

Press release June 2021

Sukham and the *Alzheimer's Association* announce collaboration to enhance dementia education in South Asian Community

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Sukham and the Alzheimer's association have entered into a two-year collaboration to address the cultural barriers and impediments that South Asians face in dealing with and accessing dementia-related care and support, with an emphasis on volunteer-powered, dementia-specific community education.

The two organizations will conduct outreach to the South Asian community beginning in the second half of 2021, by using focus groups and community forums to assess and better understand the needs and lived experiences of those in the community living with dementia and underlying illnesses. This information will then be utilized to develop targeted educational materials, conduct informational seminars and workshops, and develop support groups and 24-hour hot lines both for patients living with early-stage illnesses such as Alzheimer's, and for the families and caregivers of dementia patients.

"We expect to announce the launch of our first program in the coming weeks," said Mukund Acharya, President of Sukham. "The needs of South Asian families in this area are growing steadily and will only increase in the coming years. Sukham aims to support our community in a meaningful and culturally-sensitive way by providing targeted educational programs and materials, as well as access to support groups with other members of the community with similar challenges."

"One of our highest priorities is to eliminate barriers to access," added Edie Yau, Director, Diversity, Equity & Inclusion at the Alzheimer's Association. "Working with community organizations like Sukham is a very effective way for us to understand the specific needs of different cultural and ethnic groups in our society, and provide them with the best tools and materials possible to deal with the growing crisis of dementia related illnesses in the US."

Sukham (www.sukham.org) is an all-volunteer, secular, non-profit organization working to promote the practice of living and aging well while preparing for life's transitions – including culturally sensitive care for chronic or advanced illness in the family and friend circle. We also advocate and encourage practices for healthy aging and living well at any stage of life. While our focus is the Bay Area South Asian Community, we seek to be all-inclusive and welcome everyone. We seek to empower the community through increased awareness, and by providing practical information, contacts and resources for anyone navigating the complexities of this space.

The Alzheimer's Association is a worldwide voluntary health organization dedicated to Alzheimer's care, support and research. Our mission is to lead the way to end Alzheimer's and all other dementia — by accelerating global research, driving risk reduction and early detection, and maximizing quality care and support. Our vision is a world without Alzheimer's and all other dementia™. Visit alz.org or call 800.272.3900.