



Launching the report

At last it is here – the *Economic Impact of Dementia in New Zealand 2008* report.



From left: Katie Yates, Report Writer, Access Economics; Victoria Jackson, Communications Manager, Alzheimers New Zealand; Professor Faull, Member of the Alzheimers New Zealand Scientific and Medical Advisory Group, Lynne Pezzullo, Director, Access Economics

This long-awaited report provides the basis on which a national vision can and must be developed. However, this requires the commitment of Government and all stakeholders through a nationally-coordinated strategy followed by timely action. Dementia has a dramatic effect on the lives of people and is fast becoming a reality for an increasing number of New Zealanders. The effects of an ageing population, combined with people living longer and the increase in the number of people under the age of 65 years being diagnosed with dementia, means that the impact is already becoming alarmingly evident and is felt in social, economic and health terms.

Until now, there has been no definitive and reliable New Zealand data available to determine the number of people with dementia. Estimates used to attempt to determine the impact of dementia have been based on overseas data. Whilst this has not concerned Alzheimers New Zealand for several years, we have not been in a position to do anything about it.

Now, thanks to generous funding from the Alzheimers New Zealand Charitable Trust, the Ministry of Health and a bequest, Alzheimers New Zealand has been able to fulfil the long held hope of commissioning a New Zealand dementia economic impact study.

The *Economic Impact of Dementia in New Zealand* report (the Report), which was formally launched at Parliament on 22 July 2008, provides an up-to date profile of dementia, its prevalence now and in the future, and its economic and social impact on New Zealand society.

The stark reality now faced is that there are 40,746 people with dementia in New Zealand today. With an estimated 22,576 new cases of dementia being diagnosed in 2026, it is projected the number will increase to 74,821. In 2050 it is estimated that there will be 44,375 new cases of dementia bringing the number people affected up to 146,699.

As yet there is no cure. However much can be done to improve the quality of life for people with dementia, their carers and families. This Report identifies the huge challenges New Zealand is faced with in terms of prevalence, costs and burden of disease. It also provides a starting point for future policy, planning and resourcing.

The importance of the Report was acknowledged by the Ministry of Health, Ministry of Social Development, Treasury and Pharmac at briefings held on the day of the launch where the researchers from Access Economics presented the key findings.

The Launch itself, championed by the Hon Marian Hobbs and Nicky Wagner MPs, was attended by MPs, representatives of Government departments, the NGO sector; people with dementia and carers; and representatives from Alzheimers New Zealand Board and Member Organisations.

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Chairperson's Report



What a month this has been! The *Economic Impact of Dementia in New Zealand* Report signals a new era for Alzheimers and we will be making every effort to capitalise on the new awareness that is evident among the public. In terms of estimating the impact of dementia on the New Zealand economy, we now have robust figures upon which we can plan and work. What a revelation the report has been and how wonderfully it has been received!

The launch at Parliament really was an event to remember. Those present were enthusiastic about the future and what might be achieved. This, together with the goodwill generated during Awareness Week - which has raised the profile of Alzheimers New Zealand significantly - bodes well for the expansion of our work.

During Awareness and Appeal Week, our member organisations throughout New Zealand worked hard to raise the awareness of the public about dementia. Around the country there were many cuppas held for the cause that built on Cuppa for a cause® advertising coordinated by the National Office of Alzheimers New Zealand.

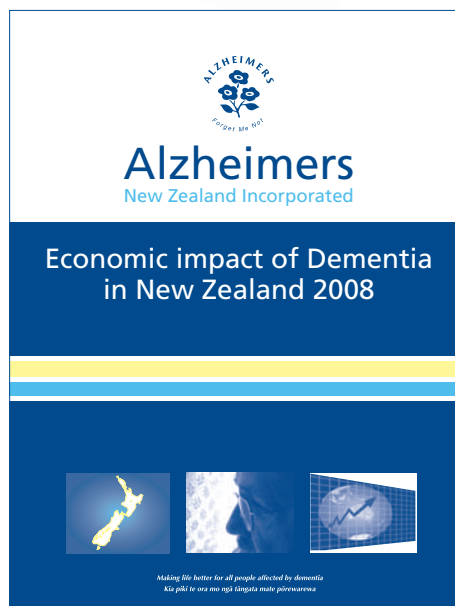
In addition to the Cuppa campaign, innovative approaches, community talks and activities have all spread the message and attracted funds. Once again, more members of the public know about the valuable work member organisations carry out.

Issues facing people with dementia at the local level are reflected in the national figures that can be found in the

economic report. Because of this, member organisations were able to capitalise on the interest generated by the report and picked up by the Manifesto.

Finally, I would like to reiterate that the Report, is an important document to us and significant to New Zealand. It provides a sound, reasoned and factual basis upon which the cause of dementia can be advanced. It also predicts the future based on the current trends and makes it clear we need to act now. I commend the Report to your attention.

Bryan Bang



ADI supports the launch

The following message from the Chair of Alzheimer's Disease International, Orien Reid. Her message was read out at the launch by Wendy Fleming, ADI Board Member.

"It is such a pleasure to bring you greetings on behalf of Alzheimer's Disease International.

"We are proud to support our member association, Alzheimers New Zealand and congratulate you on the launch of the New Zealand Dementia Economic Impact report.

"Dementia is an expensive disease with global direct and indirect costs of \$315 billion, an amount that is staggering for governments around the world unprepared for its impact. Dementia will rapidly strain social insurance, pension systems and long established social support systems in the future.

We urge governments around the world to recognize dementia as a national health priority.

"More than 24 million people are living with Alzheimers or a related dementia, and every 20 years the number of cases will double! By the year 2040, the world will have more than 81 million people with dementia. There is "No Time to Lose." The time is now to improve the lives of people living with dementia. The time is now to stop the dementia freight train heading for a global health and societal crisis."

National Director's Report



Hasn't it been good to see Alzheimers New Zealand featuring in the news lately? This year we have received unprecedented media interest in the 2008 Alzheimers Awareness and Appeal Week with the launch of the report on the *Economic Impact of Dementia in New Zealand* and the release of the *New Zealand 2008 Dementia Manifesto*.

Reports from the twenty-three member organisations throughout the country have also shown that this attention has been reflected in their Awareness Week campaigns as well. During July's Awareness and Appeal Week a number of people spoke about their personal experience of living with dementia.

Kate Clark and Al Morrison agreed to talk about their personal experience of living with dementia. They gave an honest and heartfelt interview featured in the Sunday Star Times. In addition, Al fronted the Appeal radio campaign and Kate and Al both spoke at the launch of the Report. Mike Hall and his family shared their experience on TV3. They were part of a very moving story that was featured on Campbell Live. Martin Brooks, Alzheimers New Zealand Board Member, shared his story of caring for his uncle on Television One's Good Morning show.

We must never take this special contribution for granted. Talking about a family experience like dementia is not an easy task. We must support the people with dementia and their carers who agree to do this.

In this issue we also say "thank you" to the business sector who have contributed to our recent success. A not for profit society like ours relies heavily on the commercial community for support and we are indebted to those who have shown considerable generosity to Alzheimers New Zealand recently.

Friends of Alzheimers New Zealand have responded very generously to our recent appeal letter. We sought financial assistance for the report on the Economic Impact of Dementia in New Zealand 2008 and were thrilled with the result. Thank you FANZ members – we value the continued financial support you give so generously to us.

The launch of the *Economic Impact of Dementia in New Zealand* report on 22 July was a great success. Over a hundred people heard inspiring contributions from Professor Richard Faull, Al Morrison and Kate Clark and Wendy Fleming. We are grateful to the Hon Marian Hobbs, MP for Wellington and Nicky Wagner, National List MP for Christchurch Central for hosting the event.

The report has shown the Government needs to start planning ahead to ensure we can contribute to making life better for all people affected by dementia.

Again, thank you for your contribution to our 2008 Awareness Week! It has been a great success.

Lucille Ogston



World Alzheimer's Day, 21 September 2008

"No time to lose!"

Why "No time to lose!?" Alzheimer's Disease International (ADI) says: "We are facing a dementia epidemic. Currently there are an estimated 30 million people with dementia in the world – a number that is set to rise to over 100 million in 2050. Dementia presents one of the greatest health and social challenges of our time, yet it does not have the recognition it demands." World Alzheimer's Day is the day that unites people who are affected by Alzheimer's disease and related dementias around the globe.

The World in Brief... Global interest in risk reduction

Alzheimer's Australia: Alzheimer's Australia was the first to undertake a well-researched brain health education campaign. Their *Mind Your Mind* signposts to reducing the risk of dementia was launched in 2005. The brochures are released in several languages and based on scientific evidence. The seven signposts put forward are: (1) mind your body (2) mind your diet (3) mind your brain (4) mind your health checks (5) mind your social life (6) mind your head (7) mind your habits. Alzheimer's Australia is one of the few organisations to raise awareness on the link between brain injury and dementia.

Alzheimer Scotland: Alzheimer Scotland launched its *Good for you, Good for the brain* campaign in 2006. Their booklet begins with a useful chapter on understanding risk - including a discussion of how to tell the difference between a dramatic claim and sound research. They then discuss specific risk factors and the evidence for them in the following areas: (1) ageing (2) genetics (3) gender (4) medical history (5) lifestyle and environment.



Alzheimer's UK: Alzheimer's UK and Wales ran the *Be head strong* message during their Awareness Week in July 2008. Their booklet begins with a section 'Am I at risk?' alongside the figure that 20% of people with dementia in the UK have vascular dementia. It then outlines how to reduce risks for this dementia such as (1) eating healthily (2) being active (3) watching blood pressure and cholesterol and (4) keeping a healthy weight. The final section is on exercising your mind. Alzheimer's UK teamed up with The Co-operative to get the risk reduction message out during their Awareness Week via in-store 'radio' ads and at till point screens.

Alzheimer Society of Canada: The Alzheimer Society of Canada launched their *Heads Up for Healthier Brains* campaign January 2008. The campaign encourages people to take charge of their brain health and reduce the risk of developing dementia. Features of the campaign include the role of families in maintaining a healthy lifestyle and maintaining a healthy life after diagnosis. The Society is providing support and motivation to people through a variety of on-line incentives, including the launch of the 'Brain Booster' – a new brain gym.

ADI finalised its charter this month, which puts forward the following six principles to make Alzheimer's disease and other dementias a global priority:

- 1 Promote awareness and understanding of the disease
- 2 Respect the human rights of people with the disease
- 3 Recognize the key role of families and carers
- 4 Provide access to health and social care
- 5 Stress the importance of optimal treatment after diagnosis
- 6 Take action to prevent the disease, through improvements in public health

Championing the carer

This year on World Alzheimer's Day, Alzheimer's Disease International (ADI) is "focusing on recognising the true value of carers. For every person with dementia in the world there is at least one carer, and often more."



Martin Brooks and his Uncle Wally – acknowledgements to The Press.

ADI says "We want to take this day to emphasise and celebrate the contribution made by carers to society and to call for our governments to recognise the challenges of an ageing population and provide better support services for carers and people with dementia."

During Awareness and Appeal Week, many stories about caregiving were published around the country. Here are quotes from some of these:

Taupo Weekender 17.07.08: Robyn and her mother Margaret: Robyn says when the family first started noticing problems "it was the little things like not turning a heater on, or repeatedly phoning us when she'd just rung."

Robyn decided to move her mum to Taupo, so they could walk the journey together, side by side.

She credits "a good sense of humour and a fun-loving spirit as keys to coping with dementia." She and Margaret laugh together – although Robyn freely admits that some days after her daily visit she can't help but cry.

Robyn says she copes by simply entering into her mother's world.

Taranaki Daily News 23.07.08: Lynda and her mother Dawn: Lynda first realised there was something wrong when the police called to say Dawn was missing. "This was one of the first signs that she may have developed dementia."

Lynda says: "It's been an amazing journey. There's nothing easy about it. You learn to laugh at things you never would have in the past."

The Press 26.07.08: Martin and his great-uncle Wally: Wally now needs assistance with basic everyday tasks as his dementia progresses. He struggles to make decisions, repeats questions he has already asked and needs help with eating, showering and dressing. Wally would also forget to feed himself, even if food was left beside him.

Martin says: "I couldn't go to bed without knowing he was in bed because it is unlikely that he would go outside, but he might."

"People trade places. In the case of a parent, you'll be doing the things they used to do for you when you were a baby."

Poor sleep for caregivers

A number of studies have shown that lack of sleep has cumulative effects on health and wellbeing. Just how much less sleep do caregivers living with a person with dementia get?

Caregivers slept for an average of about 6.5 hours per night, which was about 33 minutes less than non-caregivers, and they took about 23 minutes to fall asleep, which was about ten minutes longer than non-caregivers.

Caregiver sleep also was more variable from night-to-night. Caregivers reported lower subjective sleep quality and had higher scores of daytime sleepiness and depressive symptoms.

The authors concluded that the sleep patterns of older adults who live with and provide direct care during the night for a person with dementia are significantly worse than other older adults.

Source: Journal of Clinical Sleep Medicine, American Academy of Sleep Medicine.

The NZ 2008 Dementia Manifesto

“The number of people with dementia is rising. It is time to do more about the human and economic impacts. Alzheimers New Zealand has called on all parties to commit to a national dementia strategy.” *NZ 2008 Dementia Manifesto*

In the June *Alzheimers News*, we let you know Alzheimers New Zealand was consulting stakeholders to develop the NZ 2008 Dementia Manifesto. The Manifesto is now published and thanks to all those who assisted, it reflects what people with dementia wanted.

The 5 key areas for action

The Manifesto seeks a national strategy for dementia – not just because of the urgency of the issues, but because dementia covers so many areas that we believe a response needs to be coordinated in this way.

| | |
|---|--|
| 1 | Improve diagnosis and management of dementia |
| 2 | Provide appropriate services to all people with dementia |
| 3 | Provide support for people with dementia and their carers |
| 4 | Develop the workforce to deliver quality dementia care |
| 5 | Increase dementia research and the evaluation of dementia practices. |

We found GPs require support to diagnose dementia. Once a diagnosis is made, the condition is not stable and ongoing assessments are required. We are asking for resources to be provided for ongoing assessments. Timely access to specialists and referral to community support services are vital for advance planning.

More people with dementia means more demand on community support services, respite care services, residential care facilities and hospitals. Innovative approaches and service structures are called for to meet the specific issues and needs of people with dementia.

Family carers are vital to the person they care for. They are socially and economically valuable to our society. Carers need to be resourced and supported to continue their role as long as they can.

The rise in numbers of people with dementia will increase the need for health workforce capacity. We know there are no easy solutions to health workforce issues. However, dementia knowledge is specialised and we continue to want workforce capability in this area to be addressed.

New Zealand has the lowest level of funding for dementia research of all OECD countries. Funding needs to double and research agendas broaden to include social research and evaluation.

What next?

We have written to Party leaders asking them to discuss the Report and Manifesto in the relevant forum with their party members. All MPs have received a Manifesto and Fact Sheet.

We are hoping parties will give us an in principle agreement to undertake a national strategy on dementia.

For copies of the 2008 Dementia Manifesto, or for updates on what political parties are offering people with dementia during election year, contact the Alzheimers New Zealand National Office or your local Alzheimers organisation.

Dementia progresses over time affecting memory and the ability to undertake daily living tasks...

- An estimated 40,746 New Zealanders have dementia.
- By 2026 the number of New Zealanders with dementia is projected to increase to 74,821. By 2050 it is estimated there will be over 44,000 new cases of dementia a year in New Zealand.
- The total financial cost of dementia in New Zealand in 2008 is estimated at \$712.9 million.
- New Zealand has the lowest level of funding for dementia research of all OECD countries.

New Zealand 2008 Dementia Manifesto

Alzheimers New Zealand Charitable Trust: major funder for the Report

The Alzheimers New Zealand Charitable Trust was the major funder for the *Economic impact of Dementia in New Zealand 2008* report.

Chair, Wendy Fleming, says "We agreed to be the major funder of this report because dementia must be prioritised as a major health issue in New Zealand and we need evidence to support that position."

While Alzheimers New Zealand organisations have been only too aware of the social impacts of dementia, the lack of information about the economic impacts of dementia has consistently impeded advocacy efforts.

Wendy says: "The cost of standing still for people with dementia, their families and our New Zealand communities is too high - economically and socially."

New Zealand is lagging behind other comparable countries in funding biomedical research about the prevention, cause and cure of the illnesses relating to dementia and in social research which is foundational in developing best care practices.

Wendy said: "The Trust's particular interest is dementia research funding. It is a sad fact that New Zealand has the lowest level of government funding for dementia research of all the OECD countries."

"I don't like suggesting Australia is far more forward thinking than New Zealand, but we are not even in the same league as them. The New Zealand government has been slow to provide a nationally coherent response to dementia in a national strategy."



Alzheimers New Zealand Charitable Trust Trustees (from left): Michael Keyse, Wendy Fleming (Chair), John Brandts-Giesen.

The Alzheimers New Zealand Charitable Trust, is the only New Zealand-based trust established solely for dementia research.

To make a donation: download a form from www.alzheimersresearch.org.nz
and send with cheque to: HFK House, POBox 39 100, Christchurch 8545
or phone (03) 352 9189

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Now that the Report is launched, Alzheimers New Zealand is committed to ensuring that it is made available as widely as possible. This means reaching beyond health-related areas to all those sectors that affect the lives of people with dementia and their carers and families. This includes all Government Ministries, health, social and welfare planners and policy makers, research agencies, universities and training organisations, service providers within all relevant sectors, and mainstream community.

Alzheimers New Zealand's Mission is Making life better for all people affected by dementia. Together we will ensure a fair go for all people affected by dementia.

Joy Simpson, immediate past Chair, Alzheimers New Zealand

Thank you MSO Design for the cover design of the Economic Impact of Dementia on New Zealand report, plus the spiffy name tags and free sponsor posters for the launch. This cover design was only one part of MSO's work to produce the fresh 'new look' for Alzheimers NZ launch publications.

Thank you Croft Print for your wonderful copperplate invitationstothe launch. The fold-out Manifesto, presented in the launch kit, has been a winner with its great large type and your easy to read layout for the Fact Sheet has been appreciated.

Debating the prevention Issue

It is clear, given the high costs of health care, that governments around the world will continue to promote prevention. The economic imperative also sits well with the prevailing global emphasis on staying young and healthy. People want to believe that making lifestyle changes with food and exercise will stop them growing old or at least stop them dying of some dreadful disease. There is a reluctance to believe things happen which we cannot control or avoid.

Unfortunately, blaming or scapegoating others is a time honoured way of making believe it “can’t happen to us”. So it’s time to consider how we can ensure that speaking about reducing the risk of developing dementia does not increase prejudice or make the lives of people living with dementia any harder.

Vice Chairperson of Alzheimers New Zealand, Eileen Smith says: “We hope that to raise the issue and have people with dementia speak about prejudice and their feelings on being diagnosed now, before the prevention debate gathers too much momentum, will assist all those living with dementia.”

Our members say

A number of Alzheimers New Zealand workers felt strongly about the potential for prevention messages to lead to blame of those they worked for.

Valerie Broadbent, a field worker from Whakatane says: “Families tell me: ‘We have done everything right, so WHY US?’ I certainly tell community groups how we can keep our brains healthy, but I feel this is different to someone already living with dementia hearing about this and perhaps being made to feel guilty or ask: ‘Where did I go wrong?’”

Rosalie Conder, Community Coordinator from Wanganui fully supports the prevention approach to disease but says: “We do not know the causes of Alzheimers Disease and until we do we can’t know for sure how to avoid the cause. Yes, many people living healthy life styles are healthier. However, we can also cite cases of those with younger onset dementia – all of whom were actively engaged in life over a range of occupations (an engineer, a graphic designer, a pharmacist, a mother). The point that I make” says Rosalie “is that when we adopt a stance that a healthy life style automatically results in avoidance of disease, it means the next automatic belief is that a person who gets a disease did not follow a healthy life style - this can only increase the stigma and false beliefs we are all working to challenge.”

Debbie Hollebon, Social Worker, Alzheimers Canterbury, suggests the best way to ensure prejudice is not increased, is to speak of it within an effective health education setting. “As long as it is emphasised that this is not a guarantee to avoiding dementia, it is a positive opportunity to approach the general public with education about dementia.”

Vivienne Boyd, Education Coordinator, Alzheimers Canterbury, agrees. However she reiterates the conflict that other workers in the field have put forward: “We have a responsibility to be very careful not to make the lives of people living with dementia any harder. That would be contrary to our mission statement! Life is unfair and neither we nor anyone else can stop anyone getting dementia. At the same time we have a responsibility to talk about risk factors for the brain and also protective factors for the brain so that people know they are doing all they can to enhance the quality of their life – with or without dementia.”



Walking for health: Ray and Eileen Smith made a commitment to keep fit when Ray could no longer work because of his dementia. Ray joined the local walking group which also kept him socially active.

We asked the experts

We asked two members of Alzheimers New Zealand's Scientific and Medical Advisory Group, Professor Richard Faull and Dr Phil Wood, to provide us with a comment on prevention.

"One of the great challenges facing both the clinicians and the scientists is to understand what causes Alzheimer's disease and other dementias."

"At this stage all we really know is that there are numerous risk factors which seem to increase the likelihood of the development of the disease. Such risk factors include genetics (eg family history), age, history of head injury and factors which relate to heart disease and stroke."

"Because there is no single cause there is also no simple target. Therefore, the great tragedy is that there is no magic formula which will ensure that someone will not develop Alzheimer's during the course of their life."

"Even if one controls for ALL of the risk factors there is no guarantee that any one person would not develop Alzheimer's Disease. Thus, there is absolutely no guilt or blame that can be associated with this tragic disease."

"However, having said that, it is really important that we harness all the information that may assist (in ways we do not fully understand) in possibly decreasing the chance or slowing down the development or course of the disease."

"We know that keeping a healthy brain involves keeping the body busy and the brain stimulated, and avoiding all factors that contribute to heart disease. The available evidence suggests that such factors give one a greater chance of delaying the onset and possibly slowing the progression of the disease."

This statement was provided by Prof. Richard Faull in collaboration with Dr Phil Wood.



Professor Richard Faull is an internationally recognised researcher on human brain diseases whose work spans over 30 years. Last year he was awarded the Rutherford medal for his work.



Dr Phil Wood has been actively involved with the care and treatment of Alzheimer's disease and related dementias for the past 25 years with a special focus on developing new opportunities with drug and other treatments for the past 25 years.

Assessing research

Globally, there is growing evidence supporting lifestyle changes to reduce the risk of developing dementia. Researchers have investigated a number of health, lifestyle, and environmental factors. Results from these studies are often given considerable publicity, but some carry more weight than others. How can you tell if research is likely to be sound?

Here are some things to consider:

- promising results in the laboratory with animals do not necessarily transfer to the human population
- research with humans may have involved small numbers of people or have covered a short time-scale – both of which affects how valid results are
- evidence may come from studies of large groups of people (population studies) and may not be true for a particular individual

- the best available evidence does not guarantee a particular person can avoid dementia
- since researchers can't compare lifestyle factors that may affect dementia risk with those that don't over long periods of time in a controlled way, it's not possible to say for certain that a change in lifestyle will actually result in a reduction of risk
- when researchers use evidence from studies which follow groups of people for very long periods of time, it is hard for them to show direct links with any one risk factor (other risk factors would need to be eliminated)
- it is not always possible to be sure of what is the cause and what is the effect in research

Source: Good for you, Good for the Brain, Alzheimer Scotland. For more detail, please visit their website www.alzscot.org

Growing Partnership

Progressive Enterprises' Managing Director, Peter Smith, said "As the country's population ages, the work that Alzheimers New Zealand does in the community will be more and more invaluable". Peter said "We are delighted to help raise funds for this enormously worthy cause. We are thrilled to be donating more than \$35,000 this year, which is 50% more than we fundraised last year. We know the funds are badly needed, and the demands on Alzheimers New Zealand are increasing."



Peter Smith, Managing Director of Progressive Enterprises hands over the cheque to the Vice-Chairperson and National Director of Alzheimers New Zealand. From left: Eileen Smith, Vice-Chairperson, Alzheimers NZ; Peter Smith, Managing Director, Progressive Enterprises; Lucille Ogston, National Director, Alzheimers NZ.



Inside the PE hamper.

If you shopped in any of **Progressive Enterprises'** supermarkets - Woolworths, Foodtown, Countdown, Fresh Choice or Super Value - during July, we hope you bought at least one of the specially marked items showing that 25cents from each purchased item would be donated to Alzheimers New Zealand. This year, Progressive Enterprises (PE) continued with the Cuppa for a cause® theme, but increased the range of delectable items they were donating from. Not only did they increase the range of items, but they also increased the amount contributed from each product!

Deciding what to donate and how much, however, was only the beginning of the work involved for them. In-store posters, shelf wobblers, special offer pamphlets and stickers, banner adverts for the nationwide catalogues, all had to be designed, printed and placed. In addition PE ran an on-line campaign on their website and decided what should go in the giveaway hampers. For this enormous amount of work, we particularly want to thank Brand Manager **André Bacon**.

A highlight of the campaign for us was that Progressive Enterprises backed an appeal advertisement featuring the voice of **Al Morrison on the ZB stations**. The advertisement reached many people. One person rang us after her dad had heard Al Morrison on the radio. She wanted to say thank you because this time he had agreed to seek support. What made the difference was hearing the message that it could happen to younger people, just as it happened to Kate.

Those prize baskets!

Did you see those lovely baskets full of Signature Range/Select giveaways advertised in the **Woman's Day** and major newspapers, or hear about them on **EasyMix Radio**?

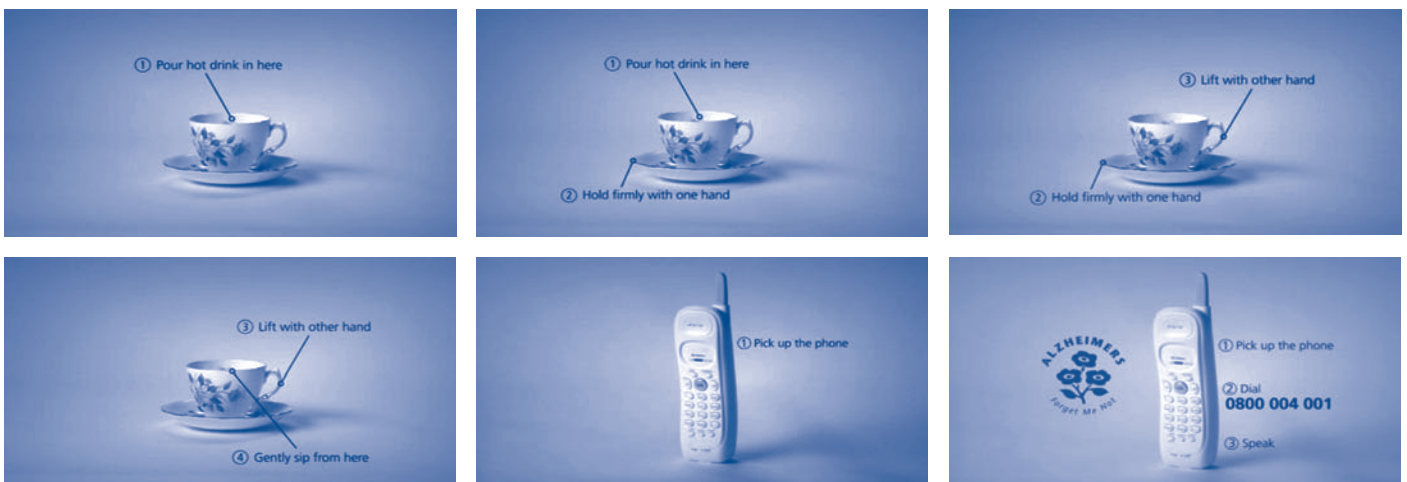
Winning a prize has a bit of magic about it, and we asked **Kate Carter** from **Raynish Consumer**, to tell us what was involved.

Kate started by recommending ways for the media to showcase PE's involvement with Alzheimers NZ. The draw card was the Signature Range/Select hamper as a reader prize in return for promoting PE's campaign. Then the leg work began. Kate had to talk with 14 publications interested in running the giveaway, arrange for them to have the hamper picture and story, and ensure everyone in PE and Alzheimers NZ saw the published adverts from around the country.

Once the winners had been drawn, Kate arranged the delivery of the baskets. Of course those who won were thrilled, but we also heard from people living with someone with dementia who just wanted to say that it made them feel special that the magic of hamper prizes were associated with their life. Thank you Kate and Raynish Consumer!

BIG Thanks!

Last year, **BIG communications** provided the stunning poster image of the white cup on the pale blue background. This year, we were rapt when BIG came through with another stunning creative work – this time, a TV advertisement with all the beautiful simplicity of image and clarity of message that seems to be their hallmark.



Stills from the Alzheimers New Zealand TV campaign.

The making of the Appeal advertisement involved many players who gave their time freely or for very little. Just to give you some idea of this, we can tell you the work of BIG is estimated to have cost \$70,000 - \$100,000!

We asked **Joe Holden**, Creative Director of BIG, to tell us more about the making of the cup advertisement.

Joe said: "It's easy to dismiss dementia as a gradual loss of memory and not think about the full impact it has on the person and the people around them. The moment the penny dropped for me was in a meeting with the Alzheimers Auckland team when I heard about a person seeing a phone ring, but having no idea what it was or how to make it stop. In an instant, this made me understand the stark reality of dementia – the vulnerability and helplessness of the people living with it, and the pressure it places on their carers."

This realisation was the basis of the magazine campaign showing step-by-step instructions on how to use simple everyday household objects.

"To produce the TV version of the campaign" Joe said "BIG enlisted the generous help of some great people around town – a few of whom had been affected by Alzheimers in some way. They also seemed to understand that the Alzheimers cause didn't normally attract the emotional/financial support of some other charities so were keen to help out for that reason."

In terms of the shoot, Joe says many thanks are due to **Neil Stichbury** who owns a TV production company called **Television Spaceman** which creates and produces innovative TV programmes. Joe says: "Their growing list of brilliant shows

aired here and overseas include Let's Get Inventin and New Artland. Neil shot the footage in his studio, using his own state-of-the-art High Definition camera. It was a tricky shot needing a smooth camera move that would normally require specialised equipment and crew."

Once the images had been shot, the people at **Images and Sound** of Auckland turned the raw footage into the end commercial using their high-end online editing facilities and expertise. They also recorded and mixed the audio, and negotiated with the music owners for free use of the track. Joe said: "special thanks go to **Steve Finnigan**, Director and Sound Engineer, and **Lucy St George**, Producer.

The voiceover was provided free by **Ian Hughes** of voice talent agency, **Big Mouth**. Ian is the director of Big Mouth and a talented actor. He's currently touring New Zealand with Ship Songs which he wrote, directed and stars in (as the sole actor)." Joe's final comment: "It would all be for nothing if no one sees the ad. It's fantastic that Alzheimers New Zealand has been able to get free airing of the ad on so many channels and mediums. Hopefully the stark truth the ad communicates will have a similar impact to the initial story that inspired it!"

A very BIG thank you to Joe for his fabulous work and to all his great contacts that made it all happen!



www.bigcommunications.com

Unprecedented Media Interest

This year we received an unprecedented amount of media interest and support during Awareness Week. The launch event and the contents of the *Economic Impact of Dementia in New Zealand* report generated a great deal of interest, as did the *New Zealand 2008 Dementia Manifesto's* representation of member issues. Part of this was due to the political climate of the upcoming Election. Discussions about what people with dementia need are timely when we consider the direction this country might take.



Kate Clark, Board Member, Alzheimers New Zealand and her husband Al Morrison – acknowledgements to Sunday Star Times and photographer Kevin Stent.

A large part of the media interest was also due to **Al Morrison** and **Kate Clark**, who were popular faces and identifiable champions for our cause in print, on the radio, and at the launch. The reality of dementia came alive in the hearts of this nation through the wonderfully captured in-depth story in the **Sunday Star Times**, the great interview on **Radio NZ**, and their speech at the launch of the Report. Al and Kate received many emails acknowledging their important contribution in speaking out so honestly and intimately about living with dementia in their relationship. Our heartfelt thanks go to Al and Kate.

We had great media coverage this year over a wide range of radio stations and TV networks this year. The statistics of the report and the real life issues facing people were put across in news items, radio and TV interviews, TV documentaries, radio talk back, and in-depth newspaper articles. Here are some of the highlights.

Campbell Live featured **Mike Hall and family**, and interviewed **Sue Brewster**, Alzheimers Auckland Manager. Members of the public told us they had not realised what it was like to live with the extreme day to day changes and were deeply touched. Our profound thanks go to Mike and family for raising awareness by sharing their journey with us all. Thanks too to Sue Brewster for arranging this.

Radio NZ broadcast a thoughtful in-depth interview about the Report with **Lynne Pezzullo, Director, Access Economics** and the immediate past Chair of Alzheimers NZ, **Joy Simpson**. Thank you Radio NZ and also **Chris Wikaira** who made this media contact for us.

TV1 interviewed **Martin Brooks**, Board Member and **Lucille Ogston**, National Director, Alzheimers New Zealand, on the **Good Morning** show about the Report and Lucille was also interviewed by **Viva FM and Radio Live** about a range of issues arising from the Report. She particularly enjoyed the talkback with **Newstalk ZB** where a woman spoke publicly about her experience of caregiving for the first time and was heard by many who identified with her. Thanks again **Chris Wikaira** for arranging the talkback.

We are also grateful to a number of magazines that worked with us to promote Awareness Week. The **Australian Women's Weekly** gave insight into the life of **Yasmin Aga Khan** whose life changed when she became a carer for her mother. **InSite** promoted our awareness activities and **Plenty** magazine promoted the benefits of social networking for reducing the risk of dementia. **Older and Bolder** published a range of articles about the Manifesto, Cuppa and the services provided by our organisations. Thank you all!

It was wonderful to have all this media coverage, since the more places and ways our story is told, the more people living with dementia can be assisted by our Member Organisations.

Fabulous Advertising!

We were very excited to be provided with exceptional quality TV and radio advertisements and prime time advertising schedules. The fact that over \$330,000 of media and advertising work was provided free to us this year, gives you some indication of the quality of the work donated. Thanks again **Progressive Enterprises** and **BIG communications!**

The significant amount of advertising provided for Awareness Week and the truly wonderful schedules we were offered, depended on contacts and work donated at cost or free by a wide range of people. We are very grateful for all those who assisted here. Special thanks go to the following:

- **1ZB** for placing the PE advertisements in prime time immediately before the news during Awareness Week

- **Shine TV** for placing the BIG cup advertisements in prime times over five nights
- **HealthTV** for promoting the 0800 number every 20 minutes on TVs in doctor's waiting rooms during July to August.

We were also very lucky to have some major national newspaper and magazine advertising.

- If you do the crossword you will have seen the strapline **Strategic Finance** provided featuring Brain Games for Brain Gain – this is part of our risk reduction campaign that has just begun. The straplines ran in the Otago Daily Times, Herald, Dominion Post, Press, and the Sunday Star.
- **Foodtown** magazine promoted the Progressive Enterprises campaign as well as featuring Awareness Week in their *What's Up* section and **Novartis** promoted Awareness Week as part of their Women's Weekly advertisement.

What it's all about...

The greatest thrill for us in all the feedback from advertising is that it reaches people who have not been reached before. Whether it means people hear about and receive help for the first time, or they generously offer to tell their story, or they realise how they can promote our organisation through their networks, in the end, it's about making life better for all people with dementia.

The Labour Party's priorities for dementia care



Rt Hon Helen Clark.

Safe and quality residential care: Labour's commitment to quality and safety includes "more monitoring of quality standards in individual facilities, strengthening staffing and funding guidelines where necessary, and looking at current staff regulatory requirements - including whether we should put in place more stringent requirements about the qualifications that people working in the aged care sector need to have."

Diagnosis and management: "Labour is committed to improving the diagnosis and management of dementia. We want to ensure that people with dementia receive appropriate care and support, taking into account the impact dementia can also have on those caring for them. We are committed to ensuring the amount of support available to those caring for people with dementia and other disabilities is increased. Labour believes that people with dementia should be able to have their needs met at home or in another

"home-like" environment whenever and for however long it is safe and practicable to do so. When residential aged care is necessary, that too should be in the least restrictive setting that is practicable."

Dementia awareness: "We believe that increasing public awareness of dementia is really important and we will continue to ensure funding for dementia information and education is available."

New commitment underway: The Ministry of Health has already started a project that will inform how district health boards (DHBs) provide services for people affected by dementia and people aged over 65 who are affected by mental health and addiction problems. The guidance is expected to be completed by the end of June 2009. All phases of the project will involve collaborating with DHBs and other key stakeholders, including service users and family/whānau. Key phases of the project are:

- identifying services that DHBs provide and considering how they are provided
- investigating and defining the mental health needs of older people (including people with all forms/stages of dementia)
- investigating and defining how the mental health needs of older people could be better met in the context of an ageing population
- providing DHBs with guidance on how to better meet the mental health needs of older people."

The Dementia Economic Impact Report 2008 is one of the resources that will inform this project. The Minister's office expects the project to address a number of action areas of the Manifesto.

Fryers Forget-me-nots

For almost a decade, Fryers Nursery, Invercargill, has supported Awareness and Appeal Week by selling Chatham Island Forget-me-Nots (*Myosotidium Hortensia*) to Garden Centres and other retailers. Five percent of the sales of all these plants throughout August is gifted to Alzheimers New Zealand from Fryers Nursery.



Robbie Gilchrist, owner of Fryers Nursery, shows off his beautiful forget-me-nots.

You may have seen the plants but did you know the process begins in January when the seed is collected and sown? Germination can take anything from three to six months. The seedlings are planted into their selling pots and grown in a heated house until they are well established and then transferred to a cold house to produce strong, compact plants ready for sale late July during the Appeal Week.

If you want to support us, make sure you only buy plants with the specially designed label with the Alzheimers New Zealand logo.

Robbie Gilchrist, owner of **Fryers Nursery** says: "An added bonus is the beauty of the lush green leaves and beautiful blue or white flowers. These stunning NZ native plants are sure to bring pleasure to anyone."

Robbie says "Fryers is pleased to be associated with Alzheimers New Zealand and know that through the sale of many thousands of beautiful plants, we help with raising awareness of this disease." Thank you Fryers!

The garden environment

There is growing awareness of the role the outdoor garden environment can play in the lives of those with dementia.

Alzheimer's Western Australia this year added a sensory water wall feature to a day centre garden. The garden features fragrant and colourful plants and has been specifically designed for people with dementia.

Wendy Hudson, Manager of Respite Services says "Appropriate sensory stimulation can improve cognition because it helps people with dementia maintain an interest in their environment. Water provides a sense of movement and sound, creating a desire for people to venture out into the garden."

Internationally, there is agreement that external space is most beneficial when it:

- is visible and easily accessible
- is enticing and interesting
- is easy to use and safe
- encourages meaningful activity
- contains fixed seating
- provides an inconspicuously secure perimeter
- is designed to facilitate easy return to indoors
- is large enough to satisfy a need to walk for lengthy periods.

British designer Gareth Chalfont says "good garden design can be part of a treatment plan for people with Alzheimer's who are very restless or agitated and who like or need to walk a lot". He recommends forgetting glossy magazines, since it is more important a garden be practical and provide opportunities for:

- exercise for wellbeing and to relieve tension, frustration and aggression
- personal space for reflection and privacy eg sheltered seating
- supporting social interaction and social ties eg an outdoor patio to have fish and chips in paper
- supporting daily routines eg a walkway that enables a longer walk
- stimulation with colour, smells.

So what does Gareth suggest? A top priority for him is a garden that allows access outside but always leads the wandering person back to their house or building. He says: "One of the best is a figure-of-eight looped path, or similar, simple returning-path system."



Good idea: raised garden beds and defined garden spaces.

In terms of a planting plan, some considerations may include:

- planting for shelter from the sun and the wind (some medications can make skin more prone to sunburn)
- using bushes and trees to provide structure and direct movement
- maximizing perennial plantings, since annuals take up more time
- putting bright flowers in flower borders or raised beds, rather than small pots, to reduce watering
- placing herbs, lavender and other fragrant plants where they can be brushed against to release their fragrance
- using nonpoisonous and nontoxic plants to reduce internal harm, skin rashes or irritation.

In previous issues we have mentioned:

- the potential for visual disturbances can be reduced by ensuring pathways are without shadows or pools of bright light
- the need for paths to be free of obstructions (including low planters)
- that ensuring smooth transitions from pathways onto grass can reduce potential falls.

Here are some further suggestions:

- reduce steep gradients on paths and if possible eliminate steps
- remove low planters
- ensure pathways are wide enough for wheel chair users and upward bevel the edges to stop wheelchairs rolling into lawns or landscape beds
- install handrails along the pathways to help those who have difficulty in walking.

Source: *Global Perspective April 2008; The Journal of Dementia Care Jan/Feb 2008; Dementia Care and the Built Environment, Alzheimer's Australia 2004*

Building for people with dementia

The design of residential care facilities plays an important role in the lives of people with dementia.

Good design can increase the wellbeing and functioning of the person, leading to additional flow-on benefit for families and carers. Well designed facilities also avoid putting unnecessary burdens on staff and contribute to productive, pleasant and safe workplaces. Poor design can make residential care facilities frustrating and challenging to the person with dementia.

Dementia commonly affects short-term memory and spatial perception, as well as reducing the ability to plan activities, and maintain stress thresholds.

What makes a difference?

There is international agreement that accommodation for people living with dementia should assist the person to be as independent and confident as possible.

Researchers have found benefits in smaller, home-sized buildings with plenty of scope for ordinary activities (eg unit kitchens, washing lines and garden sheds). Part of being home-like is having unobtrusive safety features and ensuring sounds not part of homes, such as pagers, are kept to a minimum. *Continued on page 17*

The Green Party's priorities for dementia care cont. from pg 13



Green MP Sue Kedgley.

Here are the Green Party's key points on priorities for care and support of families caring for people with dementia.

Maximising health: "We want pharmacists to be paid to provide medicines management plans for all high users of medicine to make sure pharmaceuticals are taken safely, minimizing adverse side effects."

Improving residential care: "The Green Party is deeply concerned at the state of the aged and residential care sector in New Zealand, which has suffered from being largely privatised. We want to ensure every resident in every aged care facility in New Zealand is safe and well cared for."

"To achieve this, we need minimum, mandatory staffing levels in all residential care facilities and a well trained and well paid workforce in both residential and homecare. We need a robust, well funded system with skilled staff to ensure that this most vulnerable section of our population is cared for with the compassion and expertise we all deserve."

Supporting carers: "Green MP Sue Kedgley's Flexible Arrangements Act gives everyone the right to negotiate flexible hours in their employment, in order to care for dependants."

Creative Memories

Alzheimers New Zealand is pleased to be partners with Creative Memories. Memories, and the photo albums or scrapbooks that contain them, are a significant part of maintaining relationships for people living with dementia.

Lucille Ogston, National Director, Alzheimers New Zealand says: "It's just great when you show a person a photo album or scrapbook and you see their recognition of the past!" She said: "The work in putting material together is rewarded by that person being able to talk about the place or time. Their recall of those earlier events and the great feeling they have about being able to remember the events is wonderful when they struggle to talk about yesterday."

Sarah Shipton, consultant for Creative Memories says: "Our Mission is to preserve the past, enrich the present, and inspire hope for the future which is why we have partnered with Alzheimer's New Zealand. We understand the value of memories."

Creative Memories assists people to make their memory albums. Sarah says: "We will help you to tell your story and store and display it to last a life time."

Creative Memories' Time to Triumph Campaign takes place in 2008 September through to November. During this time, \$3 from every new 12 x 12 Coverset they sell will be donated to Alzheimers New Zealand. This money will contribute to funding the first Alzheimer's research symposium in New Zealand.



Creative Memories consultant, Sarah Shipton, with one of her scrapbooks.

Learn the techniques to create personalised photo albums and raise money for Alzheimer's New Zealand!

Creative Memories provides:

- high quality, photo-safe album making supplies
- hands on album making instruction

for information on products or to attend an Album Making Class call (09) 272 2533 to locate a Creative Memories Consultant in your local area.

Go Northland!



Stunning stencilled cappachinos.

Twenty six cafes around Northland participated in Alzheimers Northland's Cuppa for a cause® by putting collection containers on their counters, table toppers on their tables, posters on their walls. The cream of their participation was their use of a specially-made stencil of the Alzheimers logo to put the cinnamon or chocolate on the top of the cuppas! Stunning!



Board Member Carol Sills in the thick of Blue Bonnet preparation.

Alzheimers Northland ran a "Blue Bonnet" collection outside their PE stores. Ros Martin, Manager, Alzheimers Northland, said: "our Board member Carol Sills sewed up these gorgeous blue 'fascinators' which collectors wore on the day – we even had people asking if they could buy them!"

Alzheimers Northland worked closely with More FM and their local daily paper to produce enormous amounts of media coverage and the local feedback was fantastic. Sponsors have been supportive and Ros says: "We've strengthened our contacts and started some new programmes which will add value in the future."

Continued from page 15

Having an unpredictable number of people share multipurpose space can be challenging in terms of overload of stimulation. In larger buildings, innovative approaches have ensured smaller groupings of people who can become familiar with each other's routines.

Providing rooms with clearly defined functions that are similar to ones at home assists with increasing orientation, as does furnishing and fitting out rooms with equipment familiar to the age and generation of residents. The environment should prompt activity and behaviour connected with each area.

Clear spaces and good signage reinforce orientation, as does providing multiple sight, smell or sound clues. However, researchers have found that objects are more orientating than colour.

They also highly recommend reducing the number of stimuli, especially loud noise eg TV or radio. A successful floor plan is one that creates opportunities for residents with dementia to succeed in finding their way around without feeling imprisoned or unfamiliar.

What is recommended by research?

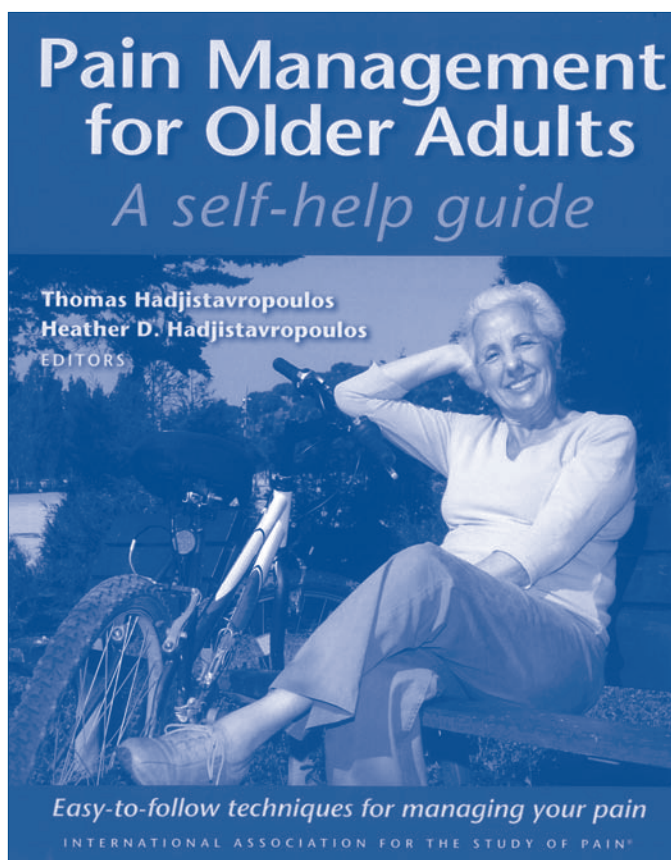
Researchers have a number of recommendations to make about specific spaces such as bedrooms, bathrooms, kitchens, activity areas, social areas.

Here are some of these:

- **Bedroom:** using furniture which is familiar to residents, and ensuring rooms are individually recognisable from the outside and provide orientation to the general environment from the inside
- **Toilet and Bathroom:** having sinks without plugs to avoid overflows from taps being left on, making a contrast between white sink and darker bench
- **Kitchen:** balancing involvement with safety eg open shelving to promote recognition and use of safe objects, familiar equipment and safety switches to reduce hazard
- **Dining Room:** promoting calm through having small tables that accommodate four to six persons, square tables that identify the space of each person more readily than round/oval tables, bright enough lighting to identify food and darker mats or table coverings to contrast with light plates and cutlery
- **Social Space:** small seating groups which support more than one activity at a time and integrated spaces which allow for activities that are either passive or active, including craft, music and exercise/movement.

Continued on page 19

Book Review



Pain in older people is very common and likely to affect older caregivers as well as people with dementia.

The authors of Pain Management in Older Adults found:

- up to 50% of older people experience daily pain
- up to 86% had significant pain in a year
- over 80% of people living in residential care homes have frequent pain.

Their book is a self-help guide to managing chronic pain, but could also assist people under stress for other reasons.

Written in twelve short, clearly set-out chapters, this book is easy to read - even if someone is in pain.

Checklists are included with most chapters to allow a person with pain to measure the degree of pain and their progress with pain management.

Initial chapters address the reasons pain is under-treated in older people and the consequences of chronic pain (including negative emotions). Subsequent chapters deal with strategies for dealing with pain. For example, Chapter 3 describes distraction, relaxation, imagery, balancing rest and activity, identifying and challenging negative thoughts, changing behaviour and putting it all into practice.

Other chapters discuss improving socialization, the benefits of exercise, getting routines and an environment that maximize comfort, sleeping and eating well, communication with the doctor and the role of medication.

Chapter 11, Information for caregivers of older adults who have dementia deals mainly with the recognition of pain in people who are non-verbal. An extensive pain check-list is included. Suggestions for pain management include involving the person in exercise, pleasant activities, consultation with a physiotherapist and, of course, taking care of the caregiver. This is a short chapter but reasonably focused on pain-recognition. Many of the techniques in earlier chapters would be useful for people with milder degrees of dementia.

The book stresses the need to be actively involved in the treatment and will not suit people who want a "quick fix" or are too exhausted or discouraged to do anything. Some people may find the cognitive-behavioural therapy (CBT) methods difficult. However, there are many other suggestions from which to pick and choose.

The authors are experts in their fields and the comprehensive information set out in a clear and usable manner. Professionals might want to have this guide available and copy pages for their patients. It would be a useful resource in residential care, as well as being a "bible" to any older adult with pain or caring for someone in pain.

Pain Management in Older Adults: A self-help guide, Thomas Hadjistavropoulos and Heather D. Hadjistavropoulos (eds), (2008), International Association for the Study of Pain IASP Press. Reviewed by Dr Chris Perkins, psychogeriatrician.



Dr Chris Perkins, Member, Alzheimers New Zealand Scientific and Medical Advisory Group

Bright light for dementia



Research from the Netherlands suggests bright lighting may help correct circadian rhythms and improve cognitive and physical functioning.

The researchers found that, compared to those who were exposed to lower levels of light, those who were exposed to bright lighting had less cognitive deterioration, fewer depressive symptoms, and a slower decline in functional limitations. Bright lights also reduced dizziness, headache, inability to sleep, irritability, and constipation.

The researchers concluded that on the whole, light treatment could have clinically beneficial effects (in relation to sleep efficiency and decreasing depression).

Source: Eus Van Someren and colleagues, Netherlands Institute for Neuroscience, *Journal of the American Medical Association*, June 2008.

Searching for a 'cure'

Richard Taylor, who has dementia, writes...

The cheerleaders of various theories of what causes Alzheimer's disease 'spin' failure after failure as positive progress. In addition, the drug companies continue trials on drugs that promise more than they have delivered in previous trials. It is not fair to people who have dementia. It is not fair to caregivers. It is just not right to continue this effort to blow up this bubble of hope that we are getting closer and closer to a cure, to a world without Alzheimer's; that we are so close we should spend much more money to get there faster; that we are so close we should all have hope that we too will have the progress of our symptoms slowed, stopped, perhaps even reversed.

I too still harbour some deep flickering hope that I want them to be right. I want to live in a world without Alzheimer's, especially my own world without Alzheimer's. I want to be cured. I want my symptoms to be slowed, diminished, and stopped in their tracks.

A large part of my remaining cognitive ability knows this is not going to happen. One small part of my spirit still hopes I am wrong.

You know it would save millions of dollars if someone could keep us out of nursing homes for just one additional year. And guess where they would invest the millions of saved dollars? Researching how to make our lives and the lives of caregivers fuller, happier, more meaningful? Or funding more studies in search of the pill to 'cure' Alzheimer's disease?

Are there other avenues for treatments that don't involve swallowing, dissolving, spraying some foreign object(s)? Of course there are! And what are the reasons given to spend more money on more pill-research? 'We don't want an epidemic. We don't want to wipe out healthcare resources. We don't want to devastate the health system!'

Is anyone working on pills to avoid wiping out my self-esteem, my relationships with loved ones, my sense of living in today? At least say individual human beings come first, before you try to scare us into increasing funding for more research to find more pills in order to save our healthcare resources.

Source: Alzheimer's from the inside out, August 2008, Issue 6.



Richard Taylor.

Continued from page 17

How does your environment shape up?

Here are some questions you can ask about your residential care environment.

Balancing stimulation:

- Is there anywhere noise needs to be reduced and how does this need to be done? It may involve changing activities or ways a space is used, changing floor or wall coverings, or monitoring entertainment equipment
- Is there an uninteresting space that can be used eg could a bare spot in a corridor contain a resting spot with a chair and sidetable?

Providing orientation:

- Are there contrasting tones to assist identifying doorways, joins between floors and walls, and minimized contrasts to conceal dangerous substances and equipment.
- is glare eliminated? (eg shiny floors, windows)
- are there pictures as well as words to indicate toilets, exit/entry and other key areas? Are doors to each person's room individualised?

Providing unobtrusive security:

- is there unobtrusive use of technology such as movement detectors and exit monitors?
- what sort of fences are there? (horticultural screens are less threatening than high fences).

Source: Position paper 3: Dementia Care and the Built Environment, Alzheimer's Australia 2004

Make your vote count for carers

The Carer's Strategy has been launched by MSD and now Carer's NZ are on to their next major move for carers.

Their campaign We Care, We Vote! aims to unite the voices of New Zealand's 420,000 family carers for the first time, as a large community of voters. Information about the campaign will be available in late September at:

www.wecarewewote.net.nz

Carer's NZ is seeking feedback from political leaders of all parties on how they will support carers and caring if in government. The Family Care Radio programme in September intends to feature their responses.



Alzheimers New Zealand

Making life better for all people affected by dementia
Kia piki te ora mo ngā tāngata mate pōrewarewa

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