medication management of blood pressure and cholesterol for two years

If you, or someone you know is interested in participating in this study, please contact Adriana Martin, at 314.273.1355 or azmartin@wustl.edu. For information, go to www.rradtrial.org.
JOIN “TEAM AWESOME” — VOLUNTEER FOR THE LONGEST DAY 2019!

We have great news to share. Teri Flotron has agreed to serve as The Longest Day Chair for 2019! In preparation for this role, she will be attending our National Summit for additional training in late January.

Teri began volunteering for The Longest Day in the fall of 2018 to honor her dad, Lloyd. He had undiagnosed memory issues along with bladder cancer. She witnessed the physical toll care giving took on her mom and her family. She volunteers because she wants to help spread the word about the resources offered by the Alzheimer’s Association and ensure other families can get properly diagnosed and have access to support.

For the past year, Teri has worked in the St. Louis office two days a week supporting Longest Day participants. She also hosted her own “Purple Poodle” event and visited many local teams on June 21. She has also helped orient the volunteer team that helps plan local “thank-you” events and past participant re-engagement efforts.

Teri is now seeking volunteers to help statewide with marketing, promotion and recruitment. After the initial kickoff meeting, the team meets bi-weekly, by phone, to brainstorm ideas. Your ideas are needed, and we will match you with a volunteer role (virtual or in-office) depending on the time you have to offer! For more info on volunteering for The Longest Day, contact Betsy Brown 314.801.0445, or email bmbrown@alz.org or teflotron@alz.org.

Attend the Next Longest Day Volunteer Kickoff
Tuesday, January 8, 2019 | 5:30 – 7:30 p.m.
St. Louis Office: 9370 Olive Blvd., St. Louis, MO 63132

NOTE: Volunteers outside of St. Louis can participate by phone. Simply Dial-in to: 1.888.240.2560 and enter our Meeting ID: 314 432 3422

Please RSVP to teflotron@alz.org by January 4.

LIVING WITH MEMORY LOSS OFFERED IN SPRINGFIELD

The Living with Memory Loss class, a popular Early-Stage program, will be offered for the first time in Springfield this winter. The four-part class will be offered on Monday and Tuesday evenings, December 3, 4, 10 & 11, 5:30 – 7:30 p.m., in the Frisco Room at Library Station located at 2535 N. Kansas Expressway in Springfield.

The class helps people with early memory loss and early-stage care partners know what to expect and how to cope. It is recommended, but not required, that both the person with memory loss and the care partner participate in this class together. Volunteers can help connect early-stage families who might be interested to this program and encourage them to call the 24/7 Helpline for more info and/or to register.

Living with Memory Loss classes are taking place in several locations throughout our service area this fall and winter. Additional information is available by calling 800.272.3900.

It is recommended, but not required, that both the person with memory loss and the care partner participate in this class together. Please let any early-stage families who might be interested know to call the 24/7 Helpline (800.272.3900) for more info and/or to register.
CHOOSING GIFTS FOR CAREGIVERS & PERSONS LIVING WITH DEMENTIA

When we think about holiday gift giving for those living with dementia or their caregivers, there are many things to consider. For people living with dementia, we should give consideration to their interests and current cognitive abilities. Choose gifts they can enjoy now. For instance, if he/she were someone who loved building model airplanes, consider giving him/her a die-cast airplane. If the person with dementia is often scared, agitated or sad, a mechanical pet or therapy doll might be a good idea. Make sure clothing is easy to put on and care for. Pull-on pants and pullover tops might be more suitable. Gifts for the caregiver also need intentional thought. Gifts that provide respite for the caregiver are wonderful — consider a gift of time for an afternoon or paying for an afternoon of adult day care. A gift certificate for maid services is also often appreciated. An Amazon Echo or similar technology appliance can help caregivers answer repeated questions, play music or look up information. Freezer meals save time and energy. Finally, shop with the intent that your gift is appropriate and accessible for the person receiving it, and you will be assured the gift experience will be truly enjoyable and appreciated.

For more information about navigating the holidays with your loved one, request or review our Holiday Tips packet.

GREATER MISSOURI LENDING LIBRARY PHASING OUT

Due to the upcoming retirement of our chapter librarian and dwindling demand, the chapter will no longer maintain a Lending Library effective November 30, 2018. The last day to check out materials is November 16, and we ask that all books and videos currently checked out on loan be returned by December 1. While we will not maintain a library, we will direct clients to their local community library, where they may have books or access to books through the Interlibrary loan program, a service where one library can borrow material owned by another library. The National Alzheimer’s Association Green-Field (G-F) library participates in the interlibrary loan system and supports local libraries. If needed, the chapter can assist the client in accessing materials from G-F. A list of dementia-specific books and videos recommended by G-F has been added as a link to our website. For more information about Green-Field Library, visit https://alz.org/help-support/resources/virtual_library.

OUR LIBRARIAN STARTS A NEW CHAPTER IN LIFE

Barbara Kellams is retiring as our chapter librarian on November 30 to spend more time with family. She joined us in 2013 after having worked as a high school librarian for the Parkway School District for 25 years. Barbara has been a perfect fit for this role; she enjoys helping people with research, finding materials to meet their needs and discovering ways to help increase their knowledge of Alzheimer’s. Volunteering as our librarian has helped her fulfill a personal mission as well. Barbara’s late mother was diagnosed with young-onset dementia back at a time when doctors didn’t really know what was happening. After watching her family struggle to find answers and direction, she started researching as much as she could find about the disease. She continues to expand her knowledge as new information becomes available and enjoys being able to share that information with others, helping them avoid the same struggles she and her family did. In addition to volunteering with us, Barbara volunteers as a part of a research study through Washington University and encourages anyone else with an interest in helping to find a cure for Alzheimer’s to also join.
Day in and day out, our team of Community Representatives answer the call to share information from a booth or table at community events or health fairs. They often gravitate toward this role because they love to share information with people during conversation. This month, we would like to introduce you to Lorraine Gephart, a Community Representative who has been part of our team for two years. In that time, her dedication, compassion and knowledge has made her an invaluable member and leader.

Lorraine came to us through a group at her church that focuses on helping the elderly and others in need. When a member with connections to the disease passed away, Lorraine volunteered to step into her role. As with most of our volunteers, she also has a personal connection to the disease; her grandfather had dementia before he passed and her aunt is living with Alzheimer’s.

Lorraine is also a nurse who worked in clinical research. One of the last trials she worked on was a clinical study of Alzheimer’s disease. This experience, combined with her passion for talking with people and helping them navigate this disease, has led Lorraine to be incredibly skilled at talking to others about TrialMatch, our database that connects potential participants to research projects.

She is planning to share that knowledge with all of you at our next volunteer forum! Stay tuned for more information.

Have you heard about the Alzheimer’s Impact Movement (AIM), the advocacy arm of the Alzheimer’s Association? AIM works to develop and advance policies to overcome Alzheimer’s disease through increased investment in research, enhanced care and improved support. Learn more about AIM

Missouri Memory Day at the Capitol
RSVP to JOIN US! Wednesday, February 27, 2019
Join hundreds of Alzheimer’s Advocates as we travel to Jefferson City to educate elected officials about Alzheimer’s disease and the need for respite assistance. Registration is now available HERE or by calling Lucy Tran Williams at 573.397.7581.

Benita Austin is one of the Association’s Faith Ambassadors to the Greater Mount Carmel Baptist Church, serving alongside Deaconess Karen Pitkin. Benita is no stranger to Alzheimer’s disease — coming to us from the Memory Diagnostic Center at Washington University. She served as a member of the African American Advisory Board for the Knight Alzheimer’s Disease Research Center, where she worked closely with Dr. Monique Williams.

Every year, the congregation designates the third Sunday in November as Alzheimer’s Awareness Sunday. Members are encouraged to wear purple and educational materials are provided to everyone as they enter. A speaker opens the service by giving everyone insight into impact that the disease has on caregivers. This resonates with members because a great number in the congregation are older and are caregivers.

Alzheimer’s Awareness Sunday has been celebrated at Greater Mount Carmel for about 10 years! We thank Benita for setting plans for this event in motion and showing us how even a single day can make such a huge difference!
COMMUNITY EDUCATORS PREPARE FOR NEW YEAR!

As 2018 is winding down, the chapter is not slowing down on our mission to provide care and support for all affected by Alzheimer’s and dementia. In October, nearly 40 new and existing Community Educators (AACEs) trained on the updated education curriculum. This is amazing! Our diverse team of volunteers makes it possible for us to mobilize communities and connect people across our 96 counties to information and support. Educators are at the front line in this work, and I’m excited to see growth in all three of our office territories. Additional training dates will be offered in December, and I will be sending invitations to our current and prospective educators. If you have ever been curious about the Community Educator role, now would be a great time to learn more by contacting Elyse Murrell, Education & Outreach Manager at emurrell@alz.org or 314.801.0437.

MAKING CONNECTIONS THROUGH EDUCATION

We asked Susan Relfe, a Community Educator in Illinois, to tell us more about the impact she feels she has as an Alzheimer’s Association. Her message is a reminder of how a role can translate to so much more!

Last July, I taught our “Healthy Living” presentation at the YMCA in Maryville, IL. The topic was appropriate for the intended audience, the presentation area was lit by the large windows and the YMCA staff welcomed our Alzheimer’s presentation. However, only one person showed up. He was so enthusiastically interested in the topic that the presentation went on as planned.

My audience of one took early retirement and said that he was not a social person, preferring running and reading alone. He was particularly interested in Alzheimer’s research. We chatted about the benefits of exercise, nutrition, cognitive activities, and social interaction. He listened but did not think he was interested in socialization.

Three months later, I returned to host the Alzheimer’s booth for the Healthy Senior Day at the same YMCA. The first person to walk in was my lone class participant, along with his wife. He rushed over to me to share how much my presentation had changed their lives. They were excited to tell me that they were now enrolled in YMCA exercise classes and were meeting new friends. They were reading more and we further discussed how they could start a book club for an even greater intellectual challenge.

Not only did that one education event change their lives, it changed mine, too. Even when the audience is small, the Alzheimer’s Association can accomplish great things. I no longer have concern about the size of the audience, just how much we have to share.

COMMUNITY EDUCATORS PREPARE FOR NEW YEAR!

Our current list of in-person classes offerings are:

- Understanding Alzheimer’s and Dementia -
- 10 Warning Signs of Alzheimer’s -
- Healthy Living for Your Brain and Body -
- Effective Communication Strategies -
and
- Understanding and Responding to Dementia Related Behavior -
SAVE THE DATE FOR THE 2019 AFFAIR TO REMEMBER GALA!

April 13, 2019 is our date for our annual Affair to Remember gala. This year’s event will be held at the Ritz Carlton in St. Louis. Chancellor Mark and Risa Wrighton (Chancellor of Washington University) have accepted the honor of being our Chairs for the event! The event website will go live December 1 and can be viewed by visiting www.alzaffairtoremember.com. It is here that you will find information about our theme, sponsorship opportunities and ticket sales. Our 2019 Gala Committee hopes to see you at Affair to Remember!

MEET JERRY DOWELL, DIRECTOR OF PUBLIC POLICY

Jerry Dowell recently joined the Alzheimer’s Association as the Director of Public Policy for the Greater Missouri Chapter. Prior to joining the Association he was the Director of Government Affairs for the Columbia Chamber of Commerce. Deputy Lieutenant Governor for Lt. Governor Peter Kinder and Chief of Staff for State Senator John Cauthorn. He is a graduate of the Missouri Chamber of Commerce’s Leadership Missouri Program and a Columbia Business Times’ 2009 Top 20 under 40 award winner. He has served as board chairman for the Missouri 4-H Foundation and the Columbia Community Land Trust. He likes to read political biographies, watch Cardinal baseball and cheer on the Tigers. He lives in Columbia with his wife Kari and their two children. Jerry will work out of our Columbia office when he isn’t in Jefferson City or the community meeting with advocates and elected officials.

MISSION MOMENT

Life can change in a moment and families find themselves in unfamiliar territory and needing assistance. Recently, we took a call from an adult child (in her mid-to-late 70’s) who had to retire due to a sudden medical issue. They live with their ninety-something mother who has memory loss. Now home together each and every day, the child became all too aware of their mother’s social needs, support needed to keep them safe and their own ability to “do it all”. Through a conversation with a Helpline volunteer, the family was able to find adult day services that would enrich their mother’s life and provide respite for the adult child as they worked through the life changes they were facing. The family was ever so grateful for our quick response and attention as it made all the difference in their new living situation and their relationship.

DON’T LET WEATHER DERAILED YOUR ALZ EDUCATION

Did you know that the Alzheimer’s Association offers a variety of free education classes and training online? In addition to the programs delivered by Alzheimer’s Association Community Educators (AACEs), our website features courses on legal and financial matters, first responder training, and how to effectively approach challenging conversations.

This is an excellent tool to add to your repertoire as well as a resource to share with community members. So grab a cup of cocoa and go to training.alz.org or CLICK HERE to visit our online education page!
Beloved Community of Volunteers,

We are about to end 2018 and ready to usher in 2019. Because of your efforts, we have served hundreds of families and thousands of new individuals through our interactions at Walks, through community education and community events and health fairs to name a few. You deserve this much needed time with family and friends, enjoying the many, many traditions this time of year.

You are diverse, wonderfully different and unique and bring so much to your volunteer role because of this. This is exactly why we are intentionally and deliberately seeking additional volunteers like you. As you enjoy the many events of this upcoming holiday season, please consider who, in your circle, shares your passion and has gifts of time to offer the mission too. Encourage them to make a plan to learn more in the new year and connect them to me or Pam Gordon, our Director of Volunteer Services (pgordon@alz.org or 314.801.0462) for more information.

Recognizing the value of diversity—especially during the upcoming holiday season—I thought I would share a few of the holidays celebrated at this time of year.

**Hanukkah**

Hanukkah or Chanukah is the Jewish eight-day, wintertime “festival of lights,” celebrated with a nightly menorah lighting, special prayers and fried foods. The Hebrew word Chanukah means “dedication” and is thus named because it celebrates the rededication of the Holy Temple. It will be celebrated from Dec. 2 to Dec. 10 this year.

**Christmas**

Christians celebrate this Christian holiday and the birth of Christ by going to church, giving gifts, volunteering and sharing the day with their family and friends. The twelve days of Christmas are celebrated beginning December 25, Christmas day and continue through January 5.

**Kwanza**

Kwanzaa, which means “first fruits,” is based on ancient African harvest festival and celebrates ideals such as family life and unity. This spiritual holiday is celebrated from December 26 to January 1.

**Nochebuena**

While most Americans are setting out cookies for Santa Claus on Christmas Eve, many Latin American families are gathering to celebrate Nochebuena. Though festivities vary from household to household, most gatherings kick off on Christmas Eve with a party, complete with a large feast, traditional holiday music, dancing, gift-giving and, depending on the family’s religious beliefs, participation in a late Mass known as Misa del Gallo. The festivities often last well into the wee hours of the Christmas morning.

Happy Holidays to you! May this season be filled with abundant blessings. If you do not identify with a particular faith or cultural tradition, enjoy the times of rest, solitude and peace!

Rev. Edd Lowe, Diversity, Inclusion and Equity Manager

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**DIVERSITY & INCLUSION UPDATE**

**From Rev. Edd Lowe, Sr.**

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**UPDated Guide HELPS WITH RESIDENTIAL CARE QUESTIONS**

We are proud to announce the newest edition of the *Guide for Choosing a Residential Care Community for Dementia Care*, created through a partnership with Ascension Living and VOYCE, the Long Term Care Ombudsman Program serving Greater St. Louis and Northeast Missouri. The guide is designed to help families in selecting a residential care community and through the transition of care. It is available as a link in the Community Resources section of our chapter website.

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**REMEMDERS & RESOURCES**

If any office closes unexpectedly or for inclement weather, an announcement will be made on Facebook and available at 800.272.3900.

The offices will be closed on the following dates in observance of upcoming holidays: November 22 & 23 for Thanksgiving, December 26 for Christmas and January 1 for New Years Day.

**Greater Missouri Staff Directory (NEW)**

- Report your volunteer hours.
- Update your contact information.
- Submit a Direct Connect Referral online.
- Visit chapter & national YouTube channels.
- Support Group List
- Community Education Programs
- Community Resource Finder