



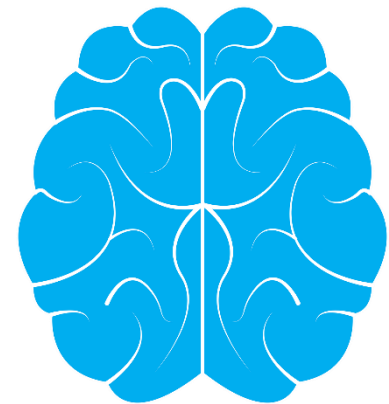
# **Alzheimer Society**

NEWFOUNDLAND & LABRADOR



# Overview

- Dementia and Alzheimer's Disease
- Common Misconceptions
- Dementia Numbers in Canada
- 10 Warning Signs
- Risk Factors
- Improving Brain Health
- Communication Tips
- Reducing Stigma
- Programs and Services





## Our Vision

- Create a world without Alzheimer's disease and related dementias

## Our Mission

- Provide help for today and hope for tomorrow to individuals, their families and professionals through our support, education, advocacy and research programs

# What is Dementia?

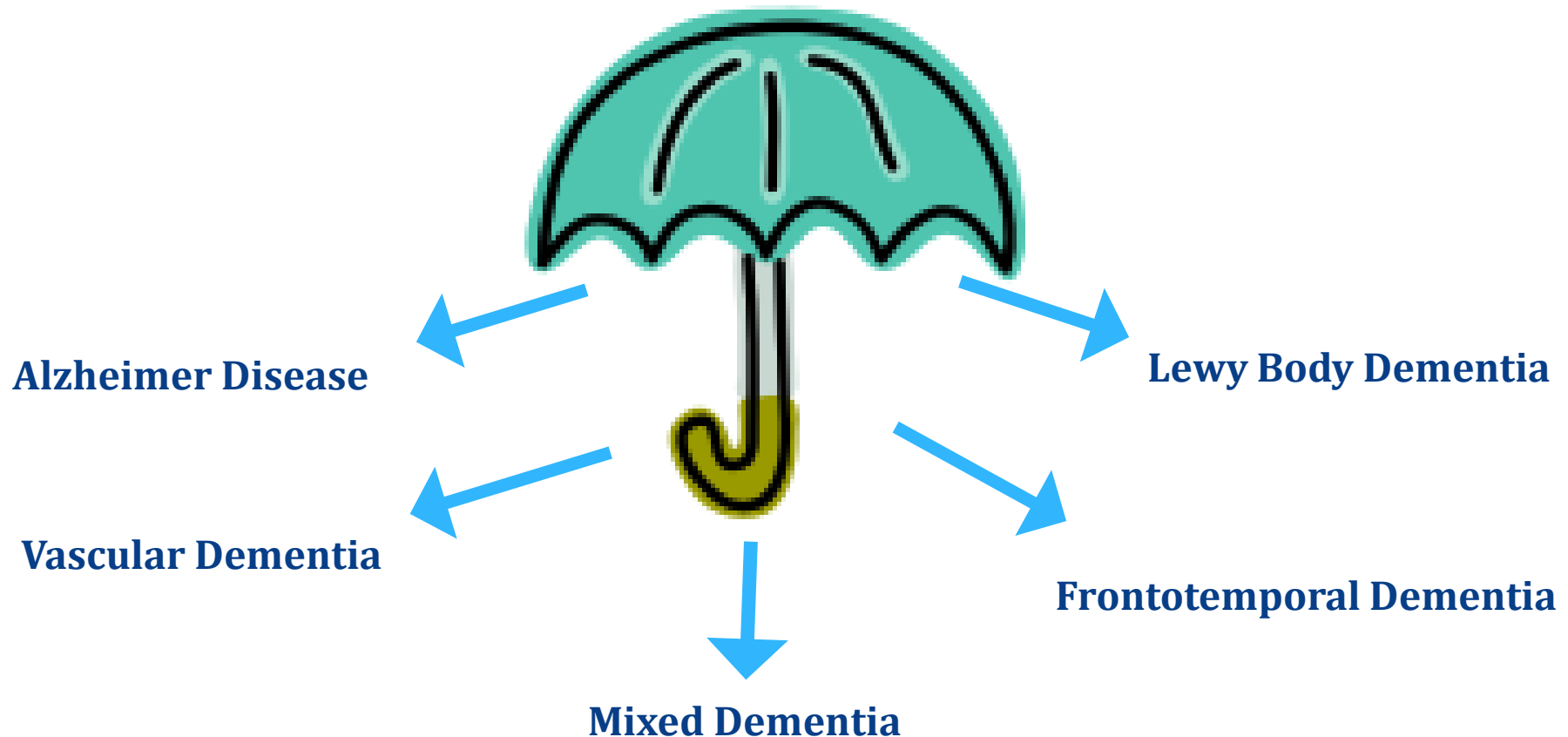


# Dementia

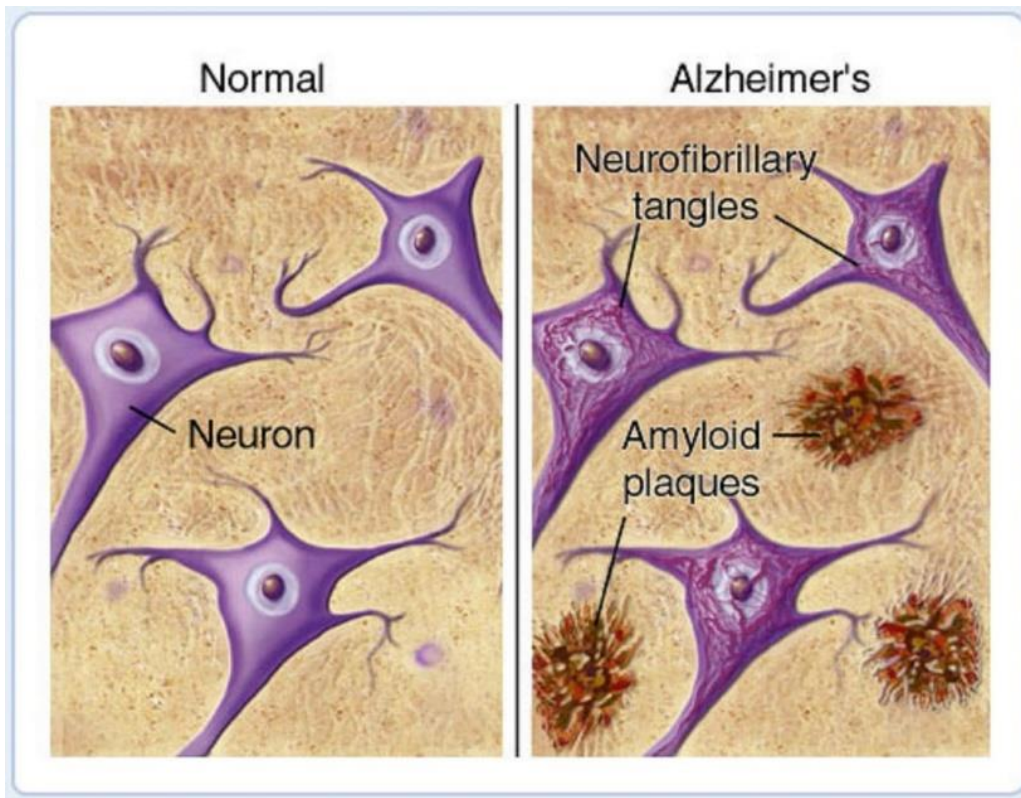
- Dementia describes a group of symptoms
- Impairment in memory and thinking
- Often progressive
- Interferes with day-to-day or social functioning



- Dementia is an **umbrella** term for symptoms caused by Alzheimer's disease and other brain disorders



# Alzheimer's Disease



- A progressive, degenerative, irreversible disease that affects the brain
- Results in impaired memory, thinking and behavior
- It is not a normal part of aging
- Most common form of dementia accounting for ~ 64% of all dementias

# Common Misconceptions







## Normal Aging

- Not being able to remember details of a conversation or event that took place a year ago
- Not being able to remember the name of an acquaintance
- Forgetting things and events occasionally
- Occasionally have difficulty finding words
- You are worried about your memory but your relatives are not

VS.

## Dementia

- Not being able to recall details of recent events or conversations
- Not recognizing or knowing the names of family members
- Forgetting things or events more frequently
- Frequent pauses and substitutions when finding words
- Your relatives are worried about your memory, but you are not aware of any problems

# Dementia Numbers in Canada



According to national data (2013–2014), of people 65+:

Over **402,000 seniors**  
live with diagnosed dementia



**TWO THIRDS ARE WOMEN**

The percentage of  
seniors living with  
dementia increased by  
**21% in 10 YEARS**



**9** seniors are  
diagnosed  
with dementia  
**EVERY HOUR**

After the age of 65,  
the risk of being  
diagnosed with  
dementia **DOUBLES**  
**EVERY 5 YEARS**

**2x**  
every  
**5 years**



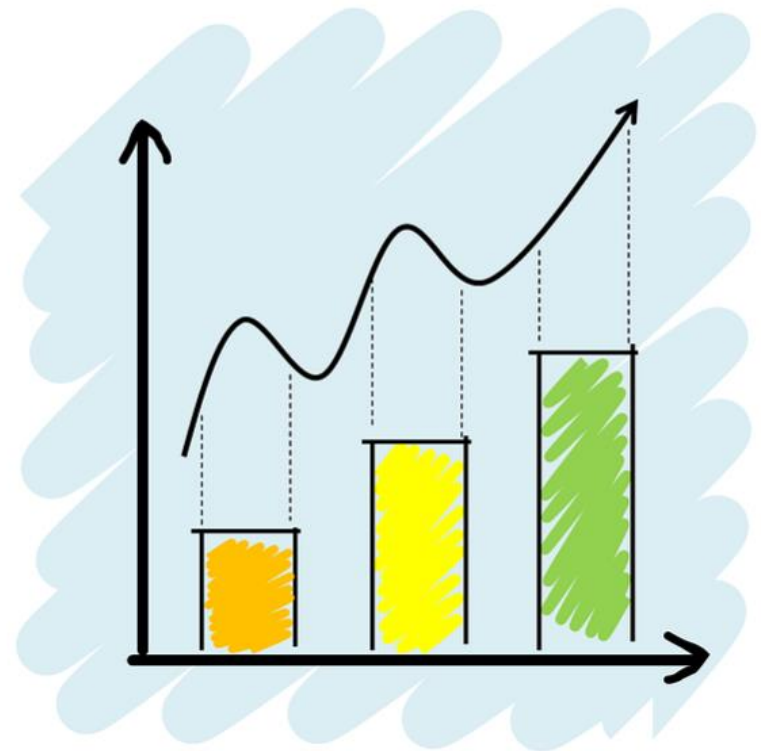
**DEMENTIA IS NOT A NORMAL PART OF AGING.**

Causes are currently not all known. If you or your loved ones are worried about dementia, talk to your physician.



## Did you know..

- Smoking increases your risk of developing dementia by **45%**
- **564,000** Canadians are living with dementia
- **1 in 5** Canadians aged 45 and older provide some form of care to seniors living with long-term health problems



Dementia currently affects **1.1 Million**  
Canadians directly or indirectly



# **Dementia Numbers in Newfoundland and Labrador**



**9,642**

# 10 Warning Signs



# 10 Warning Signs

1. Memory loss affecting day-to-day function
2. Difficulty performing familiar tasks
3. Problems with language
4. Disorientation to space and time
5. Poor or decreased judgment
6. Problems with abstract thinking
7. Misplacing things
8. Changes in mood and behaviour
9. Changes in personality
10. Loss of initiative





# Risk Factors for Alzheimer's Disease



# Non-modifiable Risk Factors

- Age
- Family history
- Genetics
- Gender
- Other medical conditions



# Modifiable Risk Factors

- Smoking
- High blood pressure
- Diabetes
- High cholesterol
- Lack of physical activity
- Alcohol



# Brain Health



# Improve Your Brain Health

- Be physically active
- Avoid smoking and excessive alcohol consumption
- Be social
- Make healthy food choices
- Reduce stress
- Challenge your brain
- Protect your head – wear a helmet!



# Communication Tips



## Ten Communication Tips:

1. Identify yourself
2. Approach the person from the front
3. Move slowly; maintain eye contact
4. Address the person by name; speak slowly and clearly
5. Present one idea at a time
6. Repeat/ rephrase responses to clarify what he/she is trying to tell you.



## Communication Tips continued:

7. Ask questions requiring “yes” or “no” and allow time for a response.
8. Back up your words with actions using gestures
9. Listen actively and acknowledge person’s emotional state
10. Touching too roughly or quickly could cause increased stress





# Reducing Stigma



**Yes. I live with dementia. Let me help you understand.**

Yes. I live with dementia.

Let me help you understand.



**1 in 5**

would avoid seeking help for as long as possible, if they thought they had dementia, perhaps to avoid the associated stigma and embarrassment.

**87%**

of caregivers wish that more people understood the realities of caring for someone with dementia. 2/3 of caregivers find the experience of caring for someone with dementia to be isolating.

## **Six Easy Ways to Make a Difference:**

1. Learn the facts
2. Don't make assumptions
3. Watch your language
4. Treat people with dementia with respect and dignity
5. Be a friend
6. Speak up!



**Do your part to reduce stigma today!**

# Programs and Services



# First Link Program



Your first step to living well  
with dementia



# What is First Link?



- An innovative referral program
- That connects families to the Alzheimer Society on the point of diagnosis.

“A hard diagnosis to give... an even harder diagnosis to hear.”



# First Link® Referring Partners

- A **Referring Partner** is a health care provider who completes our referral forms with their patients and connects them to the Alzheimer Society.





# Family Support Group



- We offer Support Groups for caregivers. These groups provide a safe environment where you can learn, laugh and help each other
- Six locations across the province

# Learning Series

- The Learning Series is an educational series that is organized by the Alzheimer Society
- 15 weeks long
- Three times per year
- No cost to participants



# Other Programs and Services

- Information Kits
- Newsletters
- Resource Centre
- Care at Home Course
- Lunch and Learn
- One-on-one meetings
- Community Presentations



# Special Events

## Anything for Alzheimer's

Coffee Break is a fundraiser where friends, co-workers and customers gather throughout the province to make a donation in exchange for a cup of coffee. You can host your own coffee break!



## IG Wealth Management Walk for Alzheimer's

Our walks are a great way for families to show their support for their loved one on the journey of Alzheimer's disease. Walks are held throughout May & June.

# New eLearning Program

- Continuing education for Health Care Professionals
- Assist in providing high quality standards of care to those living with Dementia
- Strengthen partnerships with key stakeholders in the community





# DEMENTIA PASSPORT



# eLearning Features



- Learning Management System
- 30 minute modules
- Interactivity
  - Videos
  - Quizzes
  - Case studies
- Continuous learning of best practices
- Record of interactions by users
- Certificate of completion

# Alzheimer Society

NEWFOUNDLAND & LABRADOR

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*Thank You!*