



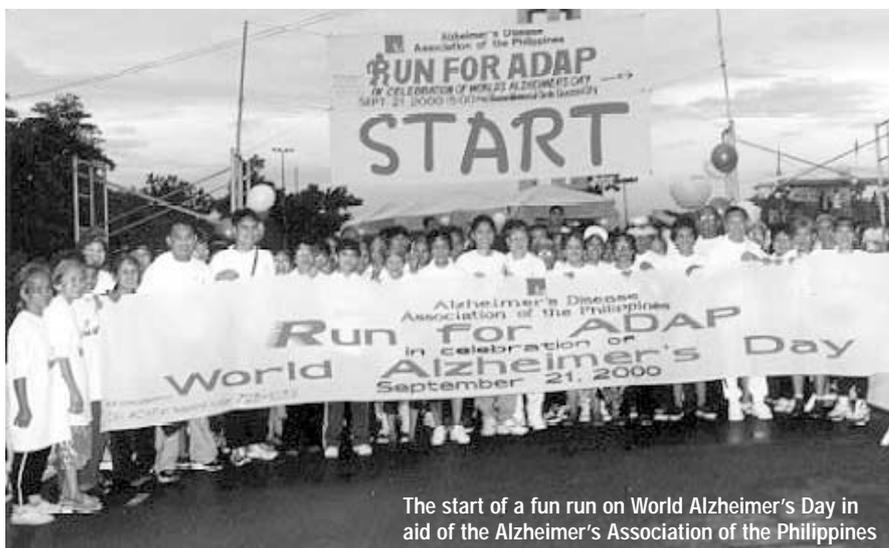
Global Perspective

A newsletter for Alzheimer's Disease International, The International Federation of Alzheimer's Disease and Related Disorders Societies, Inc.

Around the World on Alzheimer's Day!

This year has seen the biggest participation in World Alzheimer's Day (21 September) since its launch in 1984. For one week in June, the ADI meeting room was converted into a warehouse as 63,000 Spanish bulletins, 53,000 English bulletins, 18,000 posters, 62,000 postcards, 20,000 badges, 50,500 bookmarks and 28,000 stickers were dispatched to Alzheimer's associations around the world.

Feedback from ADI members and individuals included radio interviews in Hong Kong, 13,000 coffee mornings across Canada, interviews on the BBC World Service radio, greetings from friends in Tanzania and Argentina, the launch of the Alzheimer's Association in Curaçao, a fun run in the Philippines, a church service in London, the first ever public meeting about Alzheimer's in Costa Rica – the list goes on...!



The start of a fun run on World Alzheimer's Day in aid of the Alzheimer's Association of the Philippines

Turn to page 10 for more information on how World Alzheimer's Day was celebrated around the world.

IN THIS ISSUE

- Announcements 2
- Carer's story from the Philippines 3
- Members' Forum 4-7
- Early stage support groups 7
- 10/66 progress report 8
- Carer education programme 9
- World Alzheimer's Day highlights 10-12

Newsflash

World Health Day 7 April 2001

We are thrilled to announce that ADI has been invited to deliver a statement on World Health Day next year which is devoted to mental health, at the WHO's headquarters in Geneva. Dr Nori Graham, chairman of ADI, has been asked to participate in the WHO's programme for the day which is being hosted by the director general of the WHO, Dr Gro Harlem Brundtland.

'We would have liked to have had as many professional organisations and NGO's as possible to make statements but this is obviously not feasible, we have therefore selected ADI in view of your NGO's key role' said Dr B Sarceno, Director of Mental Health and Substance Dependence, WHO.

ANNOUNCEMENTS

2001

4-7 February
IPA and Royal Australian and New Zealand
College of Psychiatrists
**Treatment, Care & Outcomes in
Psychogeriatrics**
Lorne, Victoria, Australia
Tel: +61 3 9682 0244
Fax: +61 3 9682 0288
Email: ipajm@icms.com.au
Web: www.icms.com.au/ipajm

11-12 February
Alzheimer Society of Canada – Greater
Victoria Chapter
**Exploring the Spectrum of Dementia –
Diagnosis to Care**
Victoria, BC, Canada
Tel: +1 250 382 2052
Email: alz@pinc.com

5-7 April
**23rd Alzheimer's Society of Canada's
Annual Conference**
Halifax, Canada
Tel: +1 416 488 8772
Fax: +1 416 488 3778
Email: education@alzheimer.ca
Web: www.alzheimer.ca

18-19 April
**1st International Conference on
Alzheimer's Disease and Related
Disorders in the Middle East**
Limassol, Cyprus
Tel: +1 216 368 1912
Fax: +1 216 368 1989
Email: rpf2@po.cwru.edu

22-25 May
European Society for Neurochemistry
**Advances in Molecular Mechanisms of
Neurological Disorders**
Perugia, Italy
Tel/Fax: +39 075 5857420
Email: goracci@unipg.it

9-12 June
11th Alzheimer Europe Conference
Beyond the old borders
Bucharest, Romania
Tel/fax: +40 1 410 5308
Email: alzheimereurocong@infomedica.ro

25-27 October 2001 17th Alzheimer's Disease International Conference

Partnerships in Dementia Care

Christchurch, New Zealand
Tel: +64 3 364 2534
Fax: +64 3 364 2057
Email: alz@cont.canterbury.ac.nz
Web: www.conference.canterbury.
ac.nz/alzheimer2001

28 June-1 July
5th International Care/Case Management
Conference
Care/Case: Who Needs it?
Vancouver, Canada
Tel: +1 415 974 9600
Fax: +1 415 974 0300
Email: info@asaging.org
Web: www.asaging.org

29 June-1 July
4th Conference of the International Association
of Homes & Services for the Ageing
**One World, Diverse Approaches to
Housing and Care**
Vancouver, Canada
Fax: +1 202 783 2255
Email: iaalsa@aaahsa.org
Web: www.aaahsa.org/iaalsa

1-6 July
**International Association of Gerontology's
17th World Congress**
Vancouver, Canada
Tel: +1 604 291 5062
Fax: +1 604 291 5066
Email: iag@sfu.ca
Web: www.harbour.sfu.ca/iag/

9-14 September
10th IPA International Congress
Bridging the gap between brain and mind
Nice, France
Tel: +33 4 93 92 81 61
Fax: +33 4 93 92 83 38
Email: ipa2001@nice-acropolis.com

PUBLICATIONS

NEW FACTSHEET

Factsheet 9
Risk Factors in Dementia
Available in English (soon to be available in
Spanish) free from ADI Secretariat. Also
downloadable from the website
www.alz.co.uk

Alzheimer's At Your Fingertips

By Harry Cayton, Dr Nori Graham and
Dr James Warner
Clear and helpful answers to all your
questions about Alzheimer's disease and
other forms of dementia. £14.95 available
from Class Publishing, London W6 7BR, UK
(tel +44 1752 202301; fax: +44 1752
202333).

Managing Alzheimer's Disease in Primary Care

By Henry Brodaty
£12.95 available from Plymbridge
Distributors, Estover Road, Plymouth, Devon,
PL6 7PZ, UK (Tel: +44 1752 202 301; fax:
+44 1752 202 331; email: orders@
plymbridge.com. Please quote ISBN: 1-
85873-312-X.

Clinical Diagnosis and Management of Alzheimer's Disease Second Edition

By Serge Gauthier
£65 available from Martin Dunitz Publishers,
The Livery House, 7-9 Pratt Street, London
NW1 0AE (Tel: +44 020 7482 2202, fax: +44
020 7482 7088, email: arbl@globalnet.co.uk)

Alzheimer's Disease in Primary Care Second Edition

By Serge Gauthier
£9.95 available from Martin Dunitz
Publishers, The Livery House, 7-9 Pratt
Street, London NW1 0AE (Tel: +44 020 7482
2202, fax: +44 020 7482 7088, email:
arbl@globalnet.co.uk)

Decoding Darkness: The Search for the Genetic Causes of Alzheimer's Disease

By Rudolph E. Tanzi and Ann B. Parsons
£15.95 available from Plymbridge
Distributors, Estover, Plymouth PL6 7PZ, UK
(Tel: +44 1752 202 301; fax: +44 1752 202
331; email: orders@plymbridge.com. Please
quote ISBN: 0-7382-0195-2)

**Global
Perspective**

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Mailing list

If you would like to receive this newsletter, please give the
Secretariat your details. There is no charge, but donations are
always welcome.

Send us your comments

If you have any comments about or items for the newsletter (we
are particularly keen to hear from carers) please contact the
Secretariat.

Put your requests for help in Members' Forum

Member countries requiring help or information are asked to put
their requests in writing for inclusion in Global Perspective.



Carer story from the Philippines by Adele Joaquin

I wish I had known...

In our culture, being the only girl in the family and the youngest leaves you with no choice but to take care of your ageing parents. Even if or when you do get married, parents usually stay with their daughters and not sons. But this I count on as a privilege now more than a burden, for those who take care of their parents are truly blessed, this I believe.

Four years ago, I took a trip with my mother to the States as this had been my dream for sometime – but little did I know that it was going to be a difficult one. Although she was still moving about freely, I noticed she forgot lots of things I told her, so much so I had to repeat them once or twice and ended up getting so frustrated with all the miscommunication around the house. Then she would insist on doing household chores, only to find out she had left the stove turned on and smoke had filled the entire kitchen. This was all happening simultaneously and I never even knew these were the early signs of dementia.

Some two years ago, her repetitiveness became more apparent and depression set in. She refused to accept the fact that she had started to become forgetful. Still, I did not bring her to the doctor as we always thought that this went with age and there was nothing we could do about it. Then one day, she started having mood swings and accused other people of stealing her things. Again, I merely tried to appease her by helping her look for these missing objects she claimed

had been stolen. Until one fateful day, she started throwing things and almost hit me with a big piece of wood. That prompted me to consult a neurologist and later on a psychogeriatrician who said she had vascular dementia.

Had I known much earlier about this disease, I could have brought her to the doctor at once for proper care and medication. The problem was we always thought this was a normal part of ageing.

Today we are faced with this challenge of making other people aware of dementia so they may be helped before it is too late. There is a need to let people know, there is something that can be done about it. I was one of those who didn't know and I wish I had known...



Adele Joaquin with her mother

Technology to help with wandering

Carers of people with dementia may be interested to know that an electronic device has been developed in a bid to overcome the problem of wandering. The device – a lightweight watch – combines a pager with a home communication unit linked to a central service. When the person with dementia leaves a designated area, the system automatically alerts carers locally by pager. The home communication unit alerts the central service where a representative contacts carers for additional assistance.

The device can also be used in care centres where it has been designed to simultaneously monitor several people with dementia. In a care home setting, the device eliminates the need for locked doors and limitations on people who do not have dementia. In addition, portable units are available for group outings.

For more information visit the website www.homefreesys.com

Members' Forum

AUSTRALIA

Innovative respite care

The Alzheimer's Association in Western Australia has run a respite service since 1988 that began with home respite followed by a day centre. It has always been difficult to provide services for people in the early stages of dementia who themselves expressed the need for something purposeful and meaningful to do outside the home. The idea of the Host Family Respite model evolved in the association's search to fill this gap which aims to provide respite for up to four people in the home of a Host Family Careworker. Each home is known as a 'Home Club'.

The association searched for similar programmes to draw experience from, finding only the Scottish project 'Home from Home'. Funding came via a small State and Commonwealth grant in 1996 to pilot the Host Family Respite scheme for 12 months. The first Home Club opened in January 1997 and now there are 6 operating throughout the Perth metropolitan area. Recurrent funding was finally secured to continue the programme in 1998.



As clients of the Home Club tend to be physically active, bike rides, swimming and walks in the bush are common activities

SCOTLAND



Linda Grant, author of 'Remind me who I am again', launched Alzheimer Scotland – Action on Dementia's extensive new website at www.alzscot.org in August. The new site holds over 250 pages of information about dementia, coping with caring, treatment and research, plus a growing database of local dementia services throughout Scotland. A major feature of the site is that information flows both ways as online users can comment on public policy consultations, volunteer, and order publications.

How they work

The Home Clubs are open on two regular weekdays between 10am and 3pm. The service targets people who

- Have been diagnosed with dementia
- Are in the early stages
- May be reluctant to attend centre based respite
- Enjoy being in a small group setting
- May benefit from a special focus day (clubs are run for people with early onset dementia, men and women only days and days for very active people).

The association employs care-workers on a permanent basis to encourage continuity and whose homes are assessed for suitability. Support is provided by regular visits from a coordinator and staff take part in on-going training and

education. Activity resources are on loan to each Home Club from the association. Arranging transport has been the most challenging aspect of running the service, but not insurmountable.

Host Family Respite has often been the gateway through which families accept other services, which may include centre-based respite; home respite, personal care, home help and overnight short stay respite. The experience for the person with dementia has seen new friendships develop, with the common bond of their dementia and a tolerance and understanding of each other enabling them to talk openly about problems they are experiencing. Many groups have stayed together well past the early stages because they enjoy each other's company.

For more information contact the association by email gerri.clay@alzheimers.asn.au or visit their website www.alzheimers.asn.au/wa

SOUTH AFRICA/USA



Building bridges: Kathy Beukes (far right) and Mike Lord (centre)

Partnerships in ADI

A chance meeting between Mike Lord of the Alzheimer's Association New Mexico Chapter and Kathy Beukes of the Alzheimer's and Related Dementias Association (ARDA) of South Africa has led to an interesting partnership between these two groups.

Initial contact soon established that despite the huge physical distance and difference in availability of services and resources in the two countries they had so much in common; namely their commitment to bringing awareness of dementia to communities who, for a variety of reasons, they both have had difficulty in accessing.

Kathy soon arranged to visit New Mexico with Maria Modisagae, the development worker for the Gauteng region of ARDA. Spending a week together was an enriching experience for both groups. The South Africans, who have set up an awareness campaign to reach isolated communities in Soweto, benefited from sharing experiences with other cultural groups in New Mexico, such as the Navaho. Visiting this native community helped them approach their own indigenous groups 'with new eyes and ears'. For the Americans, hearing the challenges of South Africa brought new perspectives to help them meet the needs of their indigenous people and growing Latino communities.

Few things build relationships as effectively as undertaking a joint project – so the two groups presented the 'Reaching unreached audiences' workshop at the World Alzheimer Congress 2000. Delegates were encouraged to explore what they understood by this concept and how they have reached out to these audiences. It was exciting to discover how people are actively doing this throughout the world and how great the challenge is to establish relationships between different communities.

The visit and the World Alzheimer Congress 2000 came to an end with both groups cementing their relationship and knowing they will support one another in meeting new challenges.

GERMANY

October saw Deutsche Alzheimer Gesellschaft host Alzheimer Europe's meeting in Munich, the city where Alzheimer's disease was first described by Alois Alzheimer in 1906. Entitled 'Bridges into the Future' the meeting looked at the bridges that have developed within the European Alzheimer community and how these need to be continued between families and professionals, scientists and carers, and people with dementia and those who work for and with them.

USA

Celebrating 20 years of the Alzheimer's Association

The Alzheimer's Association celebrated its 20th anniversary in Phoenix, Arizona during its annual leadership conference which brings together its staff and volunteers across the USA. The anniversary dinner was hosted by David Hyde Pierce, star of the TV show *Frasier*. David looked back at the history of the Association from its early days when a group of scientists and caregivers met in a restaurant in Washington DC to form the association, under the leadership of Jerry Stone, to an organisation that has grown to a network of nearly 200 chapters across the country united in its efforts to support people with dementia and their families. The moving presentation celebrated the achievements of the association and the growth of the Alzheimer movement across the USA.

MEXICO

After working with people with dementia for 17 years, Maite Gonzalez from AMAES and a fellow nurse colleague have jointly developed the first behavioural and psychological symptoms of dementia course in Mexico aimed at nurses and carers. The course is based around developing practical skills and focuses on how to deal with many of the daily problems

which arise when caring for people with dementia, and the importance of recognising and dealing with caregiver burden.

Maite and her colleague have also been working with the national nursing school at the university in Mexico City to develop a professional development course for nurses with a more academic background, which is due to start in November.

Future plans involve courses at different private and government run hospitals and old people's homes, as well as making the courses available through the distance learning programme being set up at the national university. The International Psychogeriatric Association is also interested in copywriting the course and promoting it throughout Spanish speaking Latin America.

UK

Congratulations to the Alzheimer's Society (UK) and Alzheimer Scotland – Action on Dementia who have been jointly chosen as Tesco Charity of the Year for 2001. Tesco is the UK's leading supermarket chain and their Charity of the Year can raise funds through activities arranged with local stores. The target for 2000 is £2 million.

ASIA PACIFIC REGIONAL MEETING

Members of ADI, other groups and individuals from the Asia Pacific region met for the third time in Singapore at the end of August. Mr Chan Soo Sen, Parliamentary Secretary gave the opening address, which was followed by a plenary session on 'Dementia Action Facing Challenges' by Dr Nori Graham, chairman of ADI.

Keynote presentations focused on three main topics: caregiver

support, training professionals and increasing public education and awareness. These presentations were supplemented by workshops.

The meeting brought together members from Malaysia, Thailand, Hong Kong, Singapore, Australia, New Zealand, Japan and Korea. In addition, emerging associations in Indonesia, Philippines, Taiwan and Sri Lanka also participated.



Delegates from Indonesia, Singapore and Thailand with Elizabeth Rimmer, executive director of Alzheimer's Disease International

EMERGING ALZHEIMER'S ASSOCIATION

INDONESIA

The Indonesian Minister of Health, Dr. Ahmad Suyudi officially launched the Alzheimer's Association of Indonesia (IAZA) on 22nd July 2000 – three days after the close of the World Alzheimer Congress in Washington! The launch was followed by a public seminar attended by 300 people from various organisations across the country. Experts spoke on dementia and caregivers shared their experiences. After lunch, the IAZA committee met with regional

groups who agreed to become part of this national group.

The association is concentrating on raising awareness about dementia and is also setting up support groups, as well as education and training programmes. The secretariat is based in Jakarta where there are also plans to set up a telephone helpline.

The Indonesian Minister of Health (right) with the chair of IAZA at the launch of the association



Spotlight on...

The Czech Republic

In 1991, the Centre of Gerontology was set up in Prague to provide a geriatric rehabilitation unit, a day care centre and home care services. However, it soon became clear that there was no provision for health promotion in older people and support for carers of chronically sick people, especially those with dementia.

Thus, the Centre initiated the Czech Alzheimer Society (CALS) in 1997 who receive support from the Ministry of Health and the Ministry of Social Affairs.

The society also works alongside Ageing Well Czech Republic (another organisation set up by the Centre) to raise the media profile and participate in discussions with ministers. Although they have done much to improve awareness and care, there is still much to be done. The society is now trying to lobby for dementia drugs to be made

available free of charge. Currently, the monthly cost of these drugs is equivalent to most older people's monthly income.

CALS runs several activities including:

- Telephone helpline run by trained volunteers from 8am-8pm
- Information centre where people can drop in and take away printed information
- Five o'clock tea support groups
- A safe return programme – this was set up by running a media campaign on identification (and other issues according to the wishes of the families and people with dementia) and advertising the telephone number of the central register.
- Respite care (supported from a grant from the Ministry of Social Affairs)



Pavla (left), co-ordinator of respite care, with the resident cat, Pipina, and a visitor to the centre

The Society's logo is a dragonfly and since 1998 they have awarded badges to people who have stimulated and helped with the development of care for people with dementia. Interestingly, they have also developed a booby prize (model of a decomposed dragonfly) which is awarded to journalists who report dementia in a misinformed way!

The Society now has 14 branches throughout the country all of which provide information and organise public lectures. They also have a website www.gerontocentrum.cz

Developing early stage dementia support groups

The needs of people in the early stages of dementia have been overlooked and underserved with few programmes in existence. As early diagnosis improves and as concerns about the incidence, cost and consequences of dementia grow, this gap has become more apparent.

However, innovative programmes are now providing follow-up to diagnosis and a supplement to drug treatments. These programmes have the added benefit of reaching families in the early stages as well as letting them know about other dementia services sooner. Early stage

programmes around the world include:

- Matching early stage individuals with medical students in a geriatric education programme in Chicago
- Early stage group members participate in professional training and media events in New York and also have a writing group
- Australia has evaluated the benefits/outcomes of early stage support groups and also has a national network for facilitators
- Canada has an early stage programme with a social/activity

focus for people who can no longer participate in discussion groups

- Support groups in Johannesburg, South Africa

If you would like more information on early stage support groups or would like to order 'Developing Support Groups for Individuals with Early Stage Alzheimer's Disease: Planning, Implementation and Evaluation' please contact Robyn Yale at 1067 Filbert Street, Suite 100, San Francisco, California 94133 USA, Email RobynYale@Yahoo.com



Dr Martin Prince, co-ordinator of 10/66, at the World Alzheimer Congress 2000

Progress report

10/66 Dementia Research Group: two years on

Some of you may be surprised to learn that less than 10% of all population-based research into dementia has been directed towards the 66% or more of all people with dementia who live in developing countries. Consequently, Dr Martin Prince has set up the 10/66 Dementia Research Group to redress this imbalance by encouraging active research collaboration between centres in different developing countries and between developed and developing countries.

10/66 was founded in 1998 at ADI's annual conference in Cochin, India and now has over 100 members from 32 countries in 5 regional networks. ADI has supported and fostered the development of the 10/66 group which is now an important ADI activity.

A key achievement of the group to date is that some 90 researchers in 28 centres have been trained in the elements of dementia diagnosis and clinical practice. In addition, dementia diagnosis and caregiver assessment measures are now available in the main Indian languages, Mandarin, Cantonese, Spanish and Portuguese.

Pilot studies

There are two main pilot studies being carried out by members of the group:

- (i) Development of methods of diagnosing dementia in population-based research that are not biased by culture or education and
- (ii) Looking at the care arrangements for people with dementia and the impact of these on caregivers

Principal findings from the pilot studies show:

- Caregiving throughout the developing world is associated with high levels of perceived strain, and with a very high prevalence of 'common mental disorder'
- Levels of caregiver strain were broadly comparable with those recorded in Europe. There was also some evidence that caregivers from Indian and Chinese cultures were less likely to acknowledge burden. The amount of time spent caring also seemed to vary widely between cultures with Indian and Chinese caregivers typically being less

involved than caregivers in Latin America and the Caribbean, perhaps reflecting a greater sharing of caring in extended family units. There was a general tendency for denser crowding in the household to be associated with lower levels of caregiver strain

- Caregiving is associated everywhere with substantial economic disadvantage
- People with dementia in developing countries commonly live in multi generational households with their children and their grandchildren

Future research plans

In the absence of services for people with dementia and their families in most developing countries, and given the extensive negative impact apparent from the pilot studies, development and evaluation of interventions for caregivers is a high priority. Furthermore, as dementia is a hidden problem in most developing countries and health care services are not orientated to meet the needs of people with dementia, there needs to be some mechanism for identifying

cases in the community and any intervention needs to be delivered in the home setting using existing resources.

In many centres the Multi-Purpose Health Worker may offer a solution. These generic community-based health workers exist in some form in many developing countries health and social welfare systems. After achieving a basic standard of education these workers receive additional training in simple health care programmes. They are generally given a catchment area responsibility, and get to know all of the families in their local area.

10/66 now has funding from Friends of ADI to carry out a pilot feasibility study of the development and implementation of an educational intervention for caregivers of people with dementia in three Indian centres, using multi purpose health workers.

10/66 is committed to producing good quantitative and qualitative population-based research, which in turn will:

- Inform local health and social policymakers of the extent of the problem in the community, and the need for services
- Assess the psychological, practical and economic impact upon family caregivers
- Increase our understanding of the underlying genetic and environmental risk factors for AD

For more information about the 10/66 Research Group please contact Martin Prince at: Institute of Psychiatry, De Crespigny Park, London, SE5 8AF, UK email: m.prince@iop.kcl.ac.uk, web: www.alz.co.uk/1066

A netcast video recording of Martin Prince's presentation at the World Alzheimer's Congress is available at www.alzheimer2000.org/news/webcast

Carer Education Programme in Scotland

'I thought that I was the only one having to deal with these things. I wish I had known earlier that I wasn't alone, that there were others in the same circumstances I could have shared this with and learned from'
(Husband, Dumbarton)

The Carer Education Programme was initially devised and developed by Alzheimer Scotland – Action on Dementia in response to carers dissatisfaction with the quality and quantity of information they received from statutory, private and voluntary organisations. This service has now been funded as a full time project for the past seven years. In this time, there have been quantitative and qualitative improvements in service delivery and continuing developments in associated areas of service as a direct result of the programme.

Through the Carer Education Programme, Alzheimer Scotland – Action on Dementia aims to:

- Give carers realistic information about topics related to dementia
- Improve and extend the care of people with dementia
- Increase carers awareness of their rights and local resources
- Increase the confidence carers have in their ability to cope
- Help carers to recognise their status and their own personal limitations.

Importantly, the courses are developed in complete consultation with carers themselves. Carers actively participate in the planning of course content, design, timing and location and in doing so retain ownership of the training, which has a fully needs led approach.

'I consider the course was very worthwhile. The presentations highlighted and explained problems we all experience. A relaxed atmosphere was created with a good rapport. Everybody participated and the support literature is a helpful resource for home'
(Daughter, Dumfries)

Agencies providing training in dementia care generally do so for workers. It is imperative that staff be given training, but the army of family carers caring 24 hours a day are generally left to learn by trial and error.

If you would like more information about the Alzheimer Scotland – Action on Dementia Carer Training Programme please contact:

Lori Stevenson or Alex Murphy, Carer Education Programme, Alzheimer Scotland – Action on Dementia, 142 Queen Street, Glasgow, G1 3BU, UK, email CarerEd@Alzscot.org

“ I was trained to be an engineer. No one ever showed me how to be a carer ”

Highlights

World Alzheimer's Day

21 September 2000 was a special day with people participating in events organised by Alzheimer's associations and individuals from the four corners of the world! There were press releases, leafleting campaigns, seminars and radio interviews from Iceland to Indonesia!

Peru celebrated World Alzheimer's Day for the first time by setting up large tents in two parks where they gave out materials and carried out Mini Mental State Examination tests for anyone over 60. Alzheimer's Foundation of Malaysia had an exhibition in the largest shopping mall in Malaysia whilst the Poissy branch of Alzheimer France had an information display in their local pharmacy. Over 1000 volunteers from the Alzheimer's Association of Japan supported leafleting campaigns in 72 locations throughout the country.

Using the media has taken some groups activities to a much wider audience. The Alzheimer's Association of the Dominican Republic arranged for two national TV stations to visit two families and make a documentary about coping with Alzheimer's disease at home. The programme has been so successful that they are still showing it on national TV – sometimes even twice a day! The Polish Alzheimer's Association invited the actor who plays the role of a person with dementia on TV to their street campaign whilst Yarmouk Well-Aging Association secured press releases in the three main daily newspapers – a first in Syria.

Tea and coffee days are popular ways of getting people together whilst raising money at the same time. As well



Nagasaki, Japan: you're never too young to learn

as the Canadians (who organised 13,000 coffee mornings across the country), the Scots also organised their 4th annual tea day, which has so far raised £35,000.

Some Alzheimer's associations used the day to alert governments to their work and the needs of people with dementia and their carers. Members of the Alzheimer's Society of Canada read out statements to the House of



Community display in a pharmacy (Poissy, France)



Running for the Philippines



Sister Sheila Devane in Tanzania (right) with the cheque from the Alzheimer's Society of British Colombia

Commons in Ottawa. Puerto Rico marched on the island's capital and the Federated Association of Family Alzheimer Associations in Spain presented some workshop findings to the Minister of Employment and Social Affairs.

Other groups combined the day with either an AGM or national conference: Nova Scotia, Canada dedicated their AGM to their volunteers; Greater Miami Area Chapter of the Alzheimer's Association made a presentation to their founder; El Salvador held their 4th National Symposium on Alzheimer's disease which was inaugurated by the Minister of Public Health and Social Affairs; Mexico City hosted a conference in collaboration with the local government and secured press releases in most national newspapers, radio and TV stations; and Thailand held their annual conference.

World Alzheimer's Day is an excellent day on which to launch new projects. AUDAS in Uruguay officially inaugurated their day centre whilst Egypt opened up a new



Over 1,000 groups from Stranraer to Shetland participated in Scotland's 4th National Tea Day

branch in Mansoura. Alzheimer Scotland – Action on Dementia launched their first Polish Outreach Service and information for carers in a variety of other languages. And the Medical Missionaries of Mary in Arusha, Tanzania have launched a dementia project with money raised from Alzheimer's Society of British Colombia's (Canada) annual climb up Mount Kilimanjaro!

Several groups combined World Alzheimer's Day with education programmes, workshops and seminars. A department within the State of Florida and the Miami-



Campaigning on the streets of Hiroshima, Japan



Raising awareness with the Pan Cyprian Committee of Alzheimer's Disease



Memory Walk in the US

Dale education and planning committee organised a programme for the predominantly Hispanic community of Hialeah. Local community groups including the local chapter of the Alzheimer's Association also sponsored the programme. The Alzheimer's Association of Korea also used the day to promote caring and counselling programmes, as well as launch their website. The Alzheimer's and Related Disorders Society of India observed a dementia awareness week with various events organised throughout colleges, women's organisations and neighbourhood groups. The day itself was marked with the seminar 'Dementia – Challenges for the Millennium'.

Walks and fun runs have always been popular: the Greater Georgia Chapter of the Alzheimer's Association held a series of three Memory Walks in metro Atlanta raising over \$250,000! Walks were also organised in Hamburg, Germany and Auckland, New Zealand.



Inauguration of a public meeting in Cochin, India

Finally, as the Czech Alzheimer Society held their annual concert, the Pan Cyprian Committee of Alzheimer Disease concluded eight days of activities with a Gala Dinner Dance, which was attended by national and local government representatives. The Greek Alzheimer Association held a ceremony in the Great Hall at Aristotle University. Residents in several nursing homes in Turkey 'remembered old Istanbul' through paintings – 23 of which were selected for an exhibition that opened on 21 September.

We will shortly be working on the materials for next year's World Alzheimer's Day. If you have any suggestions for the theme, please contact the secretariat.

Dr Nori Graham, chairman and Elizabeth Rimmer, executive director were two of the thousands of walkers who took part in the Arizona Chapter of the Alzheimer's Association USA, 10th annual memory walk in Phoenix. Nori and Elizabeth were in Phoenix for the Association's 20th anniversary meeting and seized the chance to find out what a memory walk is all about. Cowboys, Indians, horses, dogs, giraffes and even zebras joined in the 5km walk through downtown Phoenix which raised over \$400,000 to support the work of the chapter. 'Memory Walk is a fantastic way to raise money and awareness and involve the community in the work of the Alzheimer's association, it is truly a team effort' said Nori Graham. Memory Walk is the premier fundraising event of the Alzheimer's Association USA and raised \$16 million across the country in 1999. ADI is now discussing with the Alzheimer's Association how Memory Walk could be used by members throughout the world.

Memory Walk 2000



Warming up for the walk!