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EDITION 37 WINTER 2015

# Bulletin Advisor

ALZHEIMER SOCIETY OF WINDSOR & ESSEX COUNTY NEWSLETTER

## Mark Your Calendar!

### Volunteer Appreciation Evening

A special thanks to our volunteers

**WHEN:** Tuesday, April 14, 2015, 5:00 pm - 7:00 pm

**WHERE:** Alzheimer Society of Windsor and Essex County, 2135 Richmond St., Windsor, ON

**RSVP:** Danielle at 519-974-2220 ext. 237

### A Changing Melody

An opportunity for persons with early-stage dementia and their partners in care to come together and learn from one another as well as from experts in dementia care

**SPEAKERS:** Mrs. Maisie Jackson - My Journey with Alzheimer's Disease; Dr. Corina Velehorschi - Adapting to Change

**WHEN:** Saturday, April 25, 2015, 10:00 am - 2:30 pm

**WHERE:** Giovanni Caboto Club, 2175 Parent Avenue, Windsor, ON

**RSVP:** Rosemary at 519-974-2220 ext. 229, or Rose at ext. 232, or register online at [AlzheimerWindsor.com/changingmelody](http://AlzheimerWindsor.com/changingmelody) by Monday, April 20, 2015

#### ADMISSION:

Person with Dementia - \$25.00  
Partners in Care (Families, Friends) - \$25.00  
Professionals - \$50.00

### GLEN CAMPBELL I'LL BE ME

First-ever screening in Ontario  
Presented by Home Instead  
for the benefit of ASWE

**WHEN:** Saturday, May 2, 2015, 11:00 am - 1:00 pm

**WHERE:** Lakeshore Cinema, 164 Commercial Blvd., Tecumseh, ON

**RSVP:** Nancy at 519-974-2220 ext. 221

**ADMISSION:** \$25.00

**NEW!**

### Walk for Alzheimer's

New walk, new location, new hope...

**WHEN:** Sunday, May 31, 2015

**TIME:** Registration: 8:00 am | Walk/Run: 9:30 am

**WHERE:** Ford Test Track, 3001 Seminole Drive, Windsor, ON

**RSVP:** Register online at [AlzheimerWindsor.com/wfa15](http://AlzheimerWindsor.com/wfa15) or call Danielle at 519-974-2220 ext. 237

**ADMISSION:** Free! (Pledge collection appreciated)

### Annual General Meeting

**WHEN:** Tuesday, June 16, 2015, 5:00 pm

**WHERE:** Alzheimer Society of Windsor and Essex County, 2135 Richmond St., Windsor

**RSVP:** Nancy at 519-974-2220 ext. 221 by Wednesday, June 10, 2015

**ADMISSION:** Free!

# From the Board Chair and CEO

January was a busy month for the Alzheimer Society. January is designated as Alzheimer's awareness month across Canada, and this year's theme is "The 72%." Did you know fully 72% of persons with Alzheimer's disease are women? At the local level, this secures an opportunity for the Windsor- Essex Chapter to provide education and information to the community on this devastating disease and how it impacts both the individual with the disease and their partner(s) in care. Several events were held to raise the community's awareness.



Jam-packed Battle of the Brains 2015

The Battle of the Brains, organized by Mr. Jack Ramieri, has become a very popular fundraising event. Participants filled 78 tables and battled to see who could answer the most number of trivia questions.

We are most

grateful to Mr. Ramieri, for such a well-run and well-attended event! We would highly recommend attending this fun filled event – get your tickets in December for next January as this promises to be a sold-out event again! Proceeds support our local programs and services.

Our annual Walk for Memories took place at Devonshire Mall at the end of January. This is another popular event with many families participating. In conjunction with the walk to raise funds, we also held our Healthy Mind Expo. Community partners set up booths to provide information to the public. Additionally, we organized the Dementia Challenge which simulated what persons with dementia may be going through in doing everyday tasks. This proved to be a very popular area with many people commenting on how they had not realized how hard it was for their loved one to function with dementia.

The media gave the Alzheimer Society much coverage in January. We received exposure in print, radio, television, and social media. We were pleased with the amount of coverage both for the events mentioned above as well the effects that this disease has on the person with dementia and their partner(s) in care.

As spring approaches, preparations are underway for the Annual General Meeting to be held on Tuesday, June 16<sup>th</sup>, over supper hour here at our home in Walkerville. We look forward to seeing you then – all are welcome!



Helen Biales  
Chair, Board of  
Directors



Sally Bennett Olczak  
CEO



MPP Taras Natyshak and Janice Kaffer,  
CEO, Hotel-Dieu Grace Healthcare,  
taking the Dementia Challenge

## Mission

To alleviate the personal and social consequences of Alzheimer's disease and other dementias.

## Role

The role of the Alzheimer Society of Windsor and Essex County is to collaborate with all levels of the organization and our local community in order to foster excellence in services, education and to support research.

## Vision

A world without Alzheimer's disease and other dementias.

## Board of Directors

Ms. Helen Biales, Chair  
Mr. Pat Soulliere, Vice Chair  
Dr. Gaston Franklyn, Past Chair  
Mr. Paul Boyes, Treasurer  
Mr. Rob Slater, Secretary  
Mr. Arvind Arya, Director  
Mr. Marty Beneteau, Director  
Mr. Vincenzo Calandra, Director  
Dr. Mitch Fields, Director  
Mrs. Patricia McMahon, Director  
Mr. Ron Pronger, Director

## Chief Executive Officer

Mrs. Sally Bennett Olczak

## Address

2135 Richmond St.  
Windsor, ON N8Y 0A1

Telephone  
519-974-2220

Fax  
519-974-9727

Website  
[AlzheimerWindsor.com](http://AlzheimerWindsor.com)



# Client Care Programs



## The iPods for Memories Project

Co-written with Cynthia Reed, BMT, Adult Day Program Coordinator, and Lauryn Fraser, Social Service Worker—Gerontology Student

Kathleen Vendrasco  
Manager of Client Care Programs

*“Music speaks what cannot be expressed,  
soothes the mind and gives it rest.  
It heals the heart and makes it whole.  
Music flows from heaven to the soul.”*

~ Anonymous

Musical memories are part of all of us. Our favorite songs soothe us when we're feeling down. Music from our favorite radio station can get us through the morning routine. Generational music makes us tap our toes or get up to dance.

Some songs make us sad, such as a song we heard at a loved one's funeral. Have you ever noticed some songs seem to be familiar to everyone? These are songs passed from generation to generation. Music even cues us on a story, because of the emotions it evokes.

“Musical memory is profoundly linked to emotions. These memories are stored deep in the brain. While Alzheimer's disease and related dementias may diminish the ability to recall facts and details, they do not destroy these lasting connections between a favorite song and memory for an important life event, no matter how long ago.” ([www.musicandmemory.org](http://www.musicandmemory.org))

All of these ideas are the basis of the *iPods for Memories Project*. This project will focus on creating personalized playlists of music on an iPod for our clients. The focus is personalization of playlists to stimulate memory and soothe in times of need.

Studies have also shown that personalized music is more effective than non-familiar music in helping individuals sit longer and engage in meaningful interactions with those around them. Personalized music has the ability to significantly reduce agitation and responsive behaviours. (Tam, T., Watkins, J., Peckham, A., Rudoler, D., Durant, S., and Williams, A.P., 2013. “Science behind the Alzheimer's Society of Toronto iPod Project.” Institute for Health Policy, Management and Evaluation, University of Toronto)

Music is stored differently in multiple areas of the brain, which is one of the reasons those who no longer have the ability to communicate verbally are able to sing and communicate through song.

Music is seen and heard in all areas of the world regardless of cultural or religious backgrounds; all people have a connection to music and musical elements in some way. Using a Music Preference Questionnaire, we will interview and survey clients who want to participate, in order to create a personalized playlist that is meaningful to them. This will allow the individual to receive the maximal benefits from this intervention.

The project is made possible through a grant from the Windsor Essex Community Foundation (WEFC). This program will benefit our day-away and respite clients as well as their caregivers. The *iPods for Memories Project* exists to stimulate the memories of those with dementia, provide meaningful engagement in their lives, and overall improve their quality of life by providing personalized iPods filled with music that is chosen by the client and/or their partner in care.

Peter Janata, PhD Neuroscientist Guggenheim Fellow, UC Davis, Centre for the Mind & Brain, Music Has Power Award Winner puts it like this, “If music is such an important aspect of people's lives from the time they are born, why is that it doesn't really occur to us, as a society, to provide people with music when they can no longer do what is necessary to provide it for themselves? Music has power, and we need to remember to keep everyone plugged in!” ([www.musicandmemory.org](http://www.musicandmemory.org))

We will be hosting an *iPods for Memories* information session on **Wednesday, April 15, 2015, 12:30-2:30 pm at the ASWE office**. By attending this information session, our clients and their caregivers will be able to learn more about the *iPods for Memories Project* and the many benefits that are included. If you are interested in attending this session, please contact Kathleen Vendrasco, Manager of Client Care Programs at 519-974-2220 ext. 228 for further information.

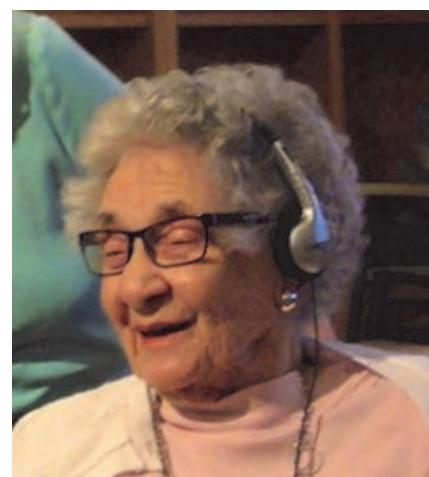


Photo courtesy of [alzheimersocietyblog.ca](http://alzheimersocietyblog.ca)

# 2015 Indoor Walk for Memories and Sixth Healthy Mind Expo!



Helen Biales, ASWE Board Chair; Peggy Winch, Fund Development Manager; and, Sally Bennett Olczak, CEO



Lakeshore Mayor and County Warden Tom Bain doing the Dementia Challenge



Team Aspen Lake



The Healthy Mind Expo showcased products and services for older adults



Mapping the Dementia Journey artworks on display

## Noted At ASWE



MPP Lisa Gretzky and Constituency Assistant Jason Laba visiting ASWE's Day Away



Recognition Award from Canadian Blood Services, Partners For Life program



Kayley Hurst (left), ASWE scholarship awardee

# Small, Consistent Action = Big Impact

When it comes to **making an impact** on the lives of people with dementia, it might feel like you need a huge budget to make a dent.

 That's not the case when you're a **Forget-Me-Not Partner** of the Alzheimer Society.

Even if all you can spare is \$5 a month — about the cost of a cafe latte at Tim Horton's — over time, this adds up to a significant donation.

For example, with 12 monthly gifts:

- **\$5** a month provides four hours of in-home care by a trained support worker for one person with dementia
- **\$10** a month provides an education session and two follow-up calls to someone who has just been diagnosed with Alzheimer's disease and their family
- **\$20** a month provides 10 days of appropriate activities and socialization for one person with dementia in our Day Away Program

These are only some examples of how **you can make a difference**... even with a small monthly gift.

*"Great things are done by a series of small things brought together." - Vincent Van Gogh*

It's easy to become a **Forget-Me-Not Partner**:

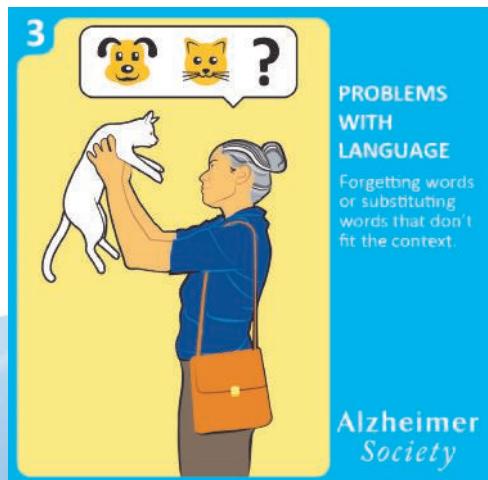
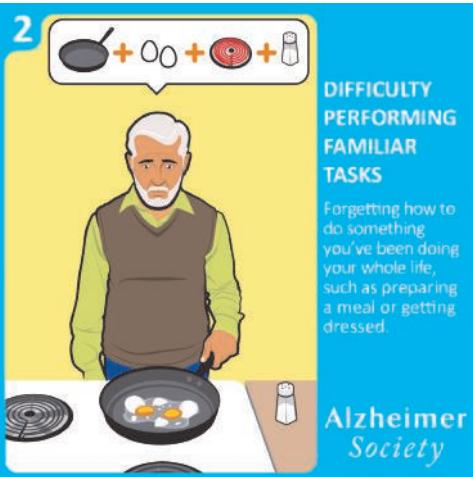
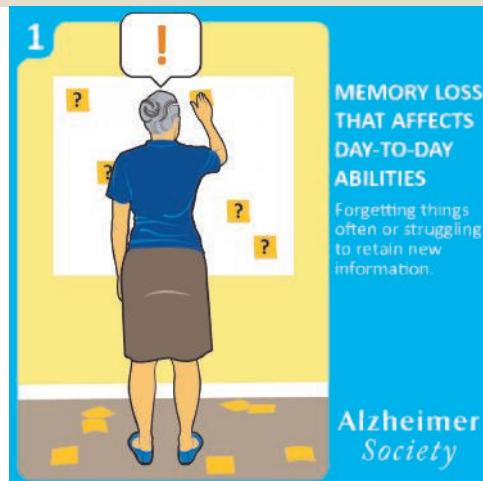
1. Let us know how much you'd like to donate to us per month.
2. We'll set things up so your gift is either charged to your credit card or debited from your chequing account, *automatically*, month by month.
3. Keep an eye on your monthly credit card or bank statement to know we're receiving your donations. (You'll also get a tax receipt each February)

And if your situation changes, we can **easily adjust** your monthly gift.

Become a Forget-Me-Not Partner today.  
Call Peggy at 519-974-2220 ext. 225



# Do You Know the 10 Warning Signs of Alzheimer's Disease?



Get the rest of the 10 Warning Signs at:  
[AlzheimerWindsor.com/the72percent](http://AlzheimerWindsor.com/the72percent)

# Fund Development and Community Engagement

## Fundraising Successes

Our recent fundraising campaigns have been successful.

The holiday appeal raised over \$9,800 — nearly double what we used to get in previous years.

We wrapped up Coffee Break 2014, raising a little over the \$30,000 target. Biz X Magazine, Coffee Break's media sponsor, published a feature on the top three fundraisers: Bulk Barn; CenterLine Windsor; and, Green Shield/Unifor Local 240. Check it out in the February issue of Biz X.



Green Shield/Unifor Local 240's Coffee Break raised \$2,571



U of Windsor-Odette Society of Commerce raised over \$750 through Coffee Break



Rotary Club of Windsor (1918) donated \$4,700 to ASWE

Finally, the 2015 indoor Walk for Memories at Devonshire Mall raised over \$23,000.

All these funds remain in our community to benefit persons with dementia and those caring for them.

Thank you very much to all of you for your support!



Peggy Winch  
Manager of Fund Development  
and Community Engagement

## Introducing... Walk for Alzheimer's

The recent Walk for Memories at Devonshire Mall was our very last indoor winter walk.



**WALK FOR  
ALZHEIMER'S**  
MAKE MEMORIES  
MATTER™

It will now be replaced with Walk for Alzheimer's, which will take place every spring.

The first Walk for Alzheimer's will be on **Sunday, May 31st, at the Ford Test Track**. Registration begins at 8:00 am.

As always, there will be a regular walk, which means participants can walk any distance and go as fast or as slow as they want.

But now we will also have a timed five-kilometre walk/run. Walkers and Runners Around the County of Essex (WRACE) will help organize this for us.

The brochure and pledge form for Walk for Alzheimer's is included in this issue of the News Bulletin.

For additional forms, register online at [AlzheimerWindsor.com/wfa15](http://AlzheimerWindsor.com/wfa15), or call Danielle at 519-974-2220 ext. 237.

*Together, we will make memories matter.*

### Help Us Get 500 "Likes" on Facebook!

Are you on Facebook?

If so, would you help us reach a bigger audience by "liking" our Facebook page (if you haven't done so yet)? Go to

[facebook.com/AlzheimerSocietyOfWindsorEssexCounty](http://facebook.com/AlzheimerSocietyOfWindsorEssexCounty)

and click the "like" button.

If you've already liked our page, here are other ways you can help:

- Like a post, photo, or video that you enjoyed
- Comment on one of our posts
- Share a post you think would benefit your Facebook connections
- Invite your friends to like our page, too.



# Education and Support Programs

## Brain health

The human brain is one of your most vital organs. It plays a role in every action and every thought, and just like the rest of your body, it needs to be looked after.

Can Alzheimer's disease be prevented? There are no guarantees, but healthy lifestyle choices will help keep your brain as healthy as possible as you age.

By making better lifestyle choices now, you can improve your brain's ability to sustain long-term health and fight illnesses.

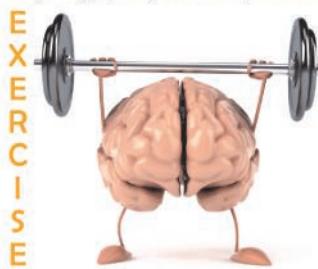
### Challenge yourself

Just as physical activity improves your body's ability to function, studies show that keeping your brain active may help reduce your risk of developing Alzheimer's disease.

By approaching daily routines in new ways, you engage new or little-used mental pathways. Challenging your brain doesn't have to be difficult. It can be as simple as dialing a phone number with your less dominant hand or as complex as learning a new language.

Remember, the goal is to give your brain a new experience and a workout every day.

#### Your brain thanks you for staying physically active!



Société Alzheimer Society

### Be socially active

Staying connected socially helps you stay connected mentally. Research shows that regularly interacting with others may help lessen your risk of developing Alzheimer's disease.

Maintain old friendships and make new ones. Stay social through work, volunteer activities, travel, hobbies, family and friends. Be open to new experiences.

Staying active and involved with life also helps to reduce stress, boost mood and keep relationships strong.



### Make healthy lifestyle choices

Our ability to maintain life-long brain health is very much influenced by the choices we make in our daily lives. Research has found that next to aging, the most influential factors in

determining one's susceptibility to Alzheimer's disease are lifestyle and environmental factors.

### Healthy living tips

- Avoid harmful habits such as smoking, recreational drug use and excessive alcohol consumption.
- Track your health numbers: keep your blood pressure, cholesterol, weight and blood sugar within recommended ranges. If you have diabetes, it is important to manage it. All of these conditions increase your risk for Alzheimer's disease.
- See your doctor regularly to address specific health concerns including diet and physical activity.
- Get adequate sleep - sleep deprivation can significantly impair your memory, mood and function.



Rosemary Fiss  
Manager of Education  
and Support Programs

### Have You Renewed Your 2015 Membership?

Regular - \$15	Corporate/Organization - \$50
Families - \$20	Lifetime (Single) - \$100
Seniors - \$10	Lifetime (Couple) - \$175
Students - \$10	

**RENEW TODAY! CALL 519-974-2220**

### Protect your head

Past head traumas, especially repeated concussions, appear to increase the risk of developing Alzheimer's disease.



Société Alzheimer Society

Although we are all at risk for head injuries, young people tend to suffer more head traumas. Therefore it is important to protect your head, at any age, for lifelong brain health.

### Tips to prevent head injuries

- Wear an approved helmet when engaging in sporting activities such as skating, skiing, skateboarding, rollerblading and cycling. Set a good example and ensure that children in your care wear appropriate helmets.
- Drive safely and always wear a seat belt to reduce injuries in an accident.
- Falls are one of the major causes of head injuries in older adults. Many falls can be prevented.

Source: Alzheimer.ca

## Featured Employee



**Yuriy Kis**, Client Support Staff

Yuriy has been a valued member of the ASWE team since 2007. Working in both our Day Away and in-home respite programs, Yuriy is known for his great sense of humour, wealth of knowledge, and his compassion and kindness towards his clients and caregivers, and fellow staff members. He is fluent in Ukrainian, Polish, and Russian, and can communicate in Slovak, Belorussian, and Croatian as well. Yuriy is extremely dependable and reliable. Thank you, Yuriy, for the dedicated service you provide!

## Volunteers Needed for our VOLUNTEER COMPANION PROGRAM!



**Make a difference in the life of someone living with Alzheimer's disease.**

Contact Danielle at 519-974-2220 ext. 237 for more information.

## New Staff



**Lyndsay Cormier**  
Client Support Staff



**Mariya Hoshivska-Kis**  
Client Support Staff



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WINDSOR-ESSEX COUNTY

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