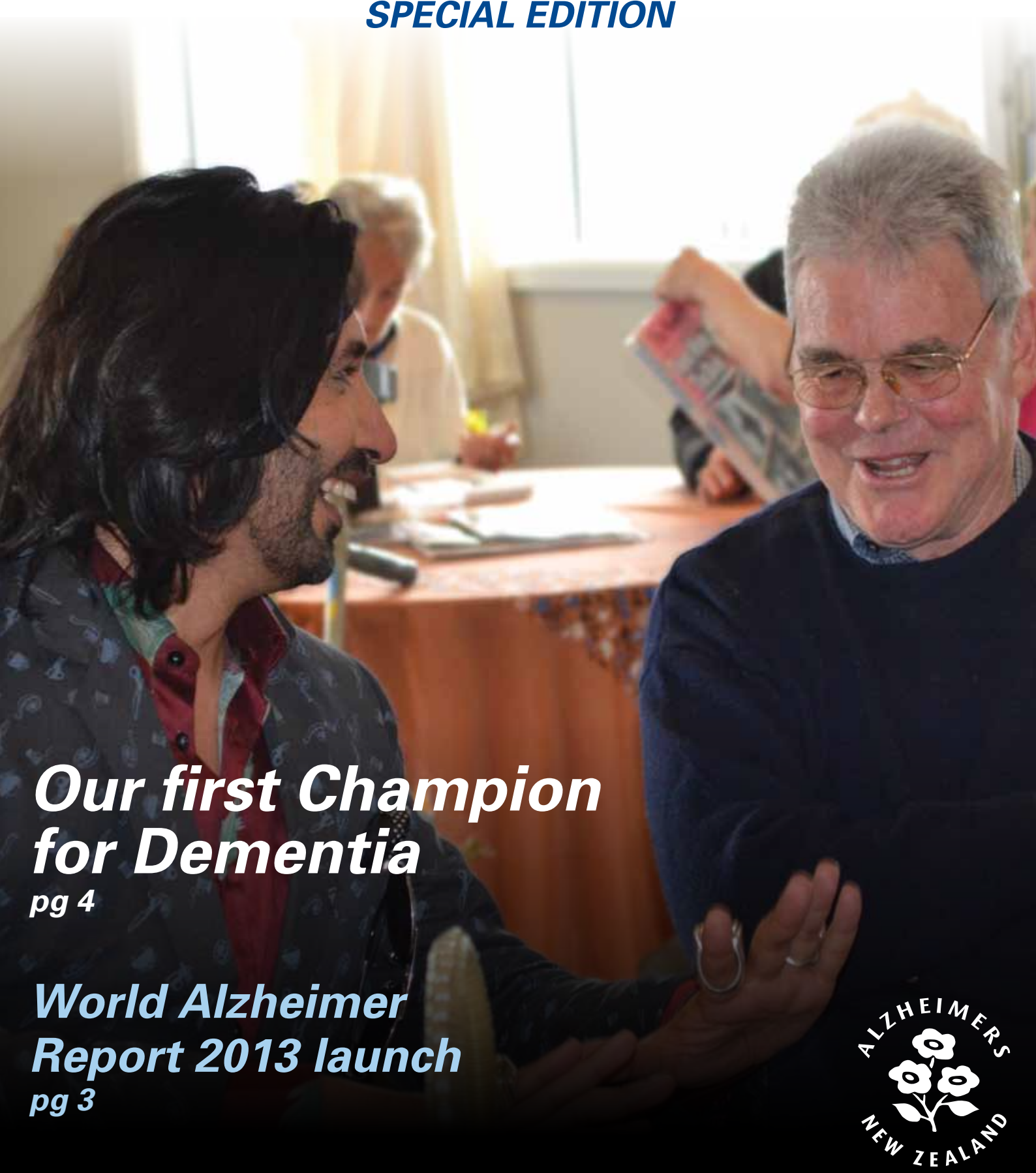




Alzheimers *News*

The magazine for the New Zealand dementia community | Issue 92 | November 2013

WORLD ALZHEIMER'S MONTH 2013 SPECIAL EDITION



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Note from the Executive Director

Kia Ora, and welcome to the special World Alzheimer's Month edition of Alzheimers News. You may have noticed that we've taken a break from Alzheimers News over the past year. We're currently working on its redevelopment, but in the meantime we wanted to provide you with an update about some of our recent activity.

As you may know, September each year is World Alzheimer's Month, a global campaign to raise awareness and challenge stigma about dementia. It marks a very busy period for Alzheimers NZ and for all of our members. This year, awareness raising activity, Street Appeals and fundraisers ran up and down the country, and we were very pleased to see more than 50 items of media coverage appearing during the month, in national, regional and community media. This coverage is critically important in increasing community understanding of dementia, and reducing stigma experienced by people affected by dementia.

The international theme for World Alzheimer's Month 2013 as set by Alzheimer's Disease International (ADI), was *Dementia: a journey of caring*, and this theme was threaded throughout our activity. The World Alzheimer Report 2013 drew particular attention to this theme, issuing a challenge to all countries to lift the quality

of care for people affected by dementia. The theme also provided a timely opportunity for us to reaffirm our commitment to the Global Dementia Charter alongside Bupa Care Services NZ.

During the month we also announced our first ever Champion for Dementia, Colin Mathura-Jeffree. Colin is the first in what we hope will be a number of Champions assisting us in raising awareness of dementia and its impacts. Colin's grandmother Eileen passed away from Alzheimers disease in 1998 and I'm sure his story, which you can read on the back cover, will touch you all.

Colin, and our future Champions for Dementia will be working alongside us to bring dementia into the sunlight and to encourage greater discussion and understanding of dementia in the community. You can get involved by sharing your personal dementia story at www.wecanhelp.org.nz and help support and inspire others in their dementia journey.

Catherine Hall

Executive Director, Alzheimers NZ



Growing 'Memories'

Alzheimers NZ kicked off World Alzheimer's Month with the launch of a new fundraising initiative, which will appeal to green-fingered supporters.

The beautiful and fragrant Dianthus 'Memories' plant has been named in support of Alzheimers research and education worldwide. Thanks to a partnership with Living Fashion, Alzheimers NZ now benefits from the initiative, receiving 25 cents for every plant sold.

Dianthus Memories plants were available at more than 135 garden centres throughout New Zealand during September and hundreds were sold.

As this is an ongoing initiative, we expect this to keep on growing. The plants will be back on the shelves in time for Mothers Day!

World Alzheimer Report 2013 launch

The World Alzheimer Report 2013 was released on September 19 at an event in Wellington, featuring speeches from our Chair Susan Hitchiner and Executive Director Catherine Hall, and an insightful presentation about spirituality and dementia from board member Dr Chris Perkins.

Colin Mathura-Jeffree also had the audience in tears with his emotional story of his family's experience with dementia.

The event was attended by members of the local dementia community including representatives from the Ministry of Health, Age Concern NZ and the New Zealand Association of Social Workers. We were also pleased to be joined by representatives from Alzheimers Wellington.



Alzheimers NZ Executive Director Catherine Hall introduces the World Alzheimer Report 2013



Catherine Hall speaks to representatives from the Ministry of Health and Anne Schumacher from Healthcare NZ

World Alzheimer Report 2013 in summary

The World Alzheimer Report 2013, titled *Journey of Caring: An Analysis of Long Term Care for Dementia* released by Alzheimer's Disease International (ADI) predicts the number of dependent older people around the world will rise from 101 million in 2010 to 277 million in 2050, nearly half of whom will be living with Alzheimer's disease or another form of dementia.

The report issues a challenge to all countries to:

1. Lift the quality of care for people living with dementia by:
 - * measuring and monitoring the quality of care
 - * providing autonomy and choice for people with dementia
 - * coordinating and integrating care across the various health and social care providers
 - * valuing and developing the dementia care workforce
2. Start a national conversation about the funding and structure of services for people with dementia, and work towards national dementia planning
3. Increase investment in research and development so that we know more about prevention, treatment, cure and care of dementia.

The full report as well as Catherine Hall's speech on the report is available at www.alzheimers.org.nz

Our first Champion for Dementia

A highlight of the month for Alzheimers NZ was the announcement of our first ever Champion for Dementia, TV personality Colin Mathura-Jeffree. Colin, who has a modelling career spanning more than 20 years and has recently appeared on TV3 shows New Zealand's Next Top Model and Chelsea NZ's Hottest Home Baker, is the first of a number of Champions for Dementia we hope to bring on board over the coming year.

Colin's grandmother Eileen passed away in 1998 after a long struggle with Alzheimers disease. Keen to pay tribute to his grandmother, Colin approached Alzheimers NZ earlier this year with an interest in helping us to raise awareness of dementia in New Zealand.

We were lucky to be able to introduce Colin to the Alzheimers NZ family at the Chatham Club in Hastings where he had a cup of tea and a chinwag with a number of local carers and people with dementia. He was even promised a hand knitted scarf by some of the ladies!



Colin with Alzheimers Napier Manager Rob Lutter and Alzheimers Hastings Manager Kate Kerr

On the back of this newsletter you can read Colin's touching story about his grandmother. Colin is telling this story to help to bring dementia out into the open and would like to encourage anyone who has an experience with dementia to share their story at www.wecanhelp.org.nz to help, support and inspire others in their journey with dementia.

Committed to quality care

Invercargill played host to our final World Alzheimer's Month activity, where we reaffirmed our commitment to the Global Dementia Charter alongside Bupa Care Services NZ.

The Global Dementia Charter was launched by Bupa and Alzheimer's Disease International (ADI) in April, and features ten strongly worded statements about the quality of care and support services people with dementia should expect.

This provides a context against which families, providers and funders can assess services and determine whether they are providing what is needed.

Each statement has been endorsed by people around the world affected by dementia, including New Zealander Hemi Wirihana.

The event was attended by members of the local dementia community, Alzheimers Southland Board and staff, and local dignitaries including Invercargill Mayor Tim Shadbolt.

Following the event attendees also toured the nearby Bupa-run Ascot Care Home and Village, currently under construction.

Global Dementia Charter: I can live well with dementia

1. I should have access to a doctor to check if I have dementia.
2. I should have access to information about dementia so I know how it will affect me.
3. I should be helped to live independently for as long as I can.
4. I should have a say in the care and support that I am given.
5. I should have access to high quality care that's right for me.
6. I should be treated as an individual, with those looking after me knowing about my life.
7. I should be respected for who I am.
8. I should have access to medicine and treatment that helps me.
9. My end of life wishes should be discussed with me while I can still make decisions.
10. I want my family and friends to have fond memories of me.

Alzheimers awareness in Eastern Bay of Plenty

With a range of activities throughout September, Alzheimers Eastern Bay of Plenty (EBOP) was kept busy raising both funds and awareness.

The Beacon Business and Leisure show, which took place between 6 and 7 September, provided an excellent opportunity to provide information to the public and to promote 'BrainyApp' (an Alzheimers Australia application designed to help you rate and track your brain health). The organisation received a lot of interest, with several people seeking details about possible assistance.

A successful street appeal in Whakatane combined with a stall at Ohope Craft Market and local raffles in Opotiki and Kawerau allowed the organisation to raise funds to support its work. Unfortunately, a planned 'Bike Ride to Remember' event was cancelled due to bad weather.

Alzheimers EBOP received good media coverage during this period with articles appearing in the Whakatane Beacon and Opotiki News, and book review featuring in the Bay Weekend newspaper. Extracts from a Radio 1XX interview were played regularly throughout the month.

Alzheimers Eastern Bay of Plenty Committee Member, Marg Green commented: "A lot more people are now aware of our organisation and what we do.

"We really appreciate the effort made by our Committee members, Community Liaison Officers, Volunteer Co-ordinator and volunteers who all took part and spent time at the various activities.

"We are also very grateful for the raffle prizes that have been donated to us from local businesses and the support we get from our local media."



Volunteers selling raffle tickets in Kawerau

Street appeal success in Southland

After a lot of careful (yet enjoyable) planning, Alzheimers Southland held a resoundingly successful street appeal between 20 and 21 September.

A contingent of volunteers, with assistance from Lion and Rotary groups, collected at seven venues throughout Invercargill. Forget-me-not plants, provided by Diacks Nursery, were also sold on the day.



Kath Larson collecting in Southland

Alzheimers Southland believes that street appeals are a useful avenue for bringing dementia out in the open and raising public awareness. Collectors have observed that, year on year, they are approached by more people keen to chat and ask for more information.

Rest homes in the region also responded well to the appeal, holding 'Cuppa for a Cause' events, with one creatively adapting the fundraiser to feature an ice-cream theme.

In addition, Alzheimers Southland held two well-attended events for members: an afternoon tea with a special guest speaker took place at the beginning of September, and a social lunch brought the month to a close.

IN BRIEF

Wellington

In Wellington more than 300 volunteers collected over \$30,000 at supermarkets and malls throughout Wellington, Hutt Valley, Porirua and Kapiti, as well as at Wellington Airport.

Several rest homes in the region hosted 'Cuppa for a Cause' events, and the Upper Hutt Cossie Club raised an amazing \$25,000 for Alzheimers Wellington!

Otago

Alzheimers Otago had a creative World Alzheimer's Month with its float in the annual Alexandra Blossom Festival winning the award for most innovative as voted by the public.

The float was titled "I don't see what you see" and depicted an older lady looking in the mirror and seeing a younger image of herself. Needless to say the float generated a lot of interest!

Otago also ran a successful Street Appeal during the month.

Taranaki

In Taranaki, Paper Plus Hawera were very supportive of Alzheimers Taranaki and promoted World Alzheimers Month in their front window.

Northland

As well as running a very successful Street Appeal, Alzheimers Northland tested their baking skills, making and decorating 1,200 cupcakes! The cupcakes



Jacinda Ashley-Jones and James Howard collecting for Alzheimers Wellington

were sold through Botanica Whangarei, Whangarei District Council's fernery, conservatory and cactus house, and raised \$2,500 for Alzheimers Northland.

Wanganui

Alzheimers Wanganui kicked off its Awareness Week on 15 September with a royal themed afternoon tea at The Grand Hotel. Attendees were encouraged to dress to the royal theme which sure looked like a lot of fun!

Wanganui also ran a successful Street Appeal on 20 September, and actively encouraged residents to host a 'Cuppa for a Cause' event during September.



Alzheimers Northland Community Advisor Cath Wilson decorating some of the 1,200 cupcakes!



Alzheimers Otago's float in the Alexandra Blossom Festival



Kathleen Wong and 'Queen' Christine Williams at Alzheimers Wanganui's royal-themed afternoon tea



My Grandma

Colin Mathura-Jeffree

My grandmother had the most beautiful smile. Her smile never left her face even though I could see her struggle with basic situations, like an understanding of where exactly she was. As a child you realise this isn't normal, and I would hold her

hand like I felt I had to protect her.

Grandma's dementia had a significant impact on our family. As a child I was very much protected from the conversations though we knew conversations about Grandma were happening. Myself, my brother Eric and sister Kathleen didn't miss a beat- we would listen in as best we could.

The family was divided in what care should be provided. No one really knew what to do. Although everyone wanted what was best for Grandma. Our family tried to keep Grandma's dementia private – it was the 80s and there was a duality of keeping the situation private and trying to get a cure. But when you know someone with dementia you know they will display themselves unnaturally in a natural situation so I felt the

adults were on high alert to protect Grandma, and to protect her dignity.

Without a doubt though I believe her experience with dementia could have been different if it was talked about more freely. I think as a community we need to have awareness and respect to look beyond our own resources. With unity there will always be strength. Share the knowledge, share the experience.

I'd also like to encourage New Zealanders to be a hero to the person with dementia. Know your limits and know what you're capable of and do not try to go beyond that. Get help. Ask questions. Sharing literally is caring and the right people in life will step forward to help you if they know you need it.

Treat the person with dementia with the same love and courage you would want to be treated with in the same situation. Showing love and protection to a person with dementia should never be seen as a burden.

Colin Mathura-Jeffree

Thanks to our supporters and funders

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Alzheimers New Zealand is a member of Alzheimer's Disease International, the umbrella group for 71 Alzheimer's disease organisations worldwide

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