Serving the Vast Cultural & Geographic Landscape of NEW MEXICO

The challenges of providing resources to a rural and diverse state.

New Mexico’s enchantment on full display, off Highway 84, not far from Abiquiu.
Photo by Don Johnson.
In this newsletter, you will read about our determined efforts to reach all New Mexicans affected by Alzheimer’s with our care and support programs, no matter what obstacles must be overcome. But frankly, our efforts to end this disease go beyond our state-delivered programs. Here are just three examples of other things we do:

**RESEARCH.** The national Alzheimer’s Association is the largest private, nonprofit funder of Alzheimer’s disease research. Since awarding our first research grants in 1982, we have awarded over $405 million to more than 2,600 best-of-field grant proposals. We host the annual Alzheimer’s Association International Conference (AAIC), the world’s largest conference of its kind, bringing together researchers from around the world to report and discuss groundbreaking research and information.

**PUBLIC POLICY.** Conquering Alzheimer’s disease is as much a matter of public policy as scientific discovery. The Alzheimer’s Association actively advocates for the needs and rights of people facing Alzheimer’s and their unpaid caregivers. Our advocates petition our lawmakers to make Alzheimer’s a national priority. And we have successfully compelled Congress to take historic steps to address the Alzheimer’s crisis — like the recent, Senate-proposed $414 million increase for Alzheimer’s research that, if signed into law, brings federal funding to $1.8 billion.

**AWARENESS.** Through media, marketing and direct outreach, our concern and awareness efforts influence the national dialogue about the disease, combat stigmas, draw families toward the resources they need and create widespread awareness of this devastating disease. It wasn’t that long ago that you may have had to do some detective work to find any practical information or public conversation about Alzheimer’s disease. Today, it’s a much different story. However in each of these examples, as well as our care and support services, more needs to be done. And none of it can happen without your help.

The Alzheimer’s Association is uniquely positioned to make a difference in the fight against Alzheimer’s disease. We were founded by the same people we serve – family caregivers and people whose lives were affected by this disease. And our organization continues to be driven by the efforts and passions of our constituents, who volunteer, participate and contribute financially to move our mission forward.

Every program and presentation you see in this newsletter, every support group listed on our website, every advocacy measure that strives to make the legislative landscape more sensitive to caregivers and their loved ones with dementia and every research grant we award that goes toward paving the way for a breakthrough — all have one thing in common. They all depend on you.

Alzheimer’s is not going to go away by itself. Donate today and keep this fight alive.

*To make your donation to the Alzheimer’s Association, NM Chapter, call 1 (800) 272-3900. Thank you.*

“Fundraising is not all that we do, but all that we do depends on fundraising.”

from the advisory board president
Carol Schaffer
from the executive director
Gary L. J. Girón

“All are welcome here.” That's written on a sign in our main office lobby.
It's a simple statement, only four words. But it's very meaningful to us.

Alzheimer's disease doesn't discriminate: and neither do we. At the Alzheimer's Association, we believe that diversity is imperative, integral to our mission and vital to our vision of a world without Alzheimer's disease. We seek to be inclusive of all people currently affected by Alzheimer's disease, their caregivers and the communities in which they live.

The New Mexico Chapter of the Alzheimer’s Association is committed to reaching and engaging diverse communities. It would be impossible to extract this concept from our guiding principle of bringing free support, information and hope to all of the more than 106,000 unpaid caregivers and 38,000 New Mexicans who live with Alzheimer’s regardless of race, ethnicity, gender identity, age, socioeconomic status, sexual orientation, religion, language or disability.

We know that we cannot achieve our goals alone. We strive to cultivate relationships within diverse communities sharing our time, talent, resources and by exchanging ideas with other people and organizations. On a national level, we have endeavored to form mutually beneficial, long-term national partnerships that increase our reach into key communities. Among those partnerships are:

NATIONAL HISPANIC COUNCIL ON AGING (NHCOA)
Recently, we embarked on a nationwide partnership with NHCOA aimed at increasing Alzheimer's disease awareness and education in Hispanic communities across the country. The partnership will develop a network of health promoters to deliver Alzheimer's education, while connecting people living with the disease and their caregivers to free resources and support services.

ALPHA KAPPA ALPHA, SORORITY INCORPORATED (AKA)
In 2013, Alpha Delta Kappa (AKA) made the Alzheimer’s Association one of its international altruistic projects. Since this partnership was established, its members have raised and donated more than $75,000 to the Association, and education in Hispanic communities across the country. The partnership will develop a network of health promoters to deliver Alzheimer's education, while connecting people living with the disease and their caregivers to free resources and support services.

SERVICES AND ADVOCACY FOR GAY, LESBIAN, BISEXUAL AND TRANSGENDER ELDERS (SAGE)
Our partnership with SAGE began in 2014. 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 provide opportunities to engage the LGBT community in the full mission of the Association.

As the American population ages and becomes increasingly more diverse, the Alzheimer’s Association will expand its mission to remain inclusive and accessible; and meet the demand for culturally and linguistically sensitive education, information, care and support.

So no matter who you are, or where you’re from, you are welcome here.

annual partners
Reflects commitments received as of October 5th, 2017
For more information, contact: Nika Lawrie, Development Director, at (505) 266-4473 or nlawrie@alz.org.

Listings in no particular order.
For ideas on fundraising activities and info on getting involved with The Longest Day, contact: Rebekah Maes, Community Engagement Coordinator, NM Chapter.

This last June, during Alzheimer’s and the Brain Awareness Month, the NM Chapter was able to shine a new light on this event like never before! With all the help from the staff and the support of so many teams and participants, the Chapter was able to grow their Longest Day fundraising by more than $500! With help from communities around New Mexico, more than $36,000 was raised — funds that will go towards research for this ever growing and destructive disease. Teams here in New Mexico got very creative and put their best foot forward. We are so excited to see what this year brings!

It’s never too early to get started. So...what are you going to do?

For an individual with Alzheimer’s, as well as their loving caregivers, every day is The Longest Day. The Alzheimer’s Association has created a do-it-yourself fundraiser that not only symbolizes the daily challenges of the disease, but also honors those we’ve lost or living with Alzheimer’s. The Longest Day is a personalized fundraiser that encourages you to do what you love in support of someone that you love - and allows you to get as creative as you desire.

From sunrise to sunset, The Longest Day is a fun way for you to help in the battle to end Alzheimer’s. The activity you choose is completely up to you, and that’s the best part! There are many ways to get involved whether you want to plan your own event or sign up as an individual. There is so much to choose from: some teams take part in trivia nights, show movies in the park or you could raise money by seeing how much watermelon participants can eat in 5 minutes. The choices are unlimited! With just a little creativity and support from your family and friends, raising funds will be easy and exciting.

Start by selecting an activity that you or a loved one enjoys. Then, pick a way to participate with a team or find a location to host an event. Do you love playing bridge? There’s a team for you! Maybe you want to throw a backyard carnival or your youth group thinks a car wash is a good idea; any idea can be a winner. When you join in The Longest Day, you are doing your part to fundraise and honor those affected by Alzheimer’s in any way, and on any day, that works with your specific schedule. Participating in this event is an amazing way to get involved with helping fight this disease that affects more than 38,000 people in New Mexico alone. By raising funds and awareness in your own community, you are helping us advance research and continue care and support for those with Alzheimer’s.

Being a part of The Longest Day ignites a conversation with those around you about this disease, the importance of promoting brain health and what we can all do to help find a cure. “Fundraising is key and it’s something anyone can do!” says Rebekah Maes, Community Engagement Coordinator, NM Chapter.

Fun and fundraising at The Longest Day Trivia Night, organized by Helen Brooks (Alzheimer’s Association National Board Member).

The amazing Duke City Bridge Club, who raised over $20,000 for The Longest Day. Pictured with Rebekah Maes, Community Engagement Coordinator, NM Chapter.
New Mexico’s cultural landscape is as rich and diverse as its wide-ranging geography. From arid mesas to majestic green peaks; from pueblos and planes to metro hubs...here are some of the ways the New Mexico Chapter covers this vast, spectacular state.

How does New Mexico's terrain present challenges in delivering care & support? The biggest challenge of delivering services to all of New Mexico is its unique geography. Our state, which is our service area, is massive. By contrast, our staff size is modest (about 17 employees). So we had to figure out a way to cover this wide and varying landscape, and the diversity of cultures and communities within it.

We looked at the state map, this large area peppered with small pockets of rural, metropolitan and tribal communities, sometimes hundreds of miles apart, and we literally divided it by five regions. Over time, we were able to establish regional offices in the larger hubs of each area: Farmington (Northwestern), Santa Fe (Northeastern), Las Cruces (Southwestern), Roswell (Southeastern) and the Greater Albuquerque area, where our main office was already located.

Essentially, these branch offices function like satellites, with small pockets of rural, metropolitan and tribal communities, sometimes hundreds of miles apart, and we literally divided it by five regions. Over time, we were able to establish regional offices in the larger hubs of each area: Farmington (Northwestern), Santa Fe (Northeastern), Las Cruces (Southwestern), Roswell (Southeastern) and the Greater Albuquerque area, where our main office was already located.

Another way we extend our reach is through Support Groups. Our chapter organizes over 50 groups statewide. Many are led by volunteer facilitators in communities outside the regional hubs (Morarray, Carlsbad, Las Vegas, etc.) This is a great way for folks to meet regularly, receive helpful information and also establish their own support networks. Recently, we’ve taken access a step further by establishing a statewide call-in support group over the phone, for people who might have difficulty making it out of the house or driving to a nearby community.

What about the more remote or outlying rural communities? New Mexico's population is remarkably dispersed. We try to visit these smaller rural communities as often as possible, but we can’t do it all on the ground. The NM Chapter works with local radio, television and newspapers to promote services through advertising, community calendars, PSAs and local news coverage. This broad media outreach is designed to transcend geographic and socio-economic barriers, allowing us to deliver our message to diverse and often difficult-to-reach communities.

That same philosophy drives our online outreach. We have a healthy social media presence, and our chapter website gives constituents an up-to-date picture of statewide news, class schedules and event information. They can also follow the links to more comprehensive and instructional information on the disease and caregiving.

But even if you don’t have a computer, our 24/7 Helpline is available free of charge, to anyone at any time, regardless of location. You can call for general information, available resources in your area or just questions you may have. We encourage everyone to write it down and keep it handy: 1 (800) 272-3900.

We’ve also developed a relationship with the Good Neighbor Pharmacies to increase our rural outreach. The pharmacies are often located in smaller communities and offer us an opportunity to provide information and training presentations in their locations.

What are you doing to reach out to the Spanish-speaking/Bilingual communities? One of our key programs is Cuidando con Respeto, a caregiver education workshop that provides the same helpful information as The Savvy Caregiver. But it's more than just a Spanish-language Savvy; it is a complete cultural translation, with sensitivity to the values and customs of Spanish-speaking, monolingual or bilingual families. We’ve expanded this program to reach more communities with the help of our partners, NMSU Southern Area Health Education Center (SoAHEC) and Concilio Campesino del Sudoeste (Concilio CDS).

Our helpline provides services in over 200 different languages to accommodate a wide range of non-English speakers; the NM Chapter follows-up on these contacts with culturally relevant resources.

We think it's important to have bilingual capabilities within our offices as well. We currently have three full-time staff members who are bilingual in Spanish. They happen to be myself (Gary Girón, Executive Director), Tina De La Luz (Program Director) and Lindsey Bachman (Southwestern Regional Manager, Las Cruces).

What are you doing to reach the Native American populations? At least ten percent of our state's population is comprised of Native Americans, many living in remote locations. What we have learned is that each community is different, and we have to make time to develop relationships with each on a personal level.

At the heart of our Care & Support mission is unrestricted access to services. That’s precisely why the overwhelming majority of our services are provided free of charge. We believe the people of this state should have full access regardless of income or ability to pay.

Financial limitations were also taken into consideration when shaping our overall outreach to underrepresented populations in urban, rural and frontier areas. Telephone support, for instance - you can still receive a care...
Serving the Vast Cultural & Geographic Landscape of New Mexico continued...

respite reimbursement for in-home caregivers whose
loved one has been diagnosed with Alzheimer’s or a
related dementia. We can also provide a $1,000 once-
in-a-lifetime emergency respite reimbursement. This
is not an income-based program, however it does require a
diagnosis of dementia and is subject to approval (call for info and criteria, 505-266-4473).

Alzheimer’s disease doesn’t observe boundaries. It
doesn’t care where you live, how rich or poor you are or
what language you speak. All across the state are cultural,
language and socio-economic barriers to people receiving
the services they need. But we know there are at least 106,000 unpaid family caregivers in New Mexico, caring
for over 38,000 people with the disease. So the need is
there - and we are committed to rising to the challenge
of being there for anyone who needs us, in spite of any
barriers.

For information on any of the programs in this article,
call 1(800) 272-3900.

EVENT HIGHLIGHTS

NE Regional Walk  (Santa Fe, 8/26/2017)

Colorful balloons, cheerful moods and a crisp morning breeze started the Walk Season off right at Santa Fe Plaza. Participants were treated to breakfast burritos from The Pourery, lively sounds from The Santa Fe Harmonizers, the melodies of Mariachi Azteca de Santa Fe and more! Special thanks to Kykee Knowles (Acting Cabinet Secretary, NM ALTSD) who emceed the event. Photo by Sean MH Johnson

NW Regional Walk (Farmington, 9/9/2017)

Longtime supporters and co-emcees, Vangie and Leonard Neil (Neil Agency Auctioneers, LLC) kept participants focused on the important goal of finding a cure throughout the opening ceremonies. Our new Regional Manager, Waldon Lynch, was introduced to the community and the spectacular Berg Park views gave the event a special touch of northwestern New Mexican pride.

Greater Albuquerque Walk  (9/30/2017)

The Greater Albuquerque Walk, the state’s largest Walk event, never fails to disappoint. Celebrity emcee Erica Zucco (KOB News 4) sparked excitement during the ceremony while the Chiles High School cheerleaders kept spirits lifted throughout the morning. The motivated mass of participants, dressed in purple and raising their promise garden flowers for the world to see, were energized with passion to promote awareness. Photo by Jim Myers

SW Regional Walk  (Las Cruces, 10/7/2017)

The generous outpouring of community support from citizens across the southwest region was evident at Young Park for the SW Walk in Las Cruces. A clear message of hope was delivered by emcee Samantha Lewis (KFQX M), who helmed the opening ceremony. The crowd was wowed by the high-flying display of flips and stunts provided by Las Cruces High School cheerleaders. Photo by Alejandro Rodriguez, The Portrait Place

SE Regional Walk (Roswell, 10/14/2017)

Cause-minded participants from all reaches of the southeastern corner of New Mexico convened in Roswell for the SE Walk at historic Pioneer Plaza. Emcee Darryl Burkfield (649 The Country Giant) kept emcee for the event, and kept the vital message front and center. As with previous years, the generous heart and soul of the region was on full display.

13th Annual Family Caregiver Conference
(Albuquerque, 11/04/2017)

S. Liliana Oakes, MD (WellMed Medical Management) was the keynote speaker. Her talk on “The Good, the Funny, the Ugly and the Bad of Caregiving.” Pictured S. Liliana Oakes, MD

SW Regional Family Caregiver Conference
(Las Cruces, 12/2/2017)

Alma d’Arte Charter School provided the perfect venue for this day of helpful workshops, camaraderie and resources, all designed to feed the mind and soul of the family caregiver. Highlights included a keynote presentation by Janice Knowles, MD (Clinical Director, UWM Memory & Aging Center). Pictured Janice Knowles, MD
Lindsay Bachman, Regional Manager
imbachman@alz.org | (1800) 272-3900
1155 S. Telshor Blvd., Ste 202
Las Cruces, NM 88011
January 30 - February 1, 1:30pm-2:30pm (Wednesday)
Savvy Caregiver
Alzheimer’s Association Greater Las Cruces Office
9420 Goddard Blvd., Las Cruces, NM 88011
March 3 - April 16, 9:30am-11:30am (Wednesday)
Savvy Caregiver
Southeastern New Mexico Education Center
430 Goddard Blvd., Las Cruces, NM 88011
May 2 - June 15, 9:30am-11:30am (Wednesday)
Savvy Caregiver
Southeastern New Mexico Education Center
430 Goddard Blvd., Las Cruces, NM 88011
For information on additional presentations, trainings and classes in this region, please contact us using the information provided above. Thank you.

Waldon Lynch, Regional Manager
wlynch@alz.org | (1800) 272-3900
3300 N. Butler Avenue, Suite 221
Farmington, NM 87401
January 30, 10:00am - 2:00pm | 3:00pm - 7:00pm
Basics of Alzheimer’s Disease
Presented by Barbara Michels
9500 Montgomery Blvd. NE, Suite 121, Albuquerque, NM 87111
January 8, 10:00am - 2:00pm
Introduction to Support Groups
Presented by Barbara Michels
9500 Montgomery Blvd. NE, Suite 121, Albuquerque, NM 87111
January 11, 12:00pm - 2:00pm
Clinical Trials
Presented by Alzheimer’s & Aging Center
9500 Montgomery Blvd. NE, Suite 121, Albuquerque, NM 87111
February 5, 10:00am - 2:00pm
Legal Issues for Caregivers What You Should Know
Presented by Don Pinnock
9500 Montgomery Blvd. NE, Suite 121, Albuquerque, NM 87111
February 8, 1:30pm - 2:30pm
Basics of Alzheimer’s Disease
Presented by Barbara Michels
9500 Montgomery Blvd. NE, Suite 121, Albuquerque, NM 87111
February 15, 1:30pm - 2:30pm
Legal Issues for Caregivers What You Should Know
Presented by Don Pinnock
9500 Montgomery Blvd. NE, Suite 121, Albuquerque, NM 87111
February 21, 12:00pm - 1:00pm
Know the 5 Warning Signs: Facts and Signs of the Disease
Presented by Don Pinnock
9500 Montgomery Blvd. NE, Suite 121, Albuquerque, NM 87111
March 5, 10:00am - 2:00pm
Introduction to Support Groups
Presented by Barbara Michels
9500 Montgomery Blvd. NE, Suite 121, Albuquerque, NM 87111
March 7, 10:00am - 2:00pm OR 3:00pm - 7:00pm
Basics of Alzheimer’s Disease
Presented by Barbara Michels
9500 Montgomery Blvd. NE, Suite 121, Albuquerque, NM 87111
March 8, 1:00pm - 2:00pm
Legal Issues for Caregivers What You Should Know
Presented by Don Pinnock
9500 Montgomery Blvd. NE, Suite 121, Albuquerque, NM 87111
March 21, 10:00am - 1:00pm
Signs
Presented by Cecelia Garcia, Dept of Senior Affairs
9500 Montgomery Blvd. NE, Suite 121, Albuquerque, NM 87111
For information on additional presentations, trainings and classes in this region, please contact us using the information provided above. Thank you.

Tina De La Luz, Program Director
tdelaluz@alz.org | (1800) 272-3900
8115 Michael Dr., Suite 106
Santa Fe, NM 87505
January 9, 2019, 2:00pm (Tuesday)
Savvy Caregiver
Alzheimer’s Association Office
9500 Montgomery Blvd. NE, Suite 121, Albuquerque, NM 87111
May 10, 2pm-7pm (Thursdays)
Savvy Caregiver
Alzheimer’s Association Office
9500 Montgomery Blvd. NE, Suite 121, Albuquerque, NM 87111
March 8, 2pm-4pm (Thursdays)
Savvy Caregiver
Medical Art Complex
350 W. Country Club Rd., Suite 101, Roswell, NM 88201
January 9, 2pm-4pm (Saturday)
Savvy Caregiver
Alzheimer’s Association Office
9500 Montgomery Blvd. NE, Suite 121, Albuquerque, NM 87111
March 6, 2pm-4pm (Thursday)
Savvy Caregiver
Alzheimer’s Association Office
9500 Montgomery Blvd. NE, Suite 121, Albuquerque, NM 87111
May 2, 2pm-4pm (Thursday)
Savvy Caregiver
Alzheimer’s Association Office
9500 Montgomery Blvd. NE, Suite 121, Albuquerque, NM 87111
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educational classes continued...

### SOUTHEAST EDUCATIONAL CLASSES

**Lindsey Bachman**, Regional Manager of New Mexico’s Alzheimer’s Association Southern Region: 500 N Main, Suite 501, Roswell, NM 88201

**Priscilla Lujan**, Regional Manager of New Mexico’s Alzheimer’s Association Southern Region: 500 N Main, Suite 501, Roswell, NM 88201

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<td>807 N. Missouri Ave., Roswell, NM 88201</td>
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For more information or to register, please contact us using the information provided above.

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### NORTHWEST EDUCATIONAL CLASSES

**Waldon Lynch**, Regional Manager of New Mexico’s Alzheimer’s Association Northwest Region: 807 N. Missouri Ave., Roswell, NM 88201

**Tina De La Luz**, Program Director: 811 St. Michael’s Dr., Suite 106, Santa Fe, NM 87505

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### NORTHWEST EDUCATIONAL CLASSES

**Priscilla Lujan**, Regional Manager of New Mexico’s Alzheimer’s Association Southern Region: 500 N Main, Suite 501, Roswell, NM 88201

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**Tina De La Luz**, Program Director: 811 St. Michael’s Dr., Suite 106, Santa Fe, NM 87505

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**CALFRIENDLY KEY**

Key:
- Savvy Caregiver
- Early-Stage Support Group
- Middle-Stage Support Group
- Late-Stage Support Group
- Outreach Support Group
- Early, Middle, and Late-Stage Support Group
- Informational Event
- Support Group for Caregivers
- Support Group for People with Alzheimer’s

For more information or to register, please contact us using the information provided above.

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**STATEWIDE IMPACT JULY 1, 2016 - JUNE 30, 2017**

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<th>Category</th>
<th>Participants</th>
<th>Calls</th>
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<th>Provided to Caregivers &amp; Persons</th>
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<td>628</td>
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<td>5,088</td>
<td>574</td>
<td>1,000,000</td>
<td>90</td>
</tr>
<tr>
<td>Informational Event</td>
<td>4,625</td>
<td>9,250</td>
<td>34,905</td>
<td>3,925</td>
<td>4,500,000</td>
<td>300</td>
</tr>
<tr>
<td>Support Group for Caregivers</td>
<td>3,135</td>
<td>6,270</td>
<td>25,060</td>
<td>2,705</td>
<td>3,100,000</td>
<td>240</td>
</tr>
<tr>
<td>Support Group for People with</td>
<td>7,775</td>
<td>15,550</td>
<td>73,800</td>
<td>7,950</td>
<td>8,500,000</td>
<td>600</td>
</tr>
<tr>
<td>Alzheimer’s Disease</td>
<td>1,776</td>
<td>3,552</td>
<td>17,800</td>
<td>1,952</td>
<td>2,100,000</td>
<td>160</td>
</tr>
<tr>
<td>Assistive Living</td>
<td>2,584</td>
<td>5,126</td>
<td>16,240</td>
<td>1,928</td>
<td>2,050,000</td>
<td>125</td>
</tr>
</tbody>
</table>

Note: New Address!
IN MEMORY OF...

IN HONOR OF...
general donations

(Sharon) in memory/in honor of...

(As of May 12th, 2017 – October 5th, 2017)
general donations continued...

(As of May 12th, 2017 — 97th May)