



**Alzheimer Society and MedicAlert Foundation Canada
helping people with dementia live well in their communities**

Toronto, ON, June 5, 2018 – For anyone living with dementia, a simple walk in their neighbourhood can put them at risk. As the disease progresses, changes in the brain will affect a person’s sense of time and judgment and their ability to communicate and recognize even the most familiar places.

Finding the right balance between independence and safety can sometimes be difficult, but MedicAlert® Safely Home® can help.

Offered jointly by MedicAlert Foundation Canada and the Alzheimer Society of Canada, the nationwide program is a service for people with dementia. It provides the individual with a blue MedicAlert® bracelet, designed to be worn at all times. The back of the bracelet is engraved with the person’s medical conditions and MedicAlert’s 24/7 Emergency Hotline. When called, emergency hotline specialists immediately supply police and emergency responders with the person’s photo, physical description, emergency contacts and vital health information. Depending on the nature of the call, they will also notify caregivers or family to let them know the situation and whereabouts of the person.

MedicAlert Safely Home provides invaluable protection for \$60, which includes one year of MedicAlert service, a MedicAlert Safely Home bracelet, shipping and taxes. For a limited time only, June 5 through July 31, 2018, registration will be available at a reduced cost of \$50.

With over half a million Canadians living with dementia today, safety is a major concern. Research shows that one in six people with dementia will go missing or become lost during the course of their disease. That’s one in six too many.

To learn more about MedicAlert Safely Home and make it a part of your dementia care plan, visit alzheimer.ca/medicalertsafelyhome.

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About the Alzheimer Society

The Alzheimer Society is Canada’s leading nationwide health charity for people living with Alzheimer’s disease and other dementias. Active in communities across Canada, the Society provides information, programs and services, and raises funds for research to better understand the causes of dementia, improve treatment and care and to find cures.

About MedicAlert Foundation Canada

MedicAlert Foundation Canada (MAFCA) is the largest membership-based registered charity in Canada. It is the leading provider of emergency medical information services. More than one million Canadians have been protected by their services. For over 55 years, its mission is to ensure that all Canadians have access to high-quality health information at time of need. MedicAlert® is backed by robust electronic health records maintained by medically trained professionals, a state-of-the-art secure database, and a 24/7 Emergency Hotline that answers calls from EMS and first responder personnel in 140 languages within 5 seconds, all linked to customized identification products for Canadians with medical conditions and special needs. Globally recognized and respected, MedicAlert speaks for you, when you can't™.

Media contacts

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Notes to editors

We often use the term “wander” to describe how someone with dementia appears to walk around aimlessly. This suggests there is no purpose to the person’s walking. However, there may be many reasons why a person with dementia may feel the need to walk. They might be following a lifelong routine, like going to work. Other reasons might include looking for something, like a toilet or something to drink. Or, they may simply enjoy walking. While this is understandable, a person with dementia’s cognitive abilities—such as communication, reasoning and judgement—will change over time, so walking in the community has its risks.