

## Mark November for Awareness-Raising Events

The Alzheimer's Foundation of America (AFA) is pulling out all stops to raise awareness of Alzheimer's disease during November—National Alzheimer's Disease Awareness Month.

All signs indicate that participation in AFA's two flagship events for the month—National Commemorative Candle Lighting on November 10 and National Memory Screening Day on November 15—will far surpass previous years.

For AFA's 3rd annual Candle Lighting, organizations will light "candles of care" in ceremonies that remember those who have passed and honor families currently affected by Alzheimer's disease and related dementias.

AFA's 3rd annual Memory Screening Day will get a big boost this year from

actress Deidre Hall, who is serving as its national advocate. Hall, best known as Dr. Marlena Evans on "Days of our Lives," is encouraging people concerned about memory loss to be proactive.

"Getting a memory screening is a first step toward knowledge and a giant step toward care," said Hall, whose Dad had Alzheimer's disease.

Already, hundreds of organizations, from grassroots Alzheimer's agencies to physicians' offices, have committed to offering free, confidential memory screenings.

The screenings are not used for diagnosis, but indicate whether a full medical evaluation would be beneficial.

National Memory Screening Day is supported this year by Forest Pharmaceuticals, the premier sponsor,

and Ortho-McNeil Neurologics, the presenting sponsor.

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*"Memory loss. It's hard to acknowledge the possibility. But it's also very helpful. Getting screened can lead you in the right direction—to the right treatment and the right care. It can make all the difference... for you and your family."*

Actress Deidre Hall

### AFA: Lookin' Good

Same organization. Different look. AFA's new logo is hot off the press.

An abstraction of arms circling a heart, the contemporary logo "aptly reflects our mission to embrace families affected by dementia. It speaks 'care,'" said Eric J. Hall, AFA's chief executive officer.

AFA and its member organizations will exclusively use the new insignia on any materials.




### New Teal Bracelet IDs Dementia

In a major move to help individuals in emergencies, AFA and MedicAlert®, the world's leading emergency medical information service, recently began marketing a new identification bracelet with a teal symbol specifically denoting that someone has Alzheimer's disease or a related dementia.

Complementing this effort, the two organizations this fall will introduce a companion teal bracelet for caregivers. The goal: to alert responders that an individual under that person's care might require attention.

The teal emblem marks the first time that MedicAlert® is utilizing a color to symbolize a specific disease. In an emergency, it alerts medical professionals or first responders to call MedicAlert®'s 24-hour hotline to access electronic health records containing vital medical and contact information about each wearer.

The dementia ID program is part of a strategic alliance between AFA and MedicAlert®. The two are also partnering to educate the public about dementia and the need for emergency preparedness.

Thanks to the partnership, MedicAlert® is offering a discount on first-year membership fees for those individuals with dementia and caregivers who choose the teal symbol. To order, call (toll-free) 800-ID-ALERT or visit [www.medicalert.org](http://www.medicalert.org) and cite promotional code 1242. 



## CEO's Corner

I write this column in gratitude—gratitude to a colleague, a friend who may not have realized the enormity that his presence meant to the growth of the Alzheimer's Foundation of America.

I take you back several years ago when I first visited Janssen Pharmaceutica. It had taken me weeks to get the appointment. To be honest, it was a little overwhelming—a sprawling complex in the middle of “nowhere” in Titusville, NJ. It was here that I met Dave Butler, Janssen's director of long-term care.

AFA was in its infancy then. I had little to show him. Yet, from that very first meeting, Dave was supportive of AFA's mission. Admirably, he had a boundless passion for Alzheimer's care. Over time, Dave was very influential in introducing AFA to key staff at Janssen and for enabling us to explain our organization to them.

Moreover, Dave and I grew to be friends. We often talked during the week, sharing stories about our respective jobs, goals and families.

On August 12, I learned that Dave had a massive fatal stroke. He was a young man in great physical condition and leaves behind a wife and two daughters. His death is a shock to all who knew him and leaves a void for so many friends like myself who now live life without his optimism, care and compassion.

Dave will always remain a part of the very fabric of AFA. He had been with us from the beginning and contributed greatly to our vision and direction.

AFA honors his commitment to the Alzheimer's cause and promises never to forget his contributions. He will be missed.

## Golf Outing Scores 'Hole in One'

What could be better? An exclusive 18-hole course, sunny skies, a heart pounding silent auction—and foursomes swinging for our cause. That sums up “Care on the Fairways,” AFA's first annual golf outing held June 20 at the Atlantic Golf Club in Bridgehampton, NY. Proceeds from the “hole in one” event will support AFA's care-related programs and services.



▲ (l. to r.) AFA Chairman Bert Brodsky, CEO Eric J. Hall, and board members Ira Theodore and Barry Berg



▲ Celebrity host-CBS2-New York meteorologist John Bolaris (l.) with Brodsky

## AFA Awards 'Brodsky Grant' for Innovative Care

Determined to change the face of care in America, AFA has awarded its inaugural “Brodsky Grant” for innovative care to a groundbreaking program that “nurtures each person's capacity for growth” even in light of Alzheimer's disease.

The recipient of the \$20,000 grant is The Eden Alternative, a Sherburne, NY organization that has revitalized the social and physical environments of hundreds of long-term care facilities worldwide. Eden will now extend its core philosophy—that so-called “Elders” have a gift to share regardless of their physical or cognitive challenges—to individuals with dementia who are living at home and to their care partners, such as family, friends and volunteers.

With the grant, Eden will institute a training program, called “Eden at Home's Core Concepts Training.” The training will impart specific tools for meaningful care—care “which nurtures the human spirit as well as the human body and recognizes, celebrates and nurtures each person's unique capacity for continued growth and development.”

“We applaud The Eden Alternative for its forward-thinking. Its program has the potential to dramatically change society's perceptions about those with Alzheimer's disease,” said Bert Brodsky, AFA's chairman.

Eden was selected from scores of applicants for the first Brodsky Grant, named in honor of AFA's chairman and his wife, Muriel, for their outstanding commitment to helping others. AFA will award the grant annually to an innovative program that improves the lives of families affected by dementia. Only AFA's nonprofit member organizations may apply.

## Join AFA

AFA welcomes nonprofit and for-profit organizations across the U.S. that are involved in dementia care to join the foundation.

For more information or to apply for membership, contact AFA at (toll-free) **866-AFA-8484** or log onto **[www.alzfdn.org](http://www.alzfdn.org)**.

**Advancing Dementia Care Training** — On the heels of the first training program from Dementia Care Professionals of America (DCPA), AFA's division for healthcare professionals released its more advanced training sequel this summer. Orders have skyrocketed for the DVD-based Series 1, which leads to status as an AFA Qualified Dementia Care Provider. Now providers can tackle Series 2 to become AFA Qualified Dementia Care Specialists. Series 2's five disks cover in-depth the brain, symptoms, behavioral challenges and other forms of dementia besides Alzheimer's disease. For more information, call (toll-free) 866-AFA-8484 or visit [www.careprofessionals.org](http://www.careprofessionals.org).

**Taking our Cause to Congress** — AFA went to Capitol Hill again last spring to acquaint more Congressional staffers with various aspects of our cause. At one briefing, AFA gave an overview of Alzheimer's disease, emphasizing the importance of early detection and the vital role of community support services. A second session, held in conjunction with Project Lifesaver International, reviewed "wandering" behavior and stressed the lifesaving aspect of active response systems like Project Lifesaver ([www.projectlifesaver.org](http://www.projectlifesaver.org)).

**Making a Care Connection** — "A lifeline." "What an excellent service." These are some of the feedback from family caregivers and professionals who are connecting with each other and with experts via "Care Connection," a unique teleconferencing service for dementia caregivers. A strategic alliance between AFA and "Ask Dr. Jamie," the service links up to 150 caregivers on the phone for an hour on Thursdays. The sessions alternate between coaching led by Dr. Jamie Rotnofsky and guest speakers, and they always include time for support group-like sharing. For details, visit [www.askdrjamie.net](http://www.askdrjamie.net) or call (toll-free) 877-AFA-2992.

**Read All about Us** — AFA is increasingly in the news, but every so often, some national mentions really jump off the page. Take these, for example: On June 13, *USA Today* cited our free quarterly magazine in a feature about caregiving magazines "filling a need." In October-dated issues, look at *O: The Oprah Magazine* for a clip about National Memory Screening Day and flip through *CosmoGIRL* for "She's so CosmoGIRL"—Neha Chauhan, an impressive Harvard University sophomore who founded AFA Teens ([www.afateens.org](http://www.afateens.org)) while in high school.


## Conferences Reach Multiple Audiences

**A**FA is meeting the educational needs of the community from all angles by rolling out "paired" conferences that are held at the same time at the same venue:

- "Caring for the Community," a novel two-day conference for executives of Alzheimer's-related organizations in a specific state to help them enhance their services by gaining both further understanding of Alzheimer's disease and capacity-building skills; and
- "Concepts in Care," a one-day conference for family and professional caregivers that includes sessions on treatment options, behavioral challenges and practical issues.

First stop: Florida last May. Second stop: New York mid-September.

Among the highlights at both Florida conferences: Actress Deidre Hall shared her family's experience with Alzheimer's disease for the first time publicly.

Forest Pharmaceuticals provided an unrestricted educational grant for the "Caring for the Community" conferences in both states. 


## 'Young Hearts' Form Junior Committee

**T**hey're young. They care. And they know firsthand how devastating Alzheimer's disease can be. This is AFA's new Junior Committee.

The Junior Committee is "dedicated to ensuring that young adults play an active role in raising awareness of Alzheimer's disease or a related illness and in ensuring that no family faces this disease alone," according to Alex and Chris Barnet, the committee's co-chairs.

The Barnets were inspired to charge forward with this mission by their grandfather, George R. Irvin, who was diagnosed with Alzheimer's disease in 2002.

"In honor of his unselfish, funny and charismatic approach to life, we will always remember," the Barnets said.

The Junior Committee will hold its kickoff event on September 22: "For the Love of George"—cocktails, casino games, a sports memorabilia auction and celebrities at Strata in New York City. For details, visit [www.alzfdn.org](http://www.alzfdn.org) or call (toll-free) 866-AFA-8484. 





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## AFA Named 'Top Charity'

**A**FA recently was given the stamp of approval as one of the top charities in America, earning the "Best in America" Seal of Excellence from the Independent Charities of America (ICA).

The coveted status is awarded to members of ICA and Local Independent Charities of America that, upon rigorous independent review, demonstrate on an annual basis that they meet the highest standards of public accountability and program and cost effectiveness.

Fewer than 2,000 of the one million charities in the U.S. have been ranked "Best in America." 



## Take Note . . .

*In fiscal 2004, AFA held fundraising and administrative expenses to only 13 percent of total revenues, leaving the bulk of revenues for program services.*

## Reach Out for Care

Need help? Reach out to AFA for care.

AFA's services include a toll-free hotline, counseling by certified social workers, educational materials and conferences, a quarterly caregiver magazine, and referrals to local organizations for support services.


**For assistance or to make a tax-deductible donation, call (toll-free) 866-AFA-8484 or visit [www.alzfdn.org](http://www.alzfdn.org).**

### Awareness-Raising Events... from page 1

AFA is once again providing participants with kits to seamlessly carry out the events, including posters, press releases, instructions and educational brochures.

Dedicated Web sites list participating sites, details about the events and educational information:

[www.candlelighting.org](http://www.candlelighting.org)  
[www.nationalmemoryscreening.org](http://www.nationalmemoryscreening.org)

AFA member organizations and non-members are welcome to get involved. For more information or to sign up, visit the Web sites or call AFA at (toll-free) 866-AFA-8484. 

*AFA will host the lead Candle Lighting ceremony:*

**November 10, 6:00pm**  
**The Interfaith Center**  
**475 Riverside Drive at 120th Street, Manhattan**