



PHOTO RELEASE

FOR IMMEDIATE RELEASE

April 22, 2015

B.C. Legislature first in Canada to receive dementia education

Victoria, B.C. — On April 21, 2015 all B.C. Members of Legislative Assembly (MLAs) were invited to take part in an event that makes B.C. the first Legislature in Canada to receive dementia education. At this event MLAs had the opportunity to learn about dementia and how to support people in their constituencies and in their communities at large.

This non-partisan event began with opening remarks by the Honourable Terry Lake, Minister of Health. Closing comments were made by Judy Darcy, Official Opposition Spokesperson for Health. While attendees enjoyed lunch, they spoke with Alzheimer Society of B.C. representatives including people with dementia and caregivers. The Alzheimer Society of B.C. delivered a Dementia Friends presentation, during which participants learned about the signs of dementia, the myths associated with the disease and how to communicate in an effective, respectful and appropriate manner.

The Dementia Friends presentation is part of a larger Dementia-Friendly Communities initiative in the province. Dementia-friendly communities help people with dementia feel included and supported in the places they work, live and play through reducing stigma and spreading awareness.



Image Caption: From left to right: Alzheimer's advocate Jim Mann, Minister of Health Terry Lake, Alzheimer's advocates Linda and Paul Blanchet, Opposition Spokesperson for Health Judy Darcy, Alzheimer Society of B.C. CEO Maria Howard, MLA George Heyman, Seniors Advocate Isobel Mackenzie.

-30-

For more information on the Society's Dementia-Friendly Communities initiative visit: alzbc.org/dementia-friendly-communities

High resolution images available upon request.

Share on Social Media: Alzheimer's advocates, MLAs and Alzheimer Society of B.C. representatives met at the B.C. Legislature yesterday to learn how to be more #dementiafriendly. For more info: <http://ow.ly/LYeAq>

Media Contact

Paula Brill
Coordinator, Marketing & Communications
Alzheimer Society of B.C.
Phone: 604-742-4940 | Cell: 604-365-9269

E-mail: pbrill@alzheimerbc.org
Website: www.alzheimerbc.org
Twitter: www.twitter.com/AlzheimerBCnews

About Dementia

Dementia is a term that describes a general group of brain disorders. Symptoms include the loss of memory, impaired judgment, and changes in behaviour and personality. Dementia is progressive, degenerative and eventually terminal. Alzheimer's disease is the most common form of dementia accounting for almost two-thirds of dementias in Canada today.

About the Alzheimer Society of B.C.

The Alzheimer Society of B.C. provides a provincial network of support and education for families impacted by dementia and people concerned about memory loss. Communities across the province count on the Society for support services, information and education programs, advocacy to improve dementia care in B.C., and to fund research to find the causes and cures. As part of a national federation, the Society is a leading authority on the disease in Canada.



ALZHEIMER SOCIETY OF B.C.
300 - 828 West 8th Avenue, Vancouver, BC V5Z 1E2
TELEPHONE: 604-681-6530 FAX: 604-669-6907 TOLL FREE: 1-800-667-3742
WEBSITE: www.alzheimerbc.org E-MAIL: info@alzheimerbc.org
CHARITABLE REGISTRATION BN #11878 4891 RR0001