

Société Alzheimer Society

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“January is Alzheimer’s Awareness Month and *We’re Here!*” says the Alzheimer Society of New Brunswick

January marks the annual Alzheimer’s Awareness Month campaign whereby Alzheimer Societies across Canada will be raising the public’s awareness of Alzheimer’s disease and related dementias. With the release of the 2016 “*Still Here*” campaign from the Alzheimer Society of Canada, the Alzheimer Society of New Brunswick would like for the public to know that “*We’re Here*” as well. The Alzheimer Society offers many programs and services to families in their own communities, at all stages of the progression. Programs and services offered by the Alzheimer Society are organized so that New Brunswickers will have to travel no more than 50 kilometres to get the information and support they need.

As one of the two provinces with the oldest populations in Canada, New Brunswick is especially impacted by the dark shadow that dementia casts on our communities. There are currently 16,900 New Brunswick families who are attempting to navigate the system to find the resources they need. Through the Government of New Brunswick’s Home First strategy, the Department of Social Development has generously provided the Alzheimer Society with the means to better support these families upon diagnosis through the First Link program. “We are thrilled with the support we have received from our government and are looking forward to seeing the continued positive impact First Link will have on New Brunswick families,” says Ken McGeorge, Interim Executive Director for the Alzheimer Society of New Brunswick.

Since the introduction of First Link in New Brunswick, the Alzheimer Society has already served over 200 new families who have come by the way of the 45 new relationships formed with referrals partners in the community. First Link, and its referral partners, enable the Alzheimer Society to take a proactive approach to dementia support with families who have recently received a diagnosis. “We couldn’t be more excited to be playing a pivotal role in changing how a diagnosis of dementia is received is our province. Our dedicated team of staff and volunteers in our five Resource Centres want everyone to know that *we’re here* to support them throughout their journey,” says McGeorge.

The Alzheimer Society is proud to have supported over 430 new clients in the past year but there are still thousands of families who need to be made aware that the Alzheimer Society has resources available in their community. Three quarters (75%) of Canadians know someone with Alzheimer’s disease or dementia so the Alzheimer Society would like to call upon the media to help shine a light on dementia and to bring increased attention to those impacted New Brunswick families. Throughout the

month of January, the Alzheimer Society will continue to strengthen its ties in the community with local and provincial governments, fostering relationships with prospective referral partners and offering its support to those impacted families.

About the Alzheimer Society of New Brunswick:

The Alzheimer Society of New Brunswick has five Resource Centres around the province, and runs numerous monthly Caregiver Support Networks for people with Alzheimer’s disease or a related dementia and their families. The Alzheimer Society of New Brunswick provides support and information through a toll free bilingual 1-800 line, and provides comprehensive information kits to help families navigate their way through a diagnosis or suspicion of Alzheimer’s disease. The Alzheimer Society provides in-office and telephone support, and organizes various fund development activities to help fund the national Alzheimer Society Research Program.

Our Vision:

We see communities where no one suffers from dementia – we have taken a stand against the disease, defied its predicted path, and *defeated its dark shadow*.

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