



# EXPANDING TO SERVE ANNUAL REPORT

2021-2022

*Alzheimer Society*  
PRINCE EDWARD ISLAND



# AT A GLANCE

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# MISSION & VISION

The mission of the Alzheimer Society of PEI is to alleviate the personal and social consequences of Alzheimer's disease and other dementias, as well as promoting the search for a cause and a cure.

Our vision is a world without Alzheimer's disease and other dementias.

The Alzheimer Society of PEI comprises a team of caring and dedicated professionals committed to fulfilling this mission and making a difference in the lives of Islanders impacted by dementia.



OUR BOARD MEMBERS ARE THE FIDUCIARIES WHO STEER THE ORGANIZATION THROUGH SOUND, ETHICAL, AND LEGAL GOVERNANCE AND FINANCIAL MANAGEMENT POLICIES, AS WELL AS BY MAKING SURE THE SOCIETY HAS ADEQUATE RESOURCES TO ADVANCE OUR MISSION.

**President:** Nelson Hagerman  
**Vice President:** Keith Merry  
**Treasurer:** Val MacLean  
**Past President:** M. Lynn Murray, QC

**Directors:** Martie Murphy  
Dr. Martha Carmichael  
Dr. Jackalina Van Kampen  
Matthew McKenna

# A MESSAGE FROM THE CEO

Dear Islanders,

Since my appointment as CEO by the Board of Directors near the end of August 2021, it's been an absolute honour to contribute to improving the supports available to Islanders impacted by dementia, and to work with such an excellent team of people who are caring, passionate, and determined to make a difference.

Persons living with dementia and the family members who care for them face the reality of many hardships throughout the course of illness. There is no question that dementia itself can pose incredible difficulties, but families express additional adversity faced due to improvements needed across the health care system. We aim to be part of the solution.

This past year was a time of great expansion and growth for the Alzheimer Society of PEI, as we increased our staffing levels to provide more support and expanded our reach to ensure improved access to services for Islanders living in rural areas. We are committed to supporting Islanders impacted by dementia by providing services, support, and special programs, and by working with our partners across the system of care to continuously improve the quality of care.

To support these efforts, we also hired a Dementia Care Educator to deliver a certification program for health care providers featuring leading and best practices in dementia care. Better education contributes to better quality and consistency of care for those living with dementia who are in hospital, who live in community and long term care, and for those receiving services to support them at home.

We hope for a cure and there are many efforts underway worldwide to make that a reality. We support research that can get us to these goals. Until that joyful day, we will be here to support Islanders to live better, and to live as well as possible with dementia.

In closing, a special thank you to the individual donors and Island businesses who supported us this year, the volunteers who selflessly donate their time to help others, and all those working in the health care system during a most challenging time. To those living with dementia, and those caring for a family member with dementia, we're here for you.

Sincerely,



Jaime Constable - CEO





# SUPPORTING ISLANDERS IMPACTED BY DEMENTIA

There are 2700 Islanders living with Alzheimer's disease or another dementia, and the impact of dementia reaches well beyond those diagnosed. As the disease progresses more care is needed from family caregivers like spouses, adult children, grandchildren, and friends. Alzheimer's disease and other dementias also impact the wider community with implications for businesses, financial institutions, and the healthcare system, just to name a few.

In 2021-2022, the Alzheimer Society of PEI (ASPEI) focused largely on expanding to ensure essential supports to family caregivers across the Island. By providing information, supportive counselling, resources, education, special programs, and help navigating the healthcare system, the intention is to help families live better with dementia from the point of diagnosis throughout the continuum of illness.

ASPEI also strengthened capacity to provide education to health care providers to build capacity for best practices in dementia care, and laid the groundwork for new programs to help persons living with dementia to stay engaged in the community, stay active, and have meaningful connections with others.



**This year's annual report centres on the expansion of the Alzheimer Society of PEI's programs and services to support persons and families impacted by dementia.**

**45%**

of those who access our support services are the adult children of a person living with dementia

**33%**

of clients accessing our services are male

**56%**

are female

**34%**

of those who access our support services are a spouse caring for a person living with dementia



# Building capacity in rural PEI

Access to help, closer to home



Nelson Hagerman ASPEI Board President, Hon. Ernie Hudson Minister of Health & Wellness, Jaime Constable ASPEI CEO, Jaclyn Gallant Support Services Coordinator Prince County

When you live in a rural area, often there are fewer services and amenities, but dementia does not pick and choose. Alzheimer's disease and other dementias impact those living in the countryside and small towns just as much as those in the city. People in rural areas need support that is accessible, close to home, and that is equitable.

Throughout the fall 2021, thanks to funding support from the Department of Health and Wellness, ASPEI hired new staff to provide programs and services to families in and around O'Leary, Summerside, and Montague. Now, those living in these rural communities and surrounding areas are able to receive the same services available to families in Charlottetown, like access to home visits, in-office consultations and family meetings, in-person support groups and education, and the Volunteer Companion Program.

“

It's been an amazing experience launching services in West Prince where community supports are scarce. People in rural areas get discouraged when they have to travel 1-2 hours to access services. So many clients have expressed how thankful they are to now have services offered locally as it is one less daunting task they need to problem solve. More people are reaching out because they know I'm right here in the community.

— Jaclyn Gallant  
Support Services Coordinator  
Prince County

”





# Improving access & referral

Early access to services and support equals better outcomes for families



Health and community support services organizations work together to help families experiencing health challenges. After a diagnosis of Alzheimer's disease or dementia, ASPEI provides ongoing support throughout the course of illness. ASPEI is a safe place with knowledgeable staff to answer questions and help families after a diagnosis of dementia.

Families can reach out to ASPEI anytime they need help, but ideally their health care provider would refer them directly for support after diagnosis. Families who are directly referred tend to access services earlier, which can lead to better outcomes. Instead of waiting to reach out when there is a crisis, families get connected and can build relationships with staff who can help them to be prepared, plan ahead, and cultivate the knowledge and skills needed to better navigate the journey of dementia.

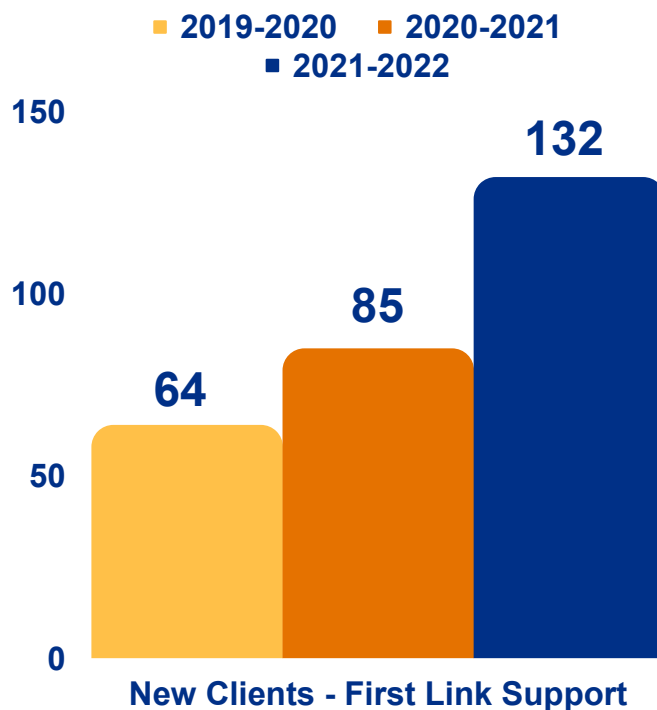
The number of new clients accessing services at the Society in 2021-2022 rose by 55%. In particular, referrals coming from health care providers increased, up 205%.



“This past year has been incredible. The trend towards more direct referrals from health care providers means people are receiving support earlier. Early supports result in better outcomes for families and benefits for the healthcare system (Reduced crisis situations, emergency department use and hospital admissions, delay placement into long term care). Thank you to my colleagues who make a difference in the lives of people impacted by dementia. A special thank you to family caregivers caring for someone living with dementia, you're doing an amazing job!”

– Laura MacWilliam, RSW

Manager of Programs and Services, ASPEI



# Information, counselling, and system navigation

Families need the right information at the right time

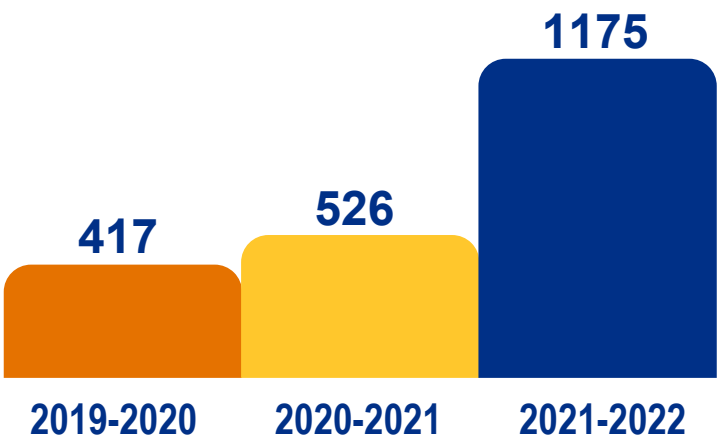
Through the First Link program, ASPEI provides ongoing support to persons living with dementia, their primary family caregiver, other family members, and friends.

Information and resources provided to families are focused to meet the unique needs of their situation. Too much information at one time can be overwhelming, so Support Services Coordinators follow up with families regularly to assess and understand current needs.

Whether a family is just taking the first steps to understand the diagnosis, treatment, and progression, or if they need to understand more about middle and later-stage care, the intention is to provide the right information at the right time.

The goal is to help people impacted by dementia to live better, in whatever ways are important to them, and to help avoid crisis situations that lead to emergency department visits, hospital admissions, and pre-mature placement into long term care.

## Support Service Contacts



Support service contacts refers to an instance of client service, most often one on one support provided in person, on the phone, or through a family consultation.

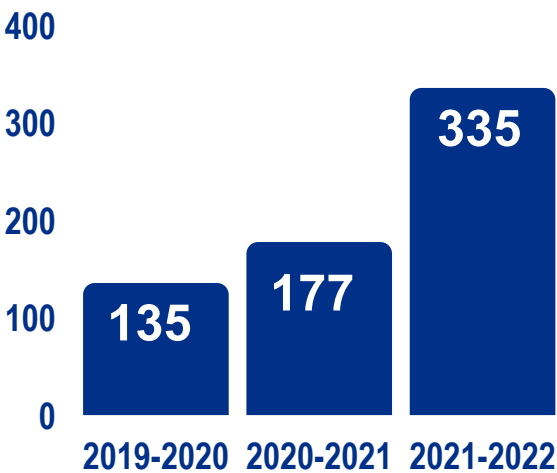


Without the support of the Alzheimer Society of PEI and Geriatric Clinic, I believe one or both of us would be in care!

– First Link Program Client  
(Family Caregiver)



## # of Individuals Served



In 2021-2022 ASPEI:

Served 89% more people

Increased support service contacts by 123%





# Information, counselling, and system navigation

Continued

“

Dementia is a disease that changes a lot over time and so what families need also changes. We follow up with clients regularly to check-in and provide resources. When care needs increase, we help them better understand the health care system, including what supports are available and how to access them.

– Penni Foresman

Support Services Coordinator - Kings County

”



**94%**

of clients indicated they were Very Satisfied with the one-on-one support they have received

**100%**

of people who indicated they received counselling for tough issues indicated they were satisfied with the support they received



**87.5%**

felt ASPEI support helped them to avoid distressing situations

# Support Groups

The power of knowing you are not alone

Support groups provide caregivers and other family members with the opportunity to connect with those living a similar journey. Participants share stories, strategies, practical tips for caregiving, resources they have found helpful, and form friendships. Those who participate often reflect that it helped them to feel less alone and isolated, feel better able to provide care to the person living with dementia and find a sense of hope.

In 2021-2022 caregiver support groups continued to operate twice a month, with sessions being held virtually or in-person in Charlottetown depending on the current Covid-19 guidelines.

— “ —

**I am really pleased to have a support group in my area, and I find it very helpful to meet with other families going through a similar experience with their loved ones.**

**- Support group member**

— ” —



## Support Group Attendances



**In April 2022, new in-person caregiver support groups will be offered in O’Leary, Summerside, and Montague. In addition, in June 2022 a new Island-wide support group for those caring for a family member with Young Onset Dementia (Under age 65) will begin on a monthly basis.**



# Education

Raising awareness & building the knowledge and skills to live well

**Prevention** - ASPEI provides education to help increase awareness of the modifiable risk factors for dementia and strategies to support brain health across the lifespan.

**Education for families** - Helps Islanders understand their unique diagnosis, treatment options, progression of illness, day-to-day care strategies, financial and advance care planning, psycho-behavioural changes, understanding the health and long-term care system, and more.

**Dementia Friendly Communities** - Helps businesses and organizations develop dementia aware approaches in the workplace. Helps first responders like police and search and rescue understand dementia and be better prepared in emergency situations.



“

I have accessed the Alzheimer Society at various times and for various needs throughout my friend's Alzheimer's Disease journey. The education workshops, particularly Teepa's, helped a lot.

– Family Caregiver and First Link Client

”



## Caregiver Education Series

To support continued access to education during the Covid-19 pandemic, education modules were adapted for virtual learning and uploaded to the Society's YouTube Channel. Clients are encouraged to access this education online.

**2021-2022**

**40% increase in views of the modules,  
for a total of 198 views**

**In 2022-2023, the First Link Caregiver Education Series will be revised and offered in-person across the Island.**



# Volunteer Companion Program

Friendly visiting for persons living with dementia



“  
I am still benefiting from a wonderful volunteer who has faithfully visited all these many, many years. Because I currently am also the main caregiver for a family member who's had a stroke, having the volunteer has been unbelievably helpful.  
— Volunteer Companion Program client —”

In 2021-2022, ASPEI re-launched the Volunteer Companion Program. This program connects a volunteer with a person living with dementia for ongoing one-on-one friendly visits and activities while offering a time of respite for the caregiver.

Participants are matched based on location and shared interests. The program provides meaningful engagement, social connection, and supports brain health for the person living with dementia. Common activities include conversations and reminiscing, playing games, maintaining hobbies, going for walks, and other outings.

Volunteers receive training in understanding dementia, the progression of the illness, how communication and behaviour can be impacted, and how to provide a person-centred approach to engaging participants.

This program is incredibly beneficial for the family, and rewarding for volunteers.

“  
Meeting and spending time with my new friend "James" has been a gift for me. I'm providing James with a little distraction each week, and his wife "Joan" with a little break, but it's the impact on me I notice the most. It fills me with joy to have the opportunity to share of myself, and learn about a very interesting person who has had a most interesting life. I always leave feeling better than when I showed up. If you want to give, and then be given to, this is the place for you!

- Carlos Lourenso - VCP Volunteer



## Volunteer Spotlight

Thank you Carlos Lourenso!



Carlos is a retired Social Worker who generously donates his time to be a companion for weekly visits with two individuals living with dementia.



# CLIENT SATISFACTION HIGHLIGHTS

Thanks to the support received from the Alzheimer Society of PEI:

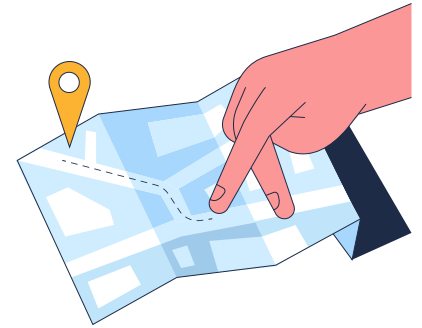


**95%**

Indicated they would recommend the Alzheimer Society of PEI to someone needing support when a family member/friend has dementia

**90%**

Felt assisted in a time of need



**88%**

Find it easier to understand and navigate the healthcare system

**87%**

Indicated they know whom to contact if they need help



**75%**

Reported reduced stress levels



**76%**

Felt their overall quality of life was improved



# Dementia Care Training

Education to support the best care for patients with dementia

To build capacity and support excellence in dementia care across the health and community care system, ASPEI offers an in-depth Dementia Care Training certification program for health care providers. This training teaches health care providers about leading practices, such as a person-centred approach to care.

The program is based on a fusion of techniques and theory from Positive Approach to Care, U-First, Dementiability, and Alzheimer Society evidence-based knowledge. Health care providers learn to always consider the whole person (physical, intellectual, emotional, social & cultural, environmental), with a focus on the remaining abilities of the person living with dementia.



“This is such a wonderful session; I think every health care provider should take”

“Great use of a variety of educational methods/materials to help with learning”



“

Working as part of the team with the Alzheimer Society of PEI is a privilege, and being able to provide comprehensive dementia care training across the Island is like a dream. I enjoy knowing that because of the training I am providing, health care providers can better meet the needs of people living with dementia and can improve the overall quality of life for their residents, clients, or patients. Having the opportunity to slowly change the language and culture to a person-centred approach will have a lasting impact on everyone involved.

- Shelley King, LPN  
Dementia Care Educator - ASPEI

”

In November 2021, ASPEI hired a full-time Dementia Care Educator, Shelley King, LPN. A nurse with over 15 years of experience across the health care system, Shelley is certified in Positive Approach to Care, U-First, and Dementiability.

After delivery of fall sessions in Charlottetown, winter sessions were cancelled due to increased restrictions imposed during the emergence of the Omicron variant of Covid-19. The winter months were spent in planning and review, and a full program of Dementia Care Training will be offered across the Island in 2022-2023.



# Volunteers Make a Difference

Gratitude to all those who give back to help others

## Thank you to our volunteers!

We couldn't do the work we do in the community without the generous support of volunteers.

**Office Volunteers:** support day to day activities like mailing out cards and receipts, and doing data entry.

**Program Volunteers:** provide friendly visits through the Volunteer Companion Program, make items for distribution to clients, and co-design or lead programs.

**Garden Maintenance:** keeps ASPEI looking beautiful by maintaining the flower beds.

**Technical Support:** assists staff in troubleshooting and updating technology, making software changes, and advises on new and best approaches.

**Events Support:** help us in coordinating our fundraising events, such as the annual IG Wealth Management Walk for Alzheimer's.

THANK  
YOU



Here is an Alzheimer Society client exploring the activity blanket he received from us, thanks to Leona!

### Cheers for Leona Gaudet of Wellington, PEI!

Leona graciously hand-made and donated over 30 Activity Blankets for persons living with dementia. Leona has been collecting supplies and making Activity Blankets in her spare time for years. These blankets provide many benefits: a calming and soothing response, stimulation, help with dexterity, and relief from anxiety, restlessness, and boredom. We thank Leona for her generosity, and for making a difference in the lives of people living with dementia.



# Fund Development

Your support makes a difference

We rely on the generosity of Islanders and local businesses to ensure the delivery of services for persons impacted by dementia. We acknowledge Islanders for coming through at a time when Covid-19 created financial hardships and employment insecurity for many. We received incredible support from the community this year!



— “ —

It has been wonderful seeing the community support us throughout the pandemic and as we have re-introduced in-person functions! We're so grateful for those who have donated, sponsored, volunteered, and participated in our events, as well as those who have dedicated their time and energy to hold their own fundraisers. Thank you for helping us continue to do what we do!

— Kristen Sherman, Fund Development & Communications

— ” —

## The 2021 IG Wealth Management Walk for Alzheimer's

The 2021 walk activities featured an Island-wide scavenger hunt and a donation drop-off event on our office porch. The pandemic left us another year without an in-person walk, however many people chose to walk on their own and sent in photos. We were thrilled with the support and participation from Islanders and local businesses. In total, we raised just shy of \$25,000.



## Remembering Mom - Thank you to long time Walk supporter Stephanie Pipes



"My mother lost her battle with Alzheimer's in 2006, she was only 61. I could use this space to go on about what a horrible disease it is and how it affected me and my family but instead, I'm going to tell you about the amazing woman my mother was. She loved to laugh and her laugh was amazing! She had a dry sense of humour, sometimes with a bit of a darker streak (which always surprised people who didn't know her). The stories I always heard about her when she was growing up usually had the same theme... Mischief. She was a good kid but she knew how to keep herself and her cousins and sisters entertained on the farm, even if it meant bending or outright breaking the rules. She loved to read, crochet, cross stitch, and go for long walks. She loved to get her hands dirty in the garden and she took a lot of pride in her

vegetable and flower gardens. On the days that I miss her the most, I pretend she is still back home, kneeling on the grass and digging in the soil. She had a weakness for soft serve ice cream and she loved to sing, I can't hear Patsy Cline without hearing her. (Continued)



# Fundraising Events Highlights

The 2021 annual IG Wealth Management Walk for Alzheimer's

She welcomed anyone and everyone into our home. It was a regular occurrence on a Saturday night to find me and 10 to 15 of my friends in the basement watching movies and she made sure to bring down snacks and drinks every 30 minutes and never complained about how late they stayed or how noisy we were. She was a great listener in that she actually listened. She didn't push her own opinions on you or tell you what you needed to or should do, she just listened, with an open mind and without judgment. She knew everyone was going through their own battles and no matter how small she wanted to be there to help. But most importantly, she was my mum. You only get one and I feel more than won the lottery when I got her.

This year marks 15 years without her. So in honour of her, and her love of walking, I'm walking 15 kilometres in her memory this May. Thank you for whatever donation you can make! No matter how small or big you are making a difference in the lives of people affected by dementia. Thank you again for your generous commitment and support." - Stephanie Pipes - Winner - Top Individual Fundraiser!





# Fundraising Events Highlights

Helping a good cause and having fun too!



## 4th Annual Forget-Me-Not Bike Tour

We would like to thank Jim Landry for his ongoing support of the Alzheimer Society! In September, Jim biked 100kms/day for 5 days in memory of his mother who had Alzheimer's Disease.

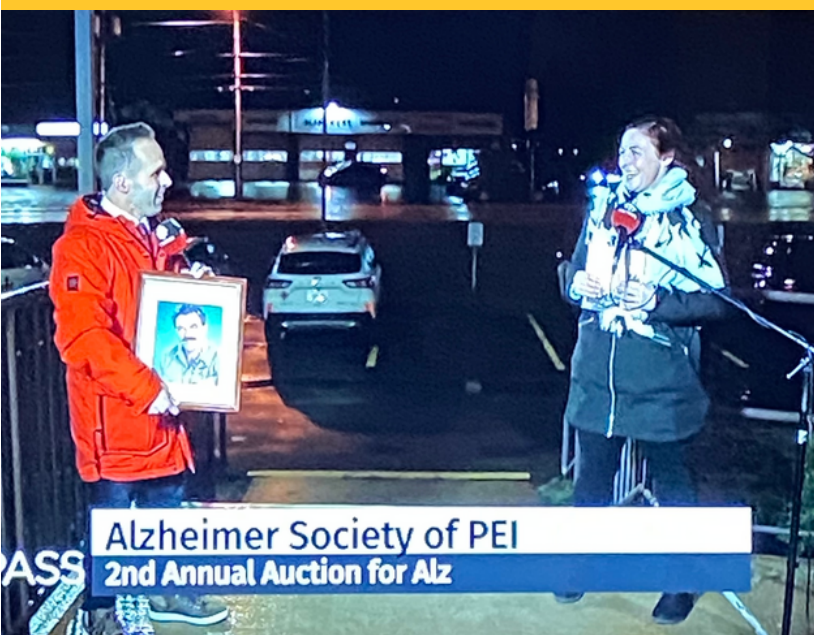
## Paint Night

We were grateful to partner with East Coast Art Party who hosted a paint night, as well as sponsors The Gallery Coffee House & Bistro and Halloween Central for our first in-person event since the beginning of Covid. It was a fun fall evening with wonderful company!



## Auction for Alz

Our second annual auction in December featured new and lightly used items from business and community members, with our very popular item: a signed photo of the one and only Tom Selleck! Thank you to everyone who participated and donated to support us!





# SPECIAL THANKS

## Title Sponsor

IG Wealth Management

## Gold/Silver Walk Sponsors

Cooke Insurance Group

Dr. John M. Gillis Memorial Lodge

H.R. Atlantic

Key Murray Law

Parkdale Sherwood Lions Club

Summerside Chrysler Dodge Jeep

Ram

Tops to Floors

Nelson Hagerman

## Bronze Walk Sponsors

AE MacPhee Company Ltd.

Cox & Palmer

Maritime Electric

M&M Resources

PEI Mutual Insurance Company

HR Atlantic

## Fundraising Support

Cherry On Top Creamery

Evermoore Brewery

Nimrods

The Gallery Coffee House & Bakery

Tyne Valley Teas Cafe

Whisperwood Villa

Maplewood Manor

Perrins Marina Villa

Andrews of Charlottetown

Andrews of Stratford

## In Kind Gifts

Bogside Brewery

Casa Mia

City of Charlottetown

Claddagh House

Old Dublin Pub

Coffee News

Connolly Group

Holman Grand

Lone Oak Brewing

MHG

Papa Joes

Peakes Quay

PEI Fox Den

Pilot House

Red Island Hospitality

Red Water Rustic Grille

Veseys

## Media

Sign Craft

Coffee News

The Guardian

Ocean 100

## Major Gifts & Grants

Guys Who Give a \$hit

Gold Cup Ambassador Give Back Program

Scottish Rite Charitable Foundation

United Way of PEI

Dons Bottle Exchange Ltd

Innovation PEI

Benevity Community Impact Fund