



# AFA

# VOICES

WINTER 2005

ALZHEIMER'S FOUNDATION OF AMERICA

TOGETHER FOR CARE...IN ADDITION TO CURE

## New Law Calls for Memory Screening Study

Access to memory screenings may become more widespread, thanks to a provision advanced by the Alzheimer's Foundation of America (AFA) that was attached to legislation signed into law by President Bush on December 7 after being approved by Congress in late November.

In addition to its potential impact, the provision marks a milestone for AFA: It denotes the first time that specific language proposed by the three-year-old organi-

zation was included in federal legislation.

The measure calls for the Secretary of Health and Human Services (HHS) to report by March 2005 on "the effectiveness and accuracy of existing screening tools to detect early stage memory impairment, along with recommendations to expand access to screening in the public and private sectors."

It was included in the Joint Explanatory Statement accompanying the Conference


Report for the Foreign Operations Appropriations bill, H.R. 4818, which includes fiscal 2005 funding levels for the departments of Labor, Education, and HHS, and related agencies.

The AFA had pressed for this language as part of its ongoing efforts to promote a large-scale national public-private memory screening initiative with the goal of early detection of Alzheimer's disease and related illnesses, and education about successful aging.

"We are gratified that Congress is moving in this direction, and we are especially delighted that the measure passed during November—National

Alzheimer's Disease Awareness Month," said Eric J. Hall, AFA's chief executive officer.

"Making memory screenings more accessible will help remove the stigma of Alzheimer's disease and related dementias, and ensure that the growing number of Americans facing these disorders secure proper care," he added.

In particular, Hall expressed his gratitude to House Appropriations Committee Chairman Bill Young (R-FL) and Labor-HHS Appropriations Subcommittee Chairman Ralph Regula (R-OH) for their efforts to include the study provision. 

## AFA Introduces Grant to Honor Chairman



◀ L. to r.: AFA CEO Eric J. Hall, AFA Chairman Bert Brodsky, AFA board members Jeffrey Greener and Ira Theodore.

AFA has initiated "The Brodsky Grant" in honor of AFA's chairman, Bert Brodsky, and his wife, Muriel "for their generosity and outstanding commitment to helping others."

Eric J. Hall, AFA's chief executive officer, accompanied by AFA board members Jeffrey Greener and Ira Theodore, proudly announced the grant at the foundation's "Together for Care" cocktail party on November 9—catching Brodsky totally by surprise.

The grant will be awarded annually to an AFA member organization for an innovative program that improves the lives of individuals with Alzheimer's disease and related illnesses, and their families. The first grant will be for \$20,000.

Application details will be available shortly. 

## Hundreds of Sites Partake in National Memory Screening Day

Sarah Smiley emerged, well, *smiling* after undergoing a memory screening at AFA's headquarters in New York City on November 16. "It relieved some of the stress I had to know that I've taken the first steps...and to know that there is some place to go to for help," said the 63-year-old retired engineer.

Smiley was among those concerned about memory problems who took advantage of free confidential memory screenings across the nation on AFA's National Memory Screening Day.

Nearly 400 sites in 40 states, from Alabama to Wisconsin, participated in the annual event, building on the success of AFA's inaugural National Memory Screening Day last year. Presenting sponsors were Forest Laboratories and Novartis Pharmaceuticals Corp.

On board were a diverse mix of screening sites, representing both AFA member organizations and non-members. They included grassroots Alzheimer's agencies, physicians' offices, care facilities, clinical labs, and a branch office of MetLife.

▶ continued on page 2



## CEO's Corner

**R**ecognizing the tremendous toll of Alzheimer's disease and related illnesses, AFA has urged, even at times pleaded with people to seek our assistance. "Reach Out for Care" is a motto that we truly believe in. It is what drives the executives, staff, board members and volunteers at AFA and its member organizations to do their all for those in need.

Now, again due to the enormity of dementia, we are adding another plea. AFA is calling on all Americans to acknowledge that this is too great a burden for people to face alone. If it takes a village to raise a child, it also takes a village to raise the level of care for those with dementia.

AFA's new "Together for Care" campaign encourages businesses, community groups, schools and individuals "to come together, to collaborate and to care." In part, our goal is to raise funds to enhance community resources and award grants to families overwhelmed by the cost of care. In addition, we want involvement—people involvement. We are asking you to become care advocates, community care advisors or corporate round table members.

With a similar theme, AFA's new division Dementia Care Professionals of America brings together all levels of professionals working with dementia clients, uniting them for care. By providing a unique training and qualification program, we believe both professionals and families will be better served.

We encourage you to visit our revamped network of websites [www.alzfdn.org](http://www.alzfdn.org) to find out how to get involved and, via AFA, strengthen the Alzheimer's community.

## Annual Cocktail Party Draws Friends of the Cause

True to the name of the event, everyone was enthusiastically "together for care" at AFA's "Together for Care" annual cocktail reception on November 9. The party, held at the brand new, deco-style Cipriani Fifth Avenue in New York City, was a smash: great company, outstanding venue and, most of all, a successful fundraiser to support AFA's programs and services.



◀ AFA CEO Eric J. Hall (l.) presents award to honoree Joseph W. Jordan, senior vice president-IB product management and marketing, MetLife Financial Services.



◀ Actress and care advocate Linda Dano, whose dad had Alzheimer's disease, joins AFA Chairman Bert Brodsky.



▲ Celebrity Ivana Trump (2nd from l.) greets guests affiliated with Sunrise Senior Living.



◀ MetLife colleagues congratulate Jordan.

### Memory Screening Day... from page 1

Several chains recruited a large number of their branches; among them, Radiant Research Laboratories, Sunrise Senior Living and Visiting Angels.

"The turnout in our small community was larger than even we had expected," said Vicky Kinder of The Neurology Center of MGC in Marion, IN, which screened 50 people in a two-hour period.

Next year promises to be even bigger. Already, many healthcare professionals have said to count them in again and newcomers have expressed interest.

AFA designed National Memory Screening Day to identify memory problems and refer those in need to healthcare professionals for further evaluation and diagnosis, and to allay fears of those with normal scores and provide them with a baseline for future comparison and educational materials on successful aging.

Feedback indicates that the event accomplished these goals. Representative of this, Hebrew Health Care, Inc. tested about 70 people at its long-term care facility and hospital in West Hartford, CT, split between community residents and staff who completed the screening for awareness training or because of concerns about their own mental abilities.

Based on their performance on the Mini-Mental Status Exam, about ten percent of the clients were urged to follow up with their physicians. As for the others, "We added them to the long list of what we call 'the worried-well,'" said Pamela K. Atwood, the company's director of dementia care services. 🌐



AFA's National Memory Screening Day  
**NOVEMBER 15, 2005**

**Alzheimer's Disease Awareness Ribbons** — Notice teal ribbons on more and more lapels? In addition to its ongoing distribution by request, the AFA handed out approximately 100,000 Alzheimer's Disease Awareness Pins in five major markets—Boston, California, Chicago, New York and Washington, DC—in recognition of National Alzheimer's Disease Awareness Month. The free ribbons, a joint promotion between AFA and Novartis Pharmaceuticals Inc. to highlight the importance of early detection, went like hotcakes! Noted one hawkker stationed outside Boston's South Street Station: "At one point I had a line of people waiting. One woman came back and said, 'I don't want to be greedy but can I get a few more?'" To obtain an Alzheimer's Disease Awareness Pin, call AFA (toll-free) 866-AFA-8484.

**AFA-MetLife Strategic Alliance** — AFA and MetLife Financial Services recently formed a strategic alliance to pilot a program to deliver training and workshops about Alzheimer's disease and related dementias, and long-term planning issues to consumers and healthcare professionals. "This relationship forges exciting new ground in the delivery of information to people dealing with dementia," said Eric J. Hall, AFA's chief executive officer. Joseph W. Jordan, MetLife's senior vice president of IB product management and marketing, added: "We are pleased to partner with AFA for this pilot program, which recognizes the urgent need for care of those with Alzheimer's and related diseases."

**Dementia Care Professionals of America** — Dementia Care Professionals of America (DCPA), AFA's new division for healthcare professionals in the dementia field, has hit the ground running. Soon after DCPA was announced, membership applications and orders for the first DVD-based training series came pouring in. Training leads to a unique AFA-sanctioned qualification. DCPA has already contracted with several national organizations to train their employees, including Visiting Angels, a senior homecare franchisor. To promote the benefits of DCPA membership, AFA is currently waiving first-year dues to those who undergo training. For more information, call 866-AFA-8484 or visit [www.careprofessionals.org](http://www.careprofessionals.org).

**Hurricane Help** — When storm after storm after storm after storm (four to be exact) pounded Florida last fall, AFA and its member organizations rallied to the aid of hard hit member agencies with words of comfort, financial assistance and on-site help, including counseling devastated residents. A post Hurricane Charley e-mail from Sue Maxwell, director of older adult services for the Memory Clinic at Lee Memorial Health System, Fort Myers, FL, noted: "It is so very great to see the concern and help from around the US for us in SW Florida. That is why we belong to such a great group as AFA..."

## Candle Lighting Ceremonies Warm Hearts

"Candles of Care" illuminated the skies on November 10 as communities across America stood together to remember those affected by Alzheimer's disease and related illnesses as part of AFA's second annual National Commemorative Candle Lighting.

The candles truly symbolized the warmth of these interfaith ceremonies: from coast to coast, participants described the show of unity in emotional terms.

"It turned out to be a very special and touching ceremony that will stay for our residents for a long time," said Dan Guss, community relations associate at Sunrise Assisted Living of Schaumburg, IL.

The glow was contagious. For example, at Minden (LA) Medical Center's ceremony in a quaint park, some attendees initially said they did not want to speak. "Then as the candles were being lit, they began to open up and each person in the crowd spoke

about their experience... It was very emotional," said Lela Lemoine, the center's community education liaison.

Some groups added their own special touches to further illustrate the Alzheimer's journey. At Arden Courts of Parma, OH, a resident with dementia sang "How Great Thou Art" and "Amazing Grace." Brighton Gardens, Prairie Village, KS, compiled a scrapbook with photographs of past and present residents.

And at AFA's own ceremony at Congregation Rodeph Sholom in New York City, the synagogue's senior rabbi, Robert N. Levine, shared his family's experience with Alzheimer's disease.


He offered this message of hope: "We must resolve that this disease can not destroy us. We can be refreshed by community, the love of others, resources and faith."

As AFA had intended, the National Commemorative Candle Lighting drew organizations directly involved in care,



as well as those outside the Alzheimer's community.

In a prime example of awareness-raising, after employees of TransUnion, a Chicago-based global provider of business intelligence services, adopted AFA as one of its charities of choice this year, the company devoted all of November 10 to "Alzheimer's Day." It handed out awareness pins and educational materials at its office, raffled "days off" at lunchtime with proceeds to AFA, and held an evening candle lighting at Buckingham Fountain.

"It was so moving," said Susan Knapik, TransUnion's community relations manager. "We definitely want to do it again next year and on a much larger scale." 



Alzheimer's Foundation of America

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## Recognizing National Alzheimer's Month



AFA was invited to open the NASDAQ Stock Market on November 3 in recognition of National Alzheimer's Disease Awareness Month. Sharing the honor with AFA CEO Eric J. Hall were media personalities and care advocates Phyllis George (l.) and Linda Dano. Other AFA supporters and staff also attended.



## Join AFA

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

Under AFA's umbrella members and associate members unite to advocate for optimal care for those with Alzheimer's disease and related illnesses, and their families; share program ideas; and participate in training, national initiatives and networking opportunities.

Member status, which is limited to nonprofit agencies, also entitles organizations to apply for grants from AFA and to sit on AFA's advisory boards.

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

## 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-*Vantage*<sup>™</sup>, and referrals to local organizations that provide hands-on 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).