

Cornerstone

Serving Southern Ohio, Northern Kentucky
& Southeastern Indiana

alzheimer's  association
Greater Cincinnati Chapter

VOLUME 30 NO. 1 | Spring 2015



From left: Gordon Milne, Clarissa Rentz,
Executive Director Paula Kollstedt and Tom Rotz.

Chapter Honors Volunteers For Outstanding Service

The Alzheimer's Association of Greater Cincinnati honored the work and contributions of its volunteers during the annual Chapter Appreciation Event at the Horseshoe Cincinnati on Thursday, Jan. 22.

In addition to a reception and brunch program for the 320 guests in attendance, the Alzheimer's Association of Greater Cincinnati recognized three individuals from Cincinnati with special awards for their outstanding contributions and service to the Chapter.

Clarissa Rentz was presented the President's Award, the Chapter's highest honor, for her leadership and long-time support of the Greater Cincinnati Chapter. During her 18 years with the Alzheimer's Association of Greater Cincinnati, Ms. Rentz served as Program Director and later as Executive Director.

Tom Rotz was honored with the John Horn "Roll Up Your Sleeves" Memorial Award in recognition of his work in support of the Walk to End Alzheimer's, The Longest Day and various other activities as executive director of The Kenwood by Senior Star.

Gordon Milne received the Elizabeth Bolles Outstanding Service Award in recognition of his work as a volunteer and advocate. As an individual with Alzheimer's, Milne has served as a spokesperson for the Alzheimer's Association as well as those affected by the disease.

"Last year, 650 volunteers gave nearly 6,300 hours of service to our chapter," said Paula Kollstedt, executive director of the Alzheimer's Association of Greater Cincinnati. "Their generous donation of time and talent enables our chapter to better serve thousands of families in the Tri-state affected by Alzheimer's disease. We are truly grateful for their support."

Our Success is in Your Hands



For more,
please see
page 7



Family Support Groups Offer Comfort to Caregivers

Some express their frustrations and fears. Others offer a kind word of encouragement. A few simply listen and take notes. Most seek advice, ideas and reassurance.

Although the reasons for attending an Alzheimer's Association Family Support Group (FSG) vary from person to person, all participants come away knowing that they are not alone in their caregiving journey.

"There is nothing like entering a room of people who 'get it' when it comes to caring for someone with Alzheimer's. Most people don't unless they have walked in your shoes," said Marilyn Anderson of Cincinnati.

Anderson, a registered nurse, and her husband have attended a variety of Early Stage programs, including the Early Onset Family Support Group at the Chapter's Linn Street office.

"As my husband's condition deteriorated, I felt the need for us to be involved with persons who understood what we were going through as well as to find more opportunities for socialization given he was no longer able to work," she said.



Continued on page 3

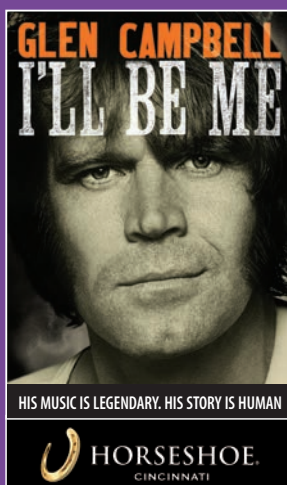
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Greater Cincinnati Chapter
644 Linn Street, Suite 1026
Cincinnati, OH 45203
(513) 721-4284
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alzheimer's association
Greater Cincinnati Chapter

**644 Linn Street, Suite 1026
Cincinnati, OH 45203
(800) 272-3900 – 24/7 Helpline
Fax (513) 345-8446
www.alz.org/cincinnati**

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Cornerstone is the official newsletter of the Alzheimer's Association of Greater Cincinnati. Comments or questions should be directed to Steve Olding at (800) 272-3900 or solding@alz.org.

2025 - A Promise Is a Promise



By Paula Kollstedt
Executive Director

of Alice describes those losses in raw terms.

"As a person living with early-onset Alzheimer's, I find myself learning the art of losing every day,"

Alice tells the audience at an Alzheimer's Association event during the film. "Losing my bearings, losing objects, losing sleep, but mostly losing memories...my most precious possessions."

"Everything I've accumulated in life, everything I've worked so hard for, now all of that is being ripped away. As you can imagine, or as you know, this is Hell. But it gets worse."

"Who can take us seriously when we are so far from who we once were? But this is not who we are. This is our disease. And like any disease, it has a cause. It has a cause, it has a progression, and it could have a cure. My greatest wish is that my children – our children – the next generation, do not have to face what I am facing."

Even when Alice and the tens of millions of families she represents experience those irreplaceable losses, they press on, heroes to the cause, determined to defeat the enemy at the door. And so must we.

Because for families now affected – and for our children and grandchildren who someday could be – failure is not an option.

The National Alzheimer's Plan, driven by the Alzheimer's Association and released by the U.S. Government in May 2012, set a goal to prevent and effectively treat Alzheimer's disease by 2025. To reach that goal – to keep that promise – the National Institutes of Health (NIH) set research milestones and timelines.

Simultaneously, the Alzheimer's Association, the world's largest private funder of Alzheimer's research, established a 10-year vision and recently began a "Mission Forward" initiative to ensure its 80-plus chapters across the nation are doing all that they can, as fast as they can, to keep the 2025

losing – people with Alzheimer's, and those who love them, are experts at it. Memories, moments, skills, self, passion, freedom, dreams...even friends and family can slip away as this disease closes in.

If you saw Julianne Moore's riveting performance in the Academy Award winning film "Still Alice," the character

promise. Together, we will be laser-focused on making quantum leaps to increase concern and awareness, enhance care and support, expand research, including participation in clinical trials, advance public policy through our efforts at the state and federal levels, and grow funding to achieve our mission.

To say nothing of the enormous personal devastation caused by this disease, in 2014 the U.S. spent \$150 billion – one in every five Medicare dollars – caring for people with Alzheimer's, while families spent an additional \$64 billion. Unless we act now, that amount is expected to reach nearly a trillion dollars by 2050.

We know smart investments in research

work. We know that increased focus on proper diagnosis and treatment makes all the difference in the quality of life for those battling chronic diseases. We have learned through experience that the only way to impact an epidemic is through trials and research. We know because the significant commitments made by NIH to combat heart

disease, HIV / AIDS and breast cancer have reduced deaths and extended lives.

No such commitment has been made for Alzheimer's disease – so while deaths from other top-10 diseases decreased in the last decade, Alzheimer's, the sixth leading killer, increased – 68 percent.

But change is on the horizon. Recent passage of the Alzheimer's Accountability Act, supported by nearly every politician in our region, will ensure Congress learns what scientists need to find an effective Alzheimer's treatment. The new bill requires NIH scientists to submit an annual Alzheimer's research budget proposal directly to Congress. This budget – similar to what is being done for cancer research – will specify the resources needed to achieve the National Alzheimer's Plan's goal of treatment and prevention.

You'll also see continued growth in programs, events, research funding and awareness as part of our Chapter's Mission Forward efforts. At the recent Alzheimer's Association Leadership Conference in Orlando, our Greater Cincinnati Chapter was one of just five chapters nationwide to receive an award for achieving the highest comprehensive performance against the Association's first strategic plan in all five priority areas over three years. The Greater Cincinnati/Northern Kentucky Walk to End Alzheimer's also received an award as the 18th largest Walk among more than 600 Walks nationwide.

Our staff is delivering record numbers of family care consultations, educational programs and support groups, as well as answering more Helpline calls than ever. We are strengthening partnerships with top corporations and working with you – our incredible supporters and volunteers – to make every event in our region bigger and better.

It's time to be bold. It's time to act and amplify our message. Because that's what it will take to ensure the future for our children and grandchildren – that's what it will take to keep the 2025 promise. As Babe Ruth famously said "You can't beat the person who won't give up."

And – with your help – we intend to hit this one out of the park.



Our Staff

Our Mission

To eliminate Alzheimer's disease through the advancement of research, to provide and enhance care and support for all affected, and to reduce the risk of dementia through the promotion of brain health.

Various programs and services are funded in part by the Ohio Department of Aging through the Council on Aging of Southwestern Ohio and the Area Agency on Aging District 7.



Paula

Chapter Programs Expanding Community Reach



By Susan Dickey
RN, MSN, Director of
Clinical Services

Our Program department has experienced a few changes since the last edition of *Cornerstone*.

We are very pleased to welcome Shannon Braun as our new Early Stage Program Coordinator (you can read more about Shannon in the adjacent story). Janet Milne is reducing her work hours so I am assuming the role of Director of Clinical Services. Janet will focus on professional and community education in her role as Educational and TrailMatch manager.

In recent months, I have spent a significant amount of time visiting our family support groups and mapping where they are located. Within our 27-county service territory we still have a number of areas without a family support group. To address this challenge, we plan to start six new family support groups over the next several months. We are still in the process of identifying leaders/facilitators for new support groups in Indiana, Clermont County and Clinton County. If you know of anyone in those areas that may be

interested, please contact me at sdickey@alz.org.

During the month of March we conducted training for new support group leaders and hosted our first annual networking meeting for all of our support group leaders. We felt a lot of energy and passion in that meeting. We are so lucky to have volunteers who are committed to serving in that role.

Finally, Chapter staff helped educate the public on Alzheimer's disease in a unique way earlier this year. Chapter representatives took questions from the audience following the play "The Other Place" at the Ensemble Theater. "The Other Place" focused on the story of a young woman with Alzheimer's disease. Staff also answered audience questions after six showings of the film "Still Alice" at the Mariemont Theatre over two weekends in February. Julianne Moore received an Academy Award for her portrayal of a woman with Young Onset Alzheimer's in that film.

These events provided great opportunities to both educate the public and bring greater awareness of this important cause, our Association and our services.

Braun to Lead Early Stage Program

The Alzheimer's Association of Greater Cincinnati recently welcomed Shannon Braun, LISW, as its new Early Stage Program Coordinator.

Braun, a native of Anderson Township, attended St. Ursula Academy and received a BA in Psychology from St. Louis University. She returned to Cincinnati after college and earned her Master's degree in Social Work with a concentration in Health Care and Gerontology from the University of Cincinnati.

"We are delighted to have Shannon join our program team. She is compassionate, professional and has the capability to grow our Early Stage programming," said Susan Dickey, Director of Clinical Services.

Braun's own experience of living with someone with dementia enhanced her interest in helping caregivers as a profession.

"When I was in high school and college, my grandma had dementia and lived with my family. I took an interest in her care and recognized

the lack of resources for my mom," said Braun.

"The Alzheimer's Association gives me an opportunity to support people going through similar circumstances and enact positive change on an individual and community level. It is truly a welcoming environment."

Braun adds that a particular focus of her work will be to engage individuals in the early stage of dementia and their care partners to come together and support each other.

"I hold caregivers in the highest esteem and feel honored to help advocate for such extraordinary members of our community," she said. "I want to give a voice to those affected by the disease and let them know they are not alone."



Shannon Braun

Family Support Groups

Continued from page 1

The Alzheimer's Association of Greater Cincinnati currently conducts 20 Family Support Groups in its service territory each month. Under the guidance of a trained facilitator, FSG meetings allow caregivers the opportunity to discuss their experiences with others in a supportive, welcoming environment. Groups normally range in size from six to 10 members but can be as large as 16 or more.

Bill Rice of Covington regularly attended a FSG meeting at St. Elizabeth Hospital in Fort Thomas while caring for his wife, Julia. Following her death from vascular dementia, he continued as a co-facilitator for the group since 2009.

"I find it interesting that so many individuals keep coming to the support groups even after their loved one is gone," said Rice. "But many want to simply help others in a similar situation and offer help and advice."

Rick Wormus and his wife, Lois, have attended several Alzheimer's Family Support Groups, including the FSG at Twin Towers Senior Living Community in College Hill.

"I almost hate to say it but it helps to come away knowing my situation is so much better than some who are there," said Wormus, whose mother began showing signs of dementia four years ago. "It helps put things in perspective for you."

Since moving his mother into their home, the couple has used other Association programs and professional referrals.

"The legal aspect will probably be the most helpful right now. We recently signed on with an attorney to help with estate planning," said Wormus.

In some cases, presenters giving professional advice become clients seeking help.

Matt Darpel, an elder law attorney in Northern Kentucky for the past 30 years, has provided legal presentations at Alzheimer's Association seminars and programs for years on a variety of legal issues, including Medicaid and estate planning.

When his own mother was diagnosed with Alzheimer's, he did not hesitate contacting the Alzheimer's Association.

"My family and I have been working with Elise (Sebastian) with the Alzheimer's Family Support Group for the better part of two years," he said. "I have found the Alzheimer's Association to be invaluable in assisting families to deal with the many issues associated with Alzheimer's disease."

In some cases, lasting friendships result from the FSG meetings.

"I have found many persons with whom I could e-mail or have coffee with for support and sharing. They patiently wait to give the gift of listening when needed," said Anderson.

According to Susan Dickey, Chapter Director of Clinical Services, approximately 125 people currently participate in one of the FSG programs each month.

"To better serve our communities, we will be starting six new support groups in the next year," said Dickey. "Just last month we had 20 people go through our facilitator training as we work to provide groups throughout our service area."

For more information on the FSG program or a meeting in your area, call (800) 272-3900 or visit www.alz.org/cincinnati.

RESEARCH TRIALS NEED YOU



Research advances require research participants.
For details on trials near you, call the
Alzheimer's Association Helpline at
800-272-3900 or visit www.alz.org/trialmatch.

Did You Know We Have Some Incredible Resources?



By Elise Sebastian
Director of Clinical
Outreach

Outpatient geriatric assessment centers (GAC) are growing in popularity. By popularity I'm referring to a demand in resources which has been led by the "Silver Tsunami," which, by the way, appears to be headed directly towards our health care system.

Most GAC's have created a multidisciplinary or interdisciplinary care team. These teams are specifically designed to evaluate a multitude of factors within one session. If we were to take a peek inside one of these GAC's we would see a physician who specializes in geriatrics, neurology or Alzheimer's disease, a social worker, nurse, physical therapist and occupational therapist.

These teams use a variety of comprehensive assessments, screening tools and evidence-based scales to compile measurements or indicators based on the caregiver's concerns and medical history. To round out the session, an image of the brain is ordered along with bloodwork. This data is then used to provide highly specialized services and interventions to the patient and his or her care-partner; these sessions last 3-4 hours.



Crossroads Hospice recently presented Elise Sebastian with its 2015 Caring More Award for her work with the Alzheimer's Association. Ms. Sebastian (center) is pictured with several of her co-workers.

The same approach (specialized geriatric care teams) is being used in another setting. In 2011, a study at a local hospital examined the effectiveness of a system called structured interdisciplinary bedside rounds in a hospital. The hospital unit, where this system was evaluated on, focused on serving the geriatric population. The unit is referred to as an acute care for the elderly unit (ACE) and their team had some compelling results to share. "Results indicated that hospital staff were significantly more satisfied working in an interdisciplinary team than those who were not involved." (Gausvik, 2011).

This approach to care on the ACE unit not only made for desirable working conditions it also specialized in individual patient needs and interventions so well that the readmission rate to that unit was reduced by 9% (results reported at the 2015 Alzheimer's Association of Greater Cincinnati Symposium by Dr. Jeffery Schlaudecker).

The bottom line is this; if we are lucky enough, we are all going to age. We are also going to need more access to resources. Our local Geriatric Assessment Centers and the ACE unit

are two methods of care; methods which offer highly successful outcomes.

Call our helpline for more resources related to your care situation at (800) 272-3900.

Connecting with Multicultural Community



By Jill Gorley
Multicultural and
Community Outreach
Coordinator

Did you know that African-Americans are about twice as likely as whites to have Alzheimer's or another dementia, and Hispanics are one and half times as likely?

The Multicultural Outreach program at the Alzheimer's Association strives to raise awareness and connect culturally diverse families to educational programs and supportive services. With the help of the Chapter's Mosaic Advisory Council,

we provide culturally competent programming at churches, senior centers, health fairs and other locations.

June is Alzheimer's & Brain Awareness Month. To honor and support caregivers, we have partnered with Mercy Health to host our annual

African-American Caregiver Forum. This year's forum will be held at the Cincinnati-Hamilton County Community Action Agency on Tuesday, June. 30. The program, which includes breakfast at 8 a.m., is free to the public. Registration, however, is required by contacting me at (800) 272-3900 or jgorley@alz.org.

The Greater Cincinnati Chapter has also partnered with the local chapters Alpha Kappa Alpha Sorority, Inc., (AKA) the first African-American Greek-lettered sorority in the country, to fight Alzheimer's on June 21, The Longest Day. The Longest Day is a team event to raise funds and awareness for the Alzheimer's Association®. Held annually on the summer solstice, the duration of this sunrise-to-sunset event symbolizes the challenging journey of those living with the disease and their caregivers.

To register for The Longest Day, visit: alz.org/thelongestday or contact our 24/7 Helpline at (800) 272-3900.



The Alzheimer's Association of Greater Cincinnati hosted its first all-Spanish language program at the Su Casa Hispanic Center on February 28. Dr. Karla Ramirez of Mercy Health Physicians spoke about Alzheimer's disease and the Hispanic population.

Delaney and Schlaudecker Join Board of Directors

The Alzheimer's Association of Greater Cincinnati recently welcomed Meredith Delaney and Dr. Jeffrey Schlaudecker to its board of directors.

"We're thrilled to have Meredith and Jeff join our board," said Executive Director Paula Kollstedt. "Each is an outstanding leader in their respective fields who brings a wealth of professional expertise and deep personal commitment to our cause."

Delaney is director of Development for the University of Cincinnati – UC College of Blue Ash. A graduate of West Virginia University, she received her master's in Communications from the



Meredith Delaney

University of Cincinnati. A resident of Cincinnati, she also serves as vice chair of the Literacy Council of Clermont and Brown Counties.

Dr. Schlaudecker is Associate Professor of Family and Community Medicine at the University of Cincinnati College of Medicine.

A graduate of Northwestern University majoring in Human Communications Science, Dr. Schlaudecker earned his medical degree at the University of Cincinnati College of Medicine. In 2013, he earned his master's in Education (MEd).

A member of the Chapter's Professional Advisory Council, Dr. Schlaudecker was a keynote speaker at the Alzheimer's Association of Greater Cincinnati 2014 Symposium.



Dr. Schlaudecker



Report: Treatment Would Save Lives and \$Billions

The U.S. could save \$220 billion within the first five years of a treatment for Alzheimer's disease being introduced, according to a new report from the Alzheimer's Association.

The Alzheimer's Association report, *Changing the Trajectory of Alzheimer's Disease: How a Treatment by 2025 Saves Lives and Dollars*, takes an in-depth look at the potential lives saved and positive economic impact if a hypothetical treatment that effectively delays the onset of Alzheimer's disease is discovered and made available to Americans by 2025.

The report shows that meeting the 2025 goal of the national Alzheimer's plan would reduce the number of individuals affected by the disease by 2.5 million within the first five years of a treatment being available. A treatment introduced in 2025 that delays the onset of Alzheimer's would cut the number of people in 2050 who have the disease by 42% – from 13.5 million to 7.8 million.

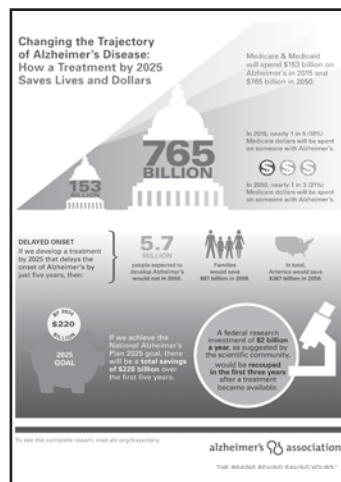
"Alzheimer's disease is a triple threat, with soaring prevalence, lack of treatment and enormous costs, that no one can afford," said Harry Johns, president and CEO of the Alzheimer's Association. "If we're going to change the current

trajectory of the disease, thus saving lives and money, we need consistent and meaningful investments in research from the federal government."

The report reinforces the value of reaching the 2025 goal set by the National Plan to Address Alzheimer's Disease mandate by the National Alzheimer's Project Act. If the federal government were to invest \$2 billion per year as recommended by the scientific community, then it would recoup its investment within the first three years after a treatment became available.

While delaying onset, finding a cure and saving lives are the most important goals, bringing some financial relief to the health care system and those affected by the disease is also a top priority. Under the Alzheimer's Accountability Act, Congress has required the National Institutes of Health to submit a professional judgment budget to Congress every fiscal year until 2025 to help guide them in allocating funding for Alzheimer's research.

A full text of the *Alzheimer's Association Changing the Trajectory of Alzheimer's Disease: How a Treatment by 2025 Saves Lives and Dollars* can be viewed at www.alz.org/trajectory.



2015 Facts and Figures: Only 45% Told of AD Diagnosis



The Alzheimer's Association 2015 *Alzheimer's Disease Facts and Figures* report, released March 24, found that only 45 percent of people with Alzheimer's disease or their caregivers say they were told the diagnosis by their doctor. In contrast, more than 90 percent of people with the four most common cancers (breast, colorectal, lung and prostate cancer) say they were told the diagnosis.

The Alzheimer's Association 2015 *Facts and Figures* report also found that people with Alzheimer's or their caregivers were more likely to say they were told the diagnosis by their doctor after the disease had become more advanced. According to the Association, this is a problem because learning the diagnosis later in the course of the progressive brain disease may mean the person's capacity to participate in decision making about care plans, or legal and financial issues, may be diminished, and their ability to participate in research or fulfill lifelong plans may be limited.

One of the reasons most commonly cited by health care providers for not disclosing an Alzheimer's diagnosis is fear of causing the patient emotional distress. However, according to the new report, "...studies that have explored this issue have found that few patients become depressed or have other long-term emotional problems because of the [Alzheimer's] diagnosis."

Benefits of Disclosing an Alzheimer's Diagnosis

According to the Alzheimer's Association, telling the person with Alzheimer's the truth about his or her diagnosis should be standard practice. Disclosure can be delivered in a sensitive and supportive manner that avoids unnecessary distress. The benefits of promptly and clearly explaining a diagnosis of Alzheimer's have been established in several studies. Benefits include better access to quality medical care and support services, and the opportunity for people with Alzheimer's to participate in decisions about their care, including providing

informed consent for current and future treatment plans.

The Alzheimer's Epidemic and Its Impact

The 2015 *Facts and Figures* report provides an in-depth look at the prevalence, incidence, mortality and economic impact of Alzheimer's disease and other dementias – all of which continue to rise at staggering rates as the American population ages.

Prevalence, Incidence and Mortality

- An estimated 5.3 million Americans have Alzheimer's disease in 2015. Barring the development of medical breakthroughs, the number of Americans with Alzheimer's disease will rise to 13.8 million by 2050.
- Almost half a million (approx. 473,000) people age 65 or older will develop Alzheimer's in the U.S. in 2015.
- Two-thirds (3.2 million) of Americans over age 65 with Alzheimer's are women.
- Alzheimer's disease is the sixth-leading cause of death in the U.S., and the fifth-leading cause of death for those age 65 and older.

Costs and Financial Impact

- Alzheimer's is the costliest disease to society. Total 2015 payments for caring for those with Alzheimer's and other dementias are estimated at \$226 billion, of which \$153 billion is the cost to Medicare and Medicaid alone.
- Total payments for health care, long-term care and hospice for people with Alzheimer's and other dementias are projected to increase to more than \$1 trillion in 2050 (in current dollars).
- In 2014, the 15.7 million family and other unpaid caregivers of people with Alzheimer's disease and other dementias provided an estimated 17.9 billion hours of unpaid care, a contribution to the nation valued at \$217.7 billion.

Full text of the *Alzheimer's Association 2015 Alzheimer's Disease Facts and Figures* report can be viewed at www.alz.org.

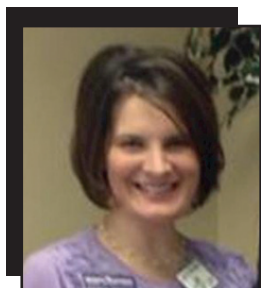
Talking Research

More than 100 interested guests attended a special research presentation entitled "Pathways to a Prevention and a Cure" at Cooper Creek Event Center in Blue Ash on March 17. The event, which was free to the public, featured Dr. Gregory Jicha of the Sanders-Brown Center on Aging at the University of Kentucky and Dr. Robert Krikorian of the University of Cincinnati. They discussed recent developments in research as well as the importance of clinical trials.



Right picture, from left: Dr. Jicha, Executive Director Paula Kollstedt, Dr. Krikorian and Chapter Board President Dr. Derek van Amerongen.

What's it Going to Take?



By Krista Powers
Development Director

A day in the life here at the office is never the same. While my role focuses on fundraising, and our team has a goal of doubling revenue over the next five years, this is never separated from the core mission of serving individuals and families who are battling Alzheimer's. Our audacious goal is not because we want to work longer or harder, rather because the cause demands it!

This morning I received a call from a dear friend who I met just over a year ago through the Association. Steve called to share the very sad news that after 13 years of battling Alzheimer's disease, his beloved mother passed away. My Monday morning resolve to conquer the week melted at the sound of his broken voice and painful words. It makes no difference that this time was long in coming or that she is out of her suffering...the fact stands, hers was a precious life that was stolen by Alzheimer's far too soon.

In other columns of this newsletter, you'll read about the advocacy work being done at the state capital, the research updates and efforts always in motion, and certainly the invaluable services of our clinical team. And, you've likely read a statistic we've shared

in the past that nearly 50,000 people in the Tri-state are impacted by Alzheimer's. What you may not know, though, is that while we are working tirelessly with politicians, scientists and clinicians our Chapter serves a mere 5-8% of the individuals who are diagnosed in our community. Sure, we serve an additional 10% of people and professionals through education as well, but the fact is we need to get word out about our free services! We need earlier diagnoses and interventions from our clinical team who walk this path with families like Steve's who invested 13 years with his mother as Alzheimer's disease stole her memories, her independence and ultimately her life.

In May, Steve will run the state of Ohio and raise funds in memory of his mom. Yep...you read that right! He'll be on foot for nine days with more than 200 miles clocked at the end. What will you do? Think about it this way...this newsletter lands in 21,000 homes. What if each of those households committed to switching out a coffee shop treat each week and instead gave \$2 a week to the Association? That would total \$104 per year – or more than \$2 million dollars if every single person reading this column made that pledge!

Sounds easy enough, doesn't it? Let's get this done, my friends! Let's be sure we're available to everyone who needs us in the Tri-state. Let's end this disease for future generations!

Third Party Fundraisers

Cherish the Memories Dance Offers \$18,000 Valentine

The tenth-annual "Cherish the Memories" Valentine's Dance was a record success, raising \$18,000 for the Alzheimer's Association of Greater Cincinnati.

More than 300 guests attended the dinner and dance at Receptions in Erlanger, Ky. on Saturday, Feb. 14. The evening featured dinner, music and dancing as well as silent and live auctions. Jesse Tack of B105.1FM served as celebrity deejay for the evening.

The dance is a true labor of love for Cris Suesz, who came up with the idea for a Valentine's Day dance in memory of her father, Charles McQueen, whom she lost to Alzheimer's disease 11 years ago. Since its inception, the event has raised nearly \$100,000 for the Alzheimer's Association of Greater Cincinnati.

"We need to continue to fight Alzheimer's and find a cure," said Suesz.

"We also need to make sure those families dealing with Alzheimer's every day are getting the support they need."



Chazziz Car Show Revs Up the Revenue

The annual Chazziz Car Show was held February 28 and March 1 at the Roberts Centre in Wilmington, Ohio.

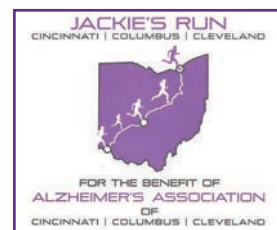
Nearly 400 attendees enjoyed an awesome show with more than 75 cars, door prizes, vendor booths games and music by Chazziz DJ Service. Charlie Hargrave and his crew sent in checks totaling \$900 and have raised more than \$4,400 for the Alzheimer's Association over the past five years through this special event.



Jackie's Run Heads North

Steve Schwalbach, the man who ran the state of Kentucky in 2014 in honor of his mother, Jackie, is doing it again. This year, Steve will be accompanied by Walt Neubauer of Columbus and Joshua Strzala of Cleveland as they run the state of Ohio to raise awareness and funds for Alzheimer's disease from May 23 - 30.

Visit <http://act.alz.org/2015JackiesRun> to learn more or to donate.

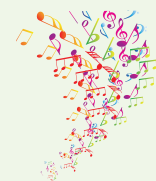


Singing the Praises of Taylor and Walnut Hills High Schools

Sing for a Cause, a high school choir and orchestral concert involving two Cincinnati area public schools, was back for 2015. The event held at Walnut Hills High School took place on Saturday, March 21. Guests enjoyed beautiful music

from Taylor and Walnut Hills choirs and helped to raise money in support of the Alzheimer's Association.

The event raised \$12,000 for the Alzheimer's Association.



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Walk to End Alzheimer's 2015 Schedule

Cincinnati/Northern Kentucky Walk

Saturday, Oct. 3

Sawyer Point, Cincinnati

Butler, Warren & Clinton Counties Walk

Saturday, Sept. 12

Voice of America Park (New location)

Portsmouth Walk

Saturday, Sept. 19

Market Square, Portsmouth

Adams, Brown & Highland Counties Walk

Saturday, Aug. 29

Adams County Fairground, West Union

**Grant, Pendleton &
Bracken Counties Walk**

Saturday, October 10

Grant County Park, Crittenden, Ky.

For more information, visit: www.alz.org/cincinnati.

Artwork Makes Benefit a Truly Memorable Event

While the annual Art of Making Memories is similar to many events that raise money for a worthy cause – live music, tasty food and drink, celebrity emcees, auctions, people having a good time – it's the artwork that makes this event uniquely special.

Since its inception, the annual fundraiser for the Alzheimer's Association has featured the artwork of participants in the Alzheimer's Association Memories in the Making® art program, a program that allows individuals in the early and middle stages of Alzheimer's disease or related dementia the opportunity to express themselves through their drawings, sketches and paintings.

This year's benefit will be held at the Horseshoe Casino Cincinnati on Thursday, May 7. It will include a special exhibit featuring the work Memories in the Making participant Sr. Miriam



Thomas, a Catholic nun who will be celebrating her 100th birthday this year.

A number of the Memories pieces will be available for purchase through a silent auction.

Horseshoe Cincinnati GM Kevin Kline and his wife, Kim, are the honorary chairs for this year's event. Rodney Lear and Molly Bischoff will serve as co-chairs of the event planning committee. Bob Herzog of WKRC-TV returns as event emcee.

Last year's Art of Making Memories attracted more than 600 guests and raised \$183,000.

For more details or to order tickets, contact Special Events Manager Diana Bosse at (513) 721-4284, email her at dbosse@alz.org or visit: www.alz.org/cincinnati.

Time is Running Out to Join ALZ Stars

Just a few weeks remain before our ALZ Stars Race for the Brain Team participates in the Cincinnati Flying Pig Marathon on May 2-3. But it's not too late to join.

Whether you are a runner or walker, challenge yourself to help change the course of Alzheimer's disease by signing up for the 5K, 10K, half marathon, full marathon or four-person marathon relay events that will be conducted that weekend.

Nearly 100 runners and walkers joined ALZ Stars last year, raising \$20,000 for the

Alzheimer's Association. Over the past five years, the ALZ Stars team has raised more than \$100,000 for the Alzheimer's Association through the Flying Pig Marathon.

There is no registration fee or fundraising requirement to join the ALZ Stars team but event participants must pay their own entry fee to the Flying Pig.

Register at <http://act.alz.org/ALZStars2015> and begin fundraising today. Money raised through ALZ Stars benefits the care, support and research efforts of the Alzheimer's.



Celebrate The Longest Day

Join the Alzheimer's Association in celebrating The Longest Day® on June 21.

The Longest Day is an inspiring opportunity for community members to do something they love from sunrise to sunset while honoring those facing Alzheimer's disease, who essentially have the longest day every day. During the hours of sunlight on the summer solstice, one member of your team should be active in your chosen activity to raise awareness and raise funds for the care, support and research efforts of Alzheimer's disease.



There are few restrictions for The Longest Day. In fact, anyone can participate in any activity in any location. Last year people participated across the world by cooking, bowling, crafting, hosting tournaments, playing bridge and many other activities. How will you participate?

Contact Layne Haas at lhaas@alz.org if you are interested in joining the Chapter's task force to recruit new teams and engage in the second signature event of the Alzheimer's Association.

To register, or for more information on The Longest Day, visit: alz.org/thelongestday.

Message + Persistence = Success in Advocacy



By Steve Olding

Director of
Communications
and Public Policy

A few years ago, I had a conversation with a small group of participants at one of our Walk to End Alzheimer's events. They were curious about the latest budget news coming out of Columbus and Washington, which led to an impromptu discussion of politics and the progress of the advocacy efforts of the Alzheimer's Association.

One woman expressed her displeasure with the political process in general, noting that it didn't seem to matter which political party was in charge.

"It seems to me that our government makes easy things hard and difficult things impossible," she said.

Her friend added, "I just wonder sometimes if they (legislators) are really listening to people like us. Unless you have big-money lobbyists or unions speaking for you, you're going to be the odd man out."

Acknowledging that the political process can be slow and heavily influenced by big-money interests, I encouraged the group not to lose hope in their efforts to support the Alzheimer's Association and its public policy mission. Of course, it didn't take any real prodding on my part – they were well aware that many legislators, both at the state and federal level, view Alzheimer's disease as a major public policy health issue and support many of the Association's goals. The walkers also understood the importance of the Association's message and the need to be persistent in delivering that message to their elected officials.

As one walker said jokingly, "Nobody's going to open the door if you stop knocking."

Of course, the Alzheimer's Association and its volunteer advocates haven't stopped knocking. That persistence has led to several major public policy achievements over the past few years, including:

- Passage of the National Alzheimer's Project Act (NAPA) in 2010. NAPA launched the creation of a coordinated National Alzheimer's Plan (NAP) to address the federal government's efforts on research, care, institutional services and home and community-based programs. In 2012, NAP released a number of priority goals, including the development of an effective treatment or cure for Alzheimer's disease by 2025.
- An increase of more than \$150 million in Alzheimer's research funding through the National Institutes of Health (NIH), bringing the current total to more than \$650 million this year. Although still well below the goal of an annual investment in research of \$2 billion, it is definite progress.
- A growing number of states approving Alzheimer respite funding to support programs and services for those affected by Alzheimer's disease or other dementias and their caregivers.

But perhaps the most significant public policy achievement for the Alzheimer's Association occurred this past December with the passage of the Alzheimer's Accountability Act. The Act requires the director of the National Institutes of Health (NIH) to submit an annual professional judgment budget to Congress and the President detailing specific Alzheimer's research efforts as well as a budget estimate needed to meet the goals defined by the National Alzheimer's Plan. The Act, in effect, places Alzheimer's disease on the same elevated level as cancer and AIDS in terms of federal health priorities.

The future success of the Alzheimer's Association and its public policy efforts is largely dependent on the work of motivated and dedicated volunteer advocates who speak out in support of our mission and those affected by Alzheimer's disease. To reach those goals, we need more people to add their voices in support of the cause. If you are interested in becoming an advocate, go to www.alz.org and sign up. Your level of participation may be as simple as an occasional phone call or email to a legislator or as involved as regular office visits to the state capital...it's really up to you.

So take the advice of my Walk friend...keep knocking on that door.

Volunteer Spotlight

Gaines Shares Life Lessons with Support Group

The Alzheimer's Association of Greater Cincinnati is fortunate to have hundreds of generous volunteers serving in various capacities throughout the year. Although we cannot possibly spotlight every volunteer in Cornerstone, we appreciate their valuable support and service. In this issue, we feature Vickie Gaines.

Vickie Gaines has dealt with a variety of heart-breaking challenges in her own life, including the death of her infant first-born child, the loss of her husband and various personal health issues.

But she says that her experience as a support group facilitator has often been her best teacher of life lessons, including the meaning of caring and coping.

For the past 13 years, Gaines has been facilitator of an Alzheimer's Family Support Group at Highland District Hospital in Hillsboro, Ohio. The group meets every third Monday of the month.

"The support groups have taught me about sacrifice. I have watched family members struggle in dealing with the different stages and issues that are associated with someone who has Alzheimer's. I have seen caregivers die before their loved one with Alzheimer's. I have tried to emphasize the importance of caring for yourself or who will care for your loved one if you are not around," said Gaines.

A native of Dayton, Ohio and the mother of five, Gaines has been in the healthcare profession since 1990. She attended the University of Cincinnati and studied under Mary Miller for Activity Professionals. In December of 2000, she joined Highland District Hospital to work in the new Geriatric Behavioral unit also known as the Edith Brown Pavilion. As a group therapist focusing on coping techniques, she noted that families of patients with dementia also needed support and encouragement. Thus, the idea for an

Alzheimer's Family Support Group at the hospital was born.

"Vickie has been extremely committed to the Highland County Family Support Group. She goes above and beyond to ensure the success and continuation of the support group. The Alzheimer's Association and the Highland County community are quite lucky to have someone as passionate as Vickie on their side," said Melissa Dever, Branch Program Manager for the Alzheimer's Association of Greater Cincinnati.

Gaines points out that the support group provides caregivers the opportunity to vent, discuss caregiving issues and realize they are not alone.

"When my husband was dying, a wise man once told me that there are things in life that no matter what we do or how much we worry are still going to happen. So, stop and enjoy each moment you have instead of worrying. Enjoy the good things and let go of the bad," she said.

She adds that faith also goes a long way in dealing with life's obstacles.

"I am lucky to be alive considering my heart problems last year," she said. "My faith in God has been my strength. He must have a plan for me."

The Alzheimer's Association of Greater Cincinnati is always in need of volunteers for certain projects and tasks. To learn more about volunteer opportunities, please contact Layne Haas at lhaas@alz.org or call her at (513) 721-4284.



Vickie Gaines

Donor Recognition

The Alzheimer’s Association of Greater Cincinnati gratefully recognizes the following individuals, corporations and foundations who made contributions of \$250 or more to our Chapter’s Annual Fund as well as memorial and tribute gifts received between October 1, 2014 and February 1, 2015. Your support and generosity are vital to the services our Chapter provides to persons in our 27-county territory in Southern Ohio, Northern Kentucky and Southeastern Indiana. For a complete list of donations, please see the Cornerstone section of our website.

We have made every effort to acknowledge contributions and spell names correctly. If we have inadvertently omitted or misspelled your name, please contact Krista Powers at (513) 721-4284 or kpowers@alz.org.

The Greater Cincinnati Chapter depends on friends in our community to help support Chapter programs and services through donations, tributes, memorials and bequests. Thank you very much for your support.

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Why I Support the Alzheimer's Association

I became involved with the Alzheimer's Association because the person who has had the most influence in shaping who I am is suffering from this disease.

As a family we began our seemingly endless marathon down this long and perilous road of Alzheimer's disease over 12 years ago when my beloved mother, Dolores Burke, started showing signs of dementia. As the years unfolded she declined steadily to a critical point in late 2011 when we faced the reality that my father simply could not care for her at home anymore.

After many, many emotional family meetings we concluded that my mother's safety was in jeopardy if she was not in the care of professionals who would have eyes on her 24 hours a day. My father's health was also in decline in his demanding role as primary caregiver and we had to address that as well. After some serious issues in the beginning of finding the right place to care for her, we thank God that she has successfully adapted to Meadowbrook Care Center and for the peace of mind we have that she is receiving stellar care from a compassionate staff and administration.

Even with this aspect of our journey having been addressed with the necessary solution that was right for our family, we will forever carry a profound sadness that my mother's life for the last 12 years has been – and will continue to be until her death – denied the fullness that she and every person deserves. So many family milestones have occurred in the years that my mother has been plagued by this disease that she has not been able to participate in much less comprehend.

I am angry that my parents worked all their lives and made so many sacrifices personally and financially to give us what we needed to be set up in this life to be productive adults and contributors to society. They should be enjoying their retirement

together knowing their work is done and living a stress free life. Instead, my mother and father will live out their days apart from one another out of necessity. My mom has been robbed of being able to continually share her wisdom with my two sisters and me and her three grandchildren as we all get older. My dad is robbed of the full presence of his partner, whom together, they celebrated their 50th golden wedding anniversary just a few months ago in September.

I know our story is not unique and is shared or similar to some degree with every reader of *Cornerstone*. And sadly it is multiplied in the millions in this country and around the world through other families trying to do their best to co-exist with this thief and sinister foe that is Alzheimer's disease. That is simply not acceptable.

I got involved with the Alzheimer's Association for that very reason and to honor my mother by making efforts to work towards a world where those that we love don't just slip away little by little right in front of our eyes.

I conclude by citing one of my favorite pieces of advice that I received as it pertains to getting people involved. This advice is to leave your audience/readers with a call to action. Don't hint. Don't imply. Don't suggest. So I am being clear and direct when I say, there is more that each of you reading this can do. Reach out in support of a caregiver in need. Make the commitment to use some of your free time to volunteer with the Alzheimer's Association. Fundraise. Share your talents.

Finally, I extend a heartfelt thank you to the Alzheimer's Association of Greater Cincinnati for the incredible work they do and for allowing me the opportunity to be involved.

If we all join the fight, each one of us, we can conquer this. It takes every single one of us. Join the fight with me.



By Barbara Burke, Guest Columnist

Program Calender

Family Education

What Families Need to Know... When the Diagnosis is Alzheimer's Disease or Another Dementia

What: An educational series for families of individuals with Alzheimer's disease or another dementia. Separate topics are presented at each session.

Cost: Free, but advance registration is required.

Contact: To register for a program, download a registration form at www.alz.org/cincinnati or call the Cincinnati office at (800) 272-3900.

Hamilton County

Where: Bethesda North Hospital, 10500 Montgomery Rd., Cincinnati OH 45242 - Golder 2 Meeting Room on June 4, 11 & 25; Golder 1 Meeting Room on June 18

When: 4-part series held on Thursdays, June 4, 11, 18 & 25 from 6 to 8 p.m.

Butler County, Ohio

When / Where: Summer 2015, location and times to be announced.

Cincinnati

Where: Alzheimer's Association, 644 Linn Street – 3rd Floor Conference Room, Cincinnati, OH

When: 2-part series held on Saturdays, August 8 & 15 from 9 a.m. to 1p.m.

Living with Alzheimer's for Caregivers: Early Stage

What: A three-part series of education/support sessions for individuals diagnosed in the early stages of Alzheimer's disease or another dementia and their primary caregivers. Participants must have an awareness of their diagnosis and a willingness to discuss it.

Where: Alzheimer's Association, 644 Linn Street - 3rd Floor Conference Room, Cincinnati, OH

When: Wednesdays, April 15, 22 and 29 from 6:30 - 8:30 p.m.

Cost: Free, but advance registration is required.

Contact: Call Shannon Braun, 1-800-272-3900 for additional information.

Living with Alzheimer's for Caregivers: Late Stage

What: This program will discuss resources, monitoring care and providing meaningful connection for the person with late-stage Alzheimer's.

Where: Alzheimer's Association, 644 Linn Street - 3rd Floor Conference Room, Cincinnati, OH

When: Tuesday, April 28 from 2 to 3:30 p.m.

Cost: Free

Contact: To register for a program, download a registration form at www.alz.org/cincinnati or call the Cincinnati office at (800) 272-3900.

Memories in the Making® and Time for Caregivers

What: An ongoing series that offers creative expression and enrichment activities to individuals with early to middle stage dementia and their primary caregivers.

Cost: Free. Participation is limited to the person with the diagnosis and the primary caregiver.

Contact: Joan Hock: 1-800-272-3900, for more information.

Where: The Centennial Barn, 110 Compton Road, Cincinnati, OH 45215

When: Mondays, from 10:30 a.m. to 12:00 p.m., April 6, 13, 20, 27, May 4, 11, 18, June 1, 8

Where: The Sharonville Community Center, 10990 Thornview Drive, Cincinnati, OH 45241

When: Thursdays, 10:30 a.m. to 12 p.m., April 9, 16, 23, 30, May 7, 14, 21, 28, June 4, 11

Alzheimer's /Dementia Lunch & Learn for Families

What: These programs will provide an opportunity for families and caregivers to learn and ask questions about Alzheimer's disease and dementia, while receiving support from others in similar situations. You are invited to attend any or all of the programs listed below.

Cost: Free but registration is required since lunch is provided at each session.

Contact: To register or for more information, call Melissa Dever, 740-710-1821

Highland County

Where: Highland County Senior Center, 185 Muntz St., Hillsboro, OH 45133

When: June 23 – Communication.

September 22 - Understanding Behavior

December 15 - Dealing with the Holidays

Time: 11:30 a.m. to 1 p.m.

Jackson County

Where/When: May 21 – Communication, Jenkins Care Community, 142 Jenkins Memorial Rd., Wellston, OH

Where/When: August 20 - Understanding Behavior, Four Winds Nursing Facility, 215 Seth Ave., Jackson, OH

Where/When: November 19 - Open Discussion (Group will choose topic), Jenkins Care Community, 142 Jenkins Memorial Rd., Wellston, OH

Time: Noon to 1:30 p.m.

Scioto County

Where: Best Care Nursing & Rehab Center, 2159 Dogwood Ridge Rd., Wheelersburg, OH

When: April 14 - Understanding Alzheimer's Disease and other Dementia

July 14 - Communication October 13 - Understanding Behavior

Time: 1:30 - 3 p.m.

Community Education

Know the 10 Signs

What: The 10 Signs Program are a key tool in promoting recognition of common changes that may help with early detection and diagnosis of Alzheimer's disease or another dementia. Early detection is vital in providing the best opportunities for treatment, support and planning for the future.

Program can be scheduled by request at community locations.

Cost: Free

Contact: Call Janet Milne at (800) 272-3900 to schedule a program at a community site.

Memory Loss, Dementia and Alzheimer's Disease Basics

What: This program provides a general overview of Alzheimer's disease and related dementias so that participants know what to expect, what they should learn and what to do next.

Program can be scheduled by request at community locations.

Cost: Free

Contact: Call Janet Milne at (800) 272-3900 to schedule a program.

Healthy Habits for a Healthier You

What: Health of the brain and the body are connected. Research is providing insights into how to optimize our physical and cognitive health as we age.

This program provides recommendations in the areas of diet and nutrition, exercise, cognitive activity and social engagement for promoting healthy aging.

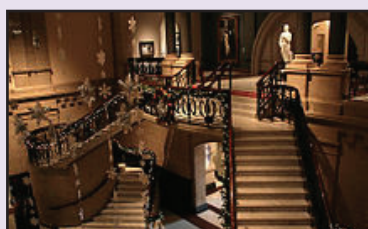
Program can be scheduled by request at community locations.

Cost: Free

Contact: Call Janet Milne at (800) 272-3900 to schedule a program.

Memories in the Museum

Designed specifically for individuals with memory loss, the Memories in the Museum program is a collaborative effort between the Alzheimer's Association of Greater Cincinnati, Taft Museum of Art, Cincinnati Art Museum and the Contemporary Arts Center. Each month, with the assistance of trained docents, individuals with memory loss and a guest take guided tours of museum exhibits. In addition to the tours, attendees can also participate in art-making exercises focused on the exhibit theme.



Upcoming tours include:

Cincinnati Art Museum – Wednesday, May 6

Taft Museum of Art – Wednesday, June 3

Contemporary Arts Center – Wednesday, July 1

Cincinnati Art Museum – Wednesday, Aug. 5

All programs begin at 10 a.m. The programs are free but reservations are required. For more on the Memories in the Museum program or to register for one or more of the museum tours, please contact Joan Hock at (800) 272-3900 or jhock@alz.org.