



## World Alzheimers Month

*Special edition*

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## FROM THE CHAIR SUSAN HITCHINER

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The growth in momentum for World Alzheimer's Month in New Zealand made September a stand out for me – and I hope that you were able to be part of it in some way.

I am particularly impressed by the level of community engagement, and the hard work and dedication of the small Alzheimers NZ team, and our 21 local Members, and their staff and volunteers around the country. Thank you. You are all contributing directly to the gains we are making in raising awareness of dementia.

We saw evidence of those gains with the 20 Memory Walks across New Zealand. Despite the challenging weather in many centres, more than 3,200 people walked this year – more than triple the number of walkers last year. It was indeed impressive to see the many waves of colour filling the media both in the lead up to and following the Memory Walks, as so many people walked in eye-catching purple, either the tee-shirts that we provided or the finest purple from their personal wardrobes – an inspiring tribute to the people we know or have known with dementia.

We released the 2015 World Alzheimer Report in late August. It confirmed that the numbers of people affected by dementia are increasing rapidly, and recommends governments around the world take the lead and make responding to this challenge a priority. We will continue to raise our concerns and present our suggestions to the Government and other organisations working within the

dementia community, striving to work together to respond to this challenge. That response must be two-pronged – supporting and caring for people who are living with and affected by dementia today, as well as working to find a cure for the future.

At the launch of the report in Wellington, Catherine introduced former Wellington Mayor, Kerry Prendergast, as our third Champion for Dementia. Kerry spoke movingly about her personal experience of dementia and I acknowledge the generosity with which she has shared her story so others may be encouraged to get help early. I am also delighted that our other champions, Reuben Thorne and Colin Mathura-Jeffree, continue to work with us in helping to raise awareness.

After the energy and focus of September, it is now time to turn our attention to November and the NZ Dementia Summit at Te Papa in Wellington. We are pleased to be co-hosting this summit, alongside Carers NZ and the NZ Dementia Cooperative. The summit is an exciting opportunity, particularly for those who are working in the dementia sector, to be part of shaping the future practice of dementia care in New Zealand. I look forward to meeting many of you there.

Once again, thank you for making World Alzheimer's Month 2015 such a triumph.



Susan Hitchiner  
**Alzheimers NZ Chair**

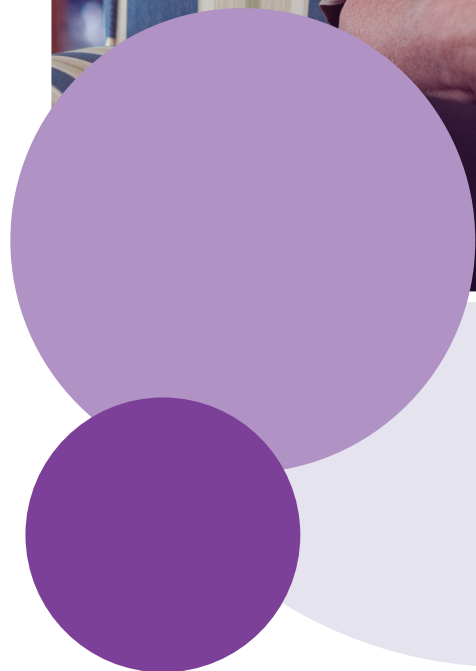
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### ROCHE PRODUCTS NZ HAVE SELECTED ALZHEIMERS NZ AS THEIR OFFICIAL CHARITY

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Roche is a leading provider of medicines in areas such as oncology, rheumatoid arthritis and immunology, and is heavily involved in supporting research and education for New Zealand clinicians and patients. They wanted to support a charity with a

national reach and without links to the clinical areas in which they operate. Roche have a strong commitment to philanthropy. As well as providing financial support to Alzheimers NZ, they have offered hands on support to Alzheimers Auckland.





## INTRODUCING

# Kerry Prendergast

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Our newest Champion for Dementia, Kerry is the Chair of the NZ Tourism Board, the Environmental Protection Authority and the Executive Chair of the New Zealand (Arts) Festival, as well being on a number of other boards. Kerry was Mayor of Wellington from 2001-10.

## Kerry's story

In 2002, Kerry's father Denis Ferrier received a late diagnosis of Alzheimer's disease. He eventually passed away in 2005. Now, Kerry's mother Beverley has been diagnosed with vascular dementia; and so another journey has begun for Kerry's family.

In her father's case, no-one recognised the symptoms early enough – so her father wasn't able to get the information and support he needed. The late diagnosis also meant he and his family didn't have access to the services and support that would have made a difference to his ability to live with dementia, and stay engaged in his community longer.

When Denis finally moved into a higher level of care, after a long period of assessment, he was very disoriented by,

and resisted, his new 'home'. The various phases of the disease approached quickly and the family was not as well prepared as it could have been.

Through her association with Alzheimers NZ, Kerry hopes to help raise awareness of the early warning signs of dementia, and encourage people who are worried they or someone they know might have dementia, to see their doctor for a full assessment.

She also hopes to raise awareness about ways New Zealanders can support people affected by dementia to remain active and engaged in their communities, and make New Zealand communities more dementia-friendly.





Kerikeri



Whangarei

*"I see there were great turnouts in the cities. I just hope we [Alzheimers EBOP] can double our numbers for next year. That is our aim!"*

Gaylene Bland, Alzheimers EBOP



Hamilton



Mt Maunganui



Whakatane



Taranaki - Richard Faull

*"Wonderful representing our mum and many elderly family members here and afar with dementia,"*

Vinise Moananu, Wellington



Wanganui



Palmerston North



Levin



Wellington

*"We had an amazing morning. Still buzzing,"*

Jenny Travers, Alzheimers Blenheim



Nelson



South Canterbury



Dunedin



Invercargill

*"The Southland sun came out and we had three lovely pipers who donated their time to play for us,"*

Liz Harrison, Alzheimers Southland





Dargaville



Auckland



The three Champions for Dementia - Wellington



Taupo



Napier



h



## MEMORY WALKS 2015



Marlborough



Dunedin

More than 3,200 Kiwis of all ages stepped up and took part in 20 Memory Walks across New Zealand in September, despite the wintry weather! Purple was the order of the day with T-shirts, balloons and even the occasional wig. Not to mention dogs wearing T-shirts too.

The three Champions for Dementia joined the Wellington Memory Walk which was organized by Alzheimers NZ this year. We suspect Wellington had the worst weather and Whakatane had the best. While Auckland drew the biggest crowd (400), Marlborough did spectacularly with 300 at the Blenheim walk.

Local Alzheimers organisations did a sterling job with the media. The Bay of Plenty, Manawatu and Southland deserve special mention – each got impressive coverage before and after. We were also the second item on TV One News on Saturday 19 September.

Alzheimers NZ Executive Director Catherine Hall says that even though it's only the second year Memory Walks have been held, they're proving to be a great way to raise awareness.

"The Memory Walks allow us to publicly support people with dementia – their families, friends and carers. They're also a time for us to remember the people we know or have known with dementia."



## THANKS TO OUR FUNDERS



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**For local dementia support  
call 0800 004 001**

Alzheimers NZ is a member of Alzheimer's Disease International, the umbrella group for 84 Alzheimer's disease organisations worldwide.

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## OUT & ABOUT



### ANNABELLE WHITE

Cooking personality Annabelle White was the star of Alzheimers Wanganui's fundraising event 'Formalities and Faux Pas' which took a light-hearted look at etiquette and social behavior in September. Funds raised were for education and support programmes for people living with dementia and their families.

### THE KEYS ARE IN THE MARGARINE

Executive Director Catherine Hall and Champion for Dementia Colin Mathura-Jeffree attended the opening night of 'The Keys are in the Margarine' in Auckland on 21 August. Alzheimers NZ is supporting the nationwide tour of this verbatim play because it encourages conversations about dementia, and this is a major goal of our awareness campaign. The play features interviews with people living with dementia, their caregivers and family members.

Find out more at:  
[www.talkinghousetour2015.co.nz](http://www.talkinghousetour2015.co.nz).



### SPUD IN A BUCKET



Alzheimers Gisborne's client Bob Northover is taking part in their annual 'spud in a bucket' fundraiser. Entry is \$10, and contestants can grow their spuds any way they wish – as long as it's in the bucket. Potatoes will be weighed and counted at Bunnings on 12 December. Buckets and seed potatoes kindly provided by local Dan Staley.

### WESTPAC COMMITTS TO BEING DEMENTIA FRIENDLY

Westpac has committed to becoming New Zealand's first dementia-friendly bank, in partnership with Alzheimers Auckland. The initiative, announced in August, is modelled on an example set by the Bank of Scotland. Staff will be trained to better understand and respond to the needs of their customers affected by dementia.



# SYMPOSIUMS, SEMINARS AND FORUMS

Alzheimers NZ and member organisations held six events throughout New Zealand in September, attracting strong interest from the dementia community.

## Auckland

Alzheimer Auckland's symposium, 'Remember Me', had speakers covering a wide range of topics from brain exercises, pain management and cognitive stimulation therapy to personal experiences with dementia. The balloons were part of the 'Dance and Dementia' presentations, and there was an exhibition by four arts therapy groups.



## Rotorua

Rotorua Alzheimers' Brain Seminar featured psycho-geriatrician Dr Darren Malone talking on 'Depression, Delirium and Dementia', neuroscientist Dr Maurice Curtis on the mysteries of the brain, and grief counsellor Piers Heaney on realignment after loss.



## Opotoki

Jim, Graham and Dougy from the Opotoki Blokes Shed attended Alzheimers Eastern Bay of Plenty's forum. Attendees included people living with a diagnosis of dementia, carers, staff from care agencies, DHB and local runanga. Speakers included several medical experts. The contribution by community members was a highlight of the forum.



## Wellington and Dunedin

Alzheimers NZ held forums in Wellington and Dunedin on promoting social connectivity. Attendees got to hear the latest New Zealand research on the brain, explore the issue of social isolation, and find out more about interventions and initiatives designed to promote social engagement and maintain good brain health.



## Canterbury

Speakers challenged attendees at Alzheimers Canterbury's 'Living Well with Dementia' seminar to think about what 'person centered' care truly looks like. Consumers provided input, and presenters encouraged attendees to re-examine their views – including about the need to develop services that do not perpetuate stigma, and which are properly inclusive of sexuality/intimacy.





# INTERNATIONAL REPORT SPARKS CALL FOR URGENT ACTION

Alzheimers NZ is calling for urgent action in response to the growing numbers of people with dementia in New Zealand and the escalating costs.

The 2015 World Alzheimer Report, *'The Global Impact of Dementia: An analysis of prevalence, incidence, cost and trends'* by Alzheimer's Disease International projects the number of people with dementia worldwide will nearly double every 20 years, and that healthcare costs will escalate from US\$818 billion today to \$1 trillion in three years' time.

At our launch of the report in Wellington on 26 August, Executive Director Catherine Hall said that dementia is one of today's leading healthcare challenges.

"Our ability to influence the course of dementia and reduce these costs depends largely on the success, or otherwise, of our efforts to improve public health, to find treatments that can alter the course of the condition, and to reduce the impact of dementia on individuals and their families.

"New Zealand must respond to this now, and start to do what other governments around the world have done – that is, to develop a national dementia plan so that New Zealanders with dementia get the help and support they need.

"We must use the findings of this report to ensure that services are in place and are properly funded, to fight the stigma that people affected by dementia experience, and to help build a dementia friendly New Zealand."

Read the report at [www.alzheimers.org.nz](http://www.alzheimers.org.nz).

## Launch of 2015 World Alzheimer Report



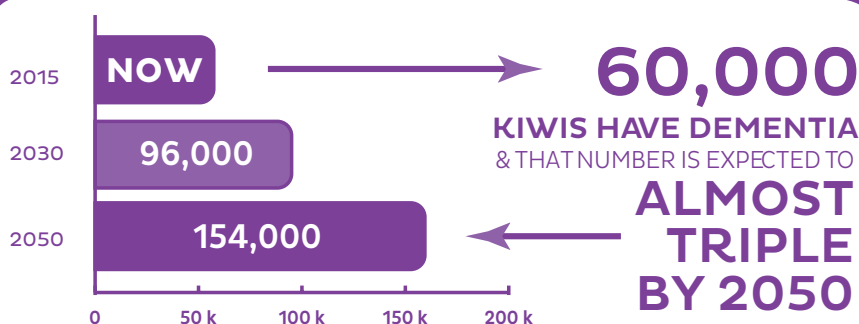
*Executive Director Catherine Hall speaking at the launch*



*WellElder Counselling Trust manager Tina Reid with Sue Teng from the Stroke Foundation*



*Relaxed Therapy clinical psychologist Dryden Badenoch with Brain Research Centre's Dr Phil Woods who spoke at the launch*



Source: 2015 World Alzheimer Report: The Global Impact of Dementia

