

Global Perspective

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

The Alzheimer University

Owing to the great success of the Alzheimer University last year, the course is being run again in London. Module one comprises a series of workshops helping new and emerging Alzheimer's associations to become stronger, and will take place on 26-28 June. This year, representatives from Trinidad & Tobago, Malaysia, Lebanon, Slovakia, Romania, Russia, Egypt, Thailand and Nigeria have been invited to attend. The course has received funding from Janssen.

ADI is developing module two of the Alzheimer University. This second module aims to strengthen the work of existing associations and will be run during ADI's annual international conference, which this year is being held in Johannesburg from 16-18 September. Module two will also be structured in a series of workshops, dealing with topics such as coping with growth, campaigning and fundraising.

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Strengthening WHO relations

Last January, ADI met with the World Health Organization to explore ways in which the two organisations could collaborate further. The meeting was a very productive one, identifying several ways in which the two can work more closely. Possible future initiatives include a message from Dr Brundtland, the Director General of WHO, for the World Alzheimer's Day bulletin, developing a WHO factsheet on dementia, and exploring the idea of a WHO sponsored symposium at ADI's annual conference.



WHO AND ADI (LEFT TO RIGHT): Dr Alex Kalache, Dept of Ageing and Health; Dr Miriam Hirschfield and Dr Leonid Prilipko, Dept of Mental Health; Elizabeth Rimmer, ADI executive director; Dr Rex Billington, Dept of Mental Health; Dr Nori Graham, ADI chairman.

Global Embrace

1999 is the International Year of the Older Person. To celebrate this event, the World Health Organization (WHO) have launched a global campaign for the year which will culminate in the Global Embrace on 2 October 1999. The

Global Embrace will be a series of walk events world wide, for which WHO are keen for as many organisations as possible to take part. If you are interested in participating or organising a walk, please contact: Ageing and Health Programme World Health Organization 20 Appia Avenue, 1211 Geneva 27 Switzerland
Tel: +41 22 791 3486
Fax: +41 22 791 4839
Email: activeageing@who.ch

ANNOUNCEMENTS

CONFERENCES

1999

12-14 April

Dementia, depression in old age*Psychopharmacology in elderly, community care*

Beijing, China

Tel: +1 847 784 1701

Fax: +1 847 784 1705

Email: ipa@ipa-online.org

Web: www.ipa-online.org

6-7 May

Multidisciplinary Conference on Pick's Disease and Frontotemporal Dementias

Philadelphia, USA

Fax/phone: +1 609 374 8774

Email: iradin@bellatlantic.net

27-30 June

Ageing Societies in a New Millennium*Global Trends in Care and Services*

Island of Oahu, Hawaii

Tel: +1 202 508 9410

Fax: +1 202 783 2255

Email: iaahsa@aahsa.org

Web: www.aahsa.org/iaahsa

30 June-2 July

A Meeting of Minds*9th Alzheimer Europe Meeting & Alzheimer's Disease Society 20th Anniversary Conference*

London, UK

Tel: +44 171 306 0606

Fax: +44 171 306 0808

Email: Lbennett@alzheimers.org.uk

Web: www.alzheimer-conference.org/

5-7 July

Women's Health: The Nation's Gain*International conference with a special focus on older women in Asia*

Singapore

Tel: +65 336 8855

Fax: +65 336 3613

Email: dmc@kenair.com.sg

Web: www.asiawomen.org.sg

18-21 July

Diversity in Caregiving: Exploring Possibilities*Alzheimer's Association Eighth National Alzheimer's Disease Education Conference*

California, USA

Tel: +1 312 335 5790

Email: diane.stultz@alz.org

15-20 August

Challenges for the New Millennium: Professional, Cultural and Regional Diversity*9th Congress of the International Psychogeriatric Association*

Vancouver, Canada

Tel: +1 604 681 5226

Fax: +1 604 681 2503

Email: congress@venuewest.com

7-11 September

4th Congress of the European Federation of Neurological Societies

Lisbon, Portugal

Tel: +351 1 847 25 77

Fax: +351 1 847 37 46

Email:

efnscongress99@mail.telepac.pt

16-18 September

Dementia, Challenge of our Time, Creating Hope for the New Millennium*Alzheimer's Disease International 15th International Conference*

Johannesburg, South Africa

Tel: +27 21 762 8600

Fax: +27 21 762 8606

Email: adi99@globalconf.co.za

Web: www.globalconf.co.za/adi99

21-25 September

The Tapestry of Care: Creating a Pattern for Dementia Management*Alzheimer's Association Australia National Conference*

Near Perth, Australia

Tel: +618 9332 2900

Fax: +618 9332 2911

Email: promaco@promaco.com.au

Web: www.promaco.com.au

International directions

ELIZABETH RIMMER, EXECUTIVE DIRECTOR



I've just come back from a visit to Johannesburg, meeting everyone involved with the preparations for our 15th annual conference this year. The conference venue is about an hour's drive outside of the city but very near the airport. ARDA (Alzheimer's and Related Disorders Association of South Africa – the conference hosts) have put together a stimulating programme which will be of great interest to delegates throughout the world. During the conference there will be the opportunity to see firsthand some of the outreach work ARDA are doing into communities with little knowledge and understanding of dementia.

This is our first conference to be held in Africa, where there is little awareness of dementia. We are encouraging the participation of other African countries which will hopefully lead to the development of more Alzheimer associations.

As I write this preparations are under way for the second regional meeting of ADI members in Latin America which is being hosted by Mexico. Most members in Latin America are sending delegates and invitations have been extended to potential members in the region.

We have started to look outwards to strengthen our relationships with other organisations and we are looking forward to working more closely with the World Health Organization and Alzheimer Europe this year.

1-2 October

Mild cognitive impairment: relationship to aging and incipient Alzheimer's disease*2nd Leonard Berg Symposium on Alzheimer's Disease*

St. Louis, USA

Tel: +1 314 286 2881

Fax: +1 314 286 2763

Email: ADRCedu@neuro.wustl.edu

Web: www.adrc.wustl.edu/adrc/symposium.html

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 01752 202 331

Email: orders@plymbridge.com

Please quote ISBN: 1-85873-312-X

3-6 October

The First International Congress on Vascular Dementia

Geneva, Switzerland

Tel: +41 22 908 1855

Fax: +41 22 908 1835

Email: vascular@kuoni.ch

Carers' checklist - an outcome measure for people with dementia and their carers

By Claire Hodgson, Irene Higginson and Peter Jeffreys

£10.00 available from

The Mental Health Foundation,

20/21 Cornwall Terrace,

London NW1 4QL

Tel: +44 171 535 7400

Fax: +44 171 535 7474

PUBLICATIONS

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



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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.



A carer's story from Australia

What is it like to be a former carer?

I carry the impressive sounding title of 'graduate carer' – there are many of us. My dear husband, John, died four years ago after a long battle with Alzheimer's disease, sadly a battle always lost. We do have hope for a research breakthrough to eventually change that.

What is life like after becoming a graduate carer? I found the need to fill my days, generally excessively. I expect I thought this would take away the hurt, but it really doesn't. Now I am very busy with various activities but accept the fact I will feel lonely, cheated, and yes, sometimes angry.

I must emphasize how lucky I am to have a loving and supportive family and remind myself they have suffered a loss too. Families, support your carer at all times.

I continue to attend our Wollongong Support Group, hoping I can help carers who are facing

similar situations to mine. I am a member of the Speakers' Bureau. We tell our stories to those who invite us to do so. We assist in education programmes conducted by colleges and sometimes nursing homes. This is a very positive way to spread awareness of Alzheimer's disease and to give insight into carers' roles and their needs. Feedback is encouraging. Carers say how good it is to know others have experienced what they are living through. We do feel we are quite alone with our problems until they are shared.

I hope I can continue to support others, which is also supportive to me. Most graduate carers still need and appreciate support. Perhaps support groups can address this need in their programmes. I'm sure it would be appreciated.

I try to keep up to date with research information, at times



Pauline Milton and her husband, John during an overseas holiday when he had just been diagnosed with Alzheimer's disease.

encouraging, so far no more than that. I have made some good friends through the Association, friendships which will last and do help in coping with life as a graduate carer.

Book review

Managing Alzheimer's Disease in Primary Care

by Henry Brodaty

As a whole general practitioners find the diagnosis of dementia difficult, and long-term management in the community even worse. The rising prevalence of dementia, and the rising profile of Alzheimer's disease, have stimulated interest amongst general practitioners in training programmes and educational sources that will help to close the knowledge gap. Professor Brodaty's small book is such a resource, covering diagnosis, assessment, course and management of common problems clearly and succinctly. One unusual but important feature is a tabulated comparison of normal forgetfulness and early dementia that will be very useful in practice as an increasing number of older patients bring their worries about memory loss to their doctor. Brief sections on the 'long haul', the importance of enjoyment, and 'growing down' cue the reader into thinking concretely about how to communicate with patients and their families – the biggest concern of general practitioners in a recent

UK study. The management sections of the book are well balanced, with a discussion of drug options for secondary prevention and a particularly valuable chapter on psychological and behavioural signs and symptoms including depression, psychotic syndromes and behavioural disturbances. This book will help general practitioners to synthesize the necessary knowledge of neurobiology, the neuropsychology of cognitive decline, family dynamics around the patient with dementia, and the social dimensions of care in very practical and potentially fruitful ways. Supplemented by a good working relationship with other primary care professionals – community psychiatric nurses in particular – it could help change the culture of care of dementia in general practice.

*Steve Illife, Reader in General Practice,
Royal Free Hospital Medical School*

Details of the book are given under Publications on page 2

Members' Forum

CUBA

The Cuban Alzheimer association held a meeting on 20-21 November 1998 under the auspices of the Health Ministry, the Ministry of Sciences and the Pan-American Health Organization. Some 200 people attended, representing professionals and caregivers from all over the country.

One of the most interesting things to come out of the meeting was the relationship established between caregivers, family members, professional and researchers and the proposals put forward for people with Alzheimer's disease in Cuba. During the conference the book, 'Manual para cuidadores de pacientes con demencia' (manual for carers of people with dementia) was presented. The book summarizes international and Cuban experiences and will be made available to colleagues in Latin America.



GUATEMALA: Hope and friendship live on after the devastation of hurricane Mitch

GUATEMALA

The bad and the good of hurricane Mitch

Last November, much of Central America, including Guatemala, was devastated by hurricane Mitch. The catastrophe has, however, shown that in times of need faith, hope and friendship remain alive.

Since last July, the Guatemalan Association ERMITA have been working on a Distance Education Programme in collaboration with the Health Department and some other organisations. The programme focuses on older people and people with dementia, not just in Guatemala but in many other Spanish speaking countries, increasing the level of education and communication

between doctors and other health-care professionals.

However, after the region was hit by the hurricane, the programme looked as if it would come to a halt, as government and other company funding was cancelled and redirected to emergency relief. Although Guatemala did not suffer huge human losses, the country's infrastructure was severely destroyed.

Desperate for help, ERMITA contacted ADI who approached several organisations. The response was great, illustrating how associations are keen to get together and help others in need out. Unfortunately, the Association are still short of funds, but hope to make up the financial shortfall so as to be able to

CONTINUED ON PAGE 6...

ARGENTINA

*Alma's 10th Anniversary:
1988 - 1998*

Congratulations to ALMA (Spanish for Soul) who celebrated their 10th birthday last year. The association started with just a few determined families and without really realizing it, have come through ten years. Often they have felt unsure of which way to go, or burdened and heartbroken as they could not meet the needs of families. However, they decided to carry on and meet their goal 'to offer those with Alzheimer's disease and their families a better quality of life'.

Many people have helped along the way and shared with them in their endeavors. Each person

knows how they have helped ALMA become what it is today. ALMA have compared their work to that of a flock of migrating birds, who by flying in a V-shape increase their power by at least 71%, as compared to a lone bird. Thus, people that share the same direction and have a sense of commu-

nity can reach and achieve their wishes in a much easier and faster way.

ALMA wishes to thank all the families who have supported them, ADI, the professionals who are always on their side and work for free and their donors who have placed their trust in them.

ALMA's 10th birthday party!



EMERGING ALZHEIMER ASSOCIATIONS

MALAYSIA

The Alzheimer's Disease Foundation (ADF) of Malaysia came about in 1996 from a Rotary Club project based in Shah Alam, Selangor. Initiated by Ong Eng Joo, whose mother has Alzheimer's disease, interest was low until the Foundation registered as a company in August 1997. Things picked up further in July 1998 after their member Catherine Siow had a story about her mother, who also has AD, printed in the newspaper. Response to the article was overwhelming as several caregivers found themselves in the same plight. Public awareness of AD remains low, and families who know about AD would rather take care of their loved ones in their own way. Prior to the formation of ADF, Malaysia, there was no national body or society for AD.

Following the first few months after the story was highlighted, the Foundation focused on increasing public awareness of AD. The first support group meeting was held on September 3, 1998 and was attended by about 30 people. At this meeting, Catherine was elected chairperson of the support group and Ong Eng Joo adviser. Six committee members were also elected. The support group meets on the first Saturday of every month.

The Foundation went about organising a Public Forum on AD in September 1998 which was attended by over 200 members of the public. The speakers were mainly technical committee members of the Foundation, namely specialist doctors. Approximately 40 caregivers joined the support group as a result of this forum, and each meeting is attended by an average of 20 people.

In December 1998, the Foundation co-ordinated a fund-



TAIWAN: Organising committee and speakers from Taiwan, Hong Kong and Singapore

raising event under the auspices of the Rotary Club of Shah Alam, where the famed Malaysian Children's Operafest Choir performed a musical. Various speakers have been invited to the support group meetings. These have included a psychiatrist who guided a session on group sharing and Susan Mende, vice president of the Tsao Foundation, Singapore, who spoke about caregiving. Dr Ng Li Ling from the Singapore Alzheimer's association also came and shared her experience with the Singapore day-care centre, New Horizon. ADF are also planning a day-care centre. Susan Mende was also part the panel speaking about AD on a local TV news-magazine.

However, due to human resource constraints, the Foundation has yet to set up a Secretariat and most of the paperwork is undertaken by James Wong, Ong Eng Joo and Catherine Siow. Recently, Cheng Chee Hui (whose mother also has AD and who attends New Horizon) was co-opted to draft a working paper on the day-care centre which will be presented to the Foundation board of trustees. The plans include a Secretariat and a resource library to be housed in the same premises.

TAIWAN

The first multi-national meeting of dementia care for the Chinese

A two day symposium entitled Caring for dementia for the Chinese: towards a better tomorrow in the 21st century was held in Taipei, Taiwan at the beginning of November 1998. Specialists were invited from Hong Kong, Singapore and Taiwan to share their experiences. One hundred and eighty participants from different national institutions attended, representing professional carers from nursing homes, long-term care planners, teachers from educational establishments, and nursing staff from teaching hospitals and health stations. The aims were to: (a) promote the concept of multidisciplinary care of dementia, (b) improve the quality of dementia care, and (c) to solidify the network of dementia care in Taiwan and countries of Chinese background. This symposium was probably the first time that Chinese professionals of the same ethnicity and culture have gathered to discuss these issues. Future meetings are being planned and will be held in the three participating countries on a rotational basis.

complete the report and share it with others. If you would like to make a donation, please contact ERMITA at: Asociacion Grupo ERMITA, 10a Calle 11-63, Zona 1, Apto B, PO Box 2978, 01901 Guatemala. Tel/fax +502 2 381 122. Email alzguate@quetzal.net

PUERTO RICO

The Puerto Rican association held its annual educational forum on 23 January. The forum specifically addressed carers and was attended by 130 carers and health care professionals. Feedback from the forum was extremely positive and 15 new members were accepted into the association.

During the last year, the association has been working on the development of its strategic plan and for new ways of implementing its aims for education, service and communication.



Reminiscence training

Remembering yesterday – caring today

A trans-national project involving 10 countries in a pilot project to assess the supportive effects of reminiscence training and activity programmes for people with dementia and their informal carers

At the 1987 Conference in London, 'Widening Horizons in Dementia Care' many speakers emphasised the value of reminiscence and exploration of life history as a communication tool which should be made available to informal carers. Many stressed the need for greater understanding of the reminiscence process by informal carers and recommended training in its potential and actual use and more on-going support. One obvious benefit posited for such reminiscence work (and supported by research from Japan undertaken by Dr Yukiko Kurokawa) was that it could enable carers to see their present role clearly in relation to past roles they have taken, especially in relation to the person they are now caring for. It could also have a bonding effect on both parties in the relationship and increase the sense of purpose, the motivation and the self-confidence of the carer.

Many eminent speakers underlined the vital importance of maximising the remaining long-term intact memories of people with dementia to reinforce their sense of identity and to reduce their sense of disorientation and isolation. The rekindling of personal memories tends to increase the sense of 'personhood' (the late Tom Kitwood's way of describing the uniqueness of the individual with dementia) and to evoke greater empathy and understanding in carers.

Immediately after the conference, the European Reminiscence

Network established a pilot trans-national reminiscence training and activity package for informal carers to pursue with carees. With financial support from the European Commission and strong backing from project partners in ten countries, small groups of informal carers with professional and volunteer support were established in 1998 with a commitment to run an 18-week project, to share results and to test the effectiveness of this particular intervention in improving understanding, ability to cope and quality of life of people with dementia and those who care for them.

The pilot project was carefully documented and evaluated and all the research was brought together at an international conference held in Vienna in November 1998 with a view to replicating the best practices and sharing successful innovations across the widest possible number of countries. Following the overwhelmingly positive response of all those involved in the project, the European Reminiscence Network Partners are now putting together a new manual on reminiscence in dementia care with support from the European Commission. This will be launched at an international conference in Stockholm in November 1999.

For more details on the project contact: Pam Schweitzer, Age Exchange, 11 Blackheath Village, London SE3 9LA, United Kingdom. Tel +44 181 318 9105 Fax +44 181 318 0060 Email: age-exchange@lewisham.gov.uk Web: www.age-exchange.org.uk

Become an associate member of Alzheimer's Disease International

Individuals and organisations can become associate members and receive the newsletter and notice of events and publications

I wish to become an associate member of Alzheimer's Disease International

Name

Address

.....

.....

.....

I enclose payment of

£10/\$15 or

a donation of £/\$

Payment can be made by cheque or banker's draft in either US dollars or Sterling, to

Alzheimer's Disease International
45/46 Lower Marsh
London SE1 7RG

Health and Social Policy on Ageing in South East Asia

SHAH EBRAHIM

PROFESSOR IN
EPIDEMIOLOGY OF
AGEING, UNIVERSITY OF
BRISTOL

Implications for people with dementia and their families

Concern over complacency

'The family will cope'. 'No special provision is necessary.' 'We, in the east, look after our elders'. 'It is not a priority'. These are some of the comments I received when asking government officials about the implications of ageing in south-east Asia. Given the very rapid pace of ageing here, these comments are a cause for concern for the Association of South East Asian Nations – ASEAN – which had commissioned a project on health and social policy on ageing among member countries.

Ageing population

The ageing of populations in ASEAN countries is a direct result of economic growth, public health reforms, successful maternal and child health programmes and fertility control. Life expectancy will exceed 70+ years in most of the region by 2020. With this trend, more elderly people will have to be supported by a smaller number of people of working age.

While the family remains the mainstay of support for frail and disabled elderly, smaller family sizes, more elderly people living alone, increased female participation in the labour force, and changing public attitudes may make continued reliance on the family – without any additional support – untenable.

Poor health policies

Health policies in the region are not well tuned to the needs of older people and their carers. For example, free primary health care at the point of use is going to be replaced by user charges (a World Bank policy) in the poorest countries. Training in geriatric medicine

and psychogeriatrics is very limited, although in Singapore an exemplary scheme is in place. Community rehabilitation programmes are generally supported by overseas aid and focus solely on the needs of the physically disabled. In most countries, despite the notion that the family will cope, nursing homes are being established – often funded by overseas investors with an eye to profits which may be made in large conurbations of Asia.

Uneven social policies

Social policies are little better. Pensions are only available to civil servants in most countries with no policies for the majority of the rural poor. Housing policy is often contradictory – slum clearances only provide small nuclear family accommodation. Caring and disability allowances are becoming more prevalent in the region's richer countries. In Singapore, tax relief is given for a range of social support tasks carried out by families. Organisations for senior citizens are widespread throughout the region – some of them are intended as vehicles for social control but others can and do provide a forum for political lobbying and direct service provision.

Model services

Excellent examples of family support programmes exist and include day centres, provision of meals, sitting services, assistive devices, and care-giver training courses. More effort should be given to extending such projects country-wide and sharing best practices throughout the region. The best chance that better

services become available will be through practical examples of what can be copied – people do want to improve services but ignorance of what can be done is common.

Community based care

Community based care for elderly people has been promoted in some countries. It involves:

- a re-orientation through training and management of primary care services towards case-finding and management of frail and disabled elders
- use of local networks of statutory and voluntary services, including religious groups
- local accessibility and acceptability of services
- most importantly, senior citizens involvement in the planning and implementation of care programmes.

Uncertain future

Prior to the catastrophic economic decline in ASEAN countries, it was intended to set up a range of ASEAN sponsored activities to share good practices, provide regional training and support national programmes of development on ageing. It remains to be seen what political will remains to tackle such tasks once the economic problems are overcome.

NEW FACTSHEETS

Two new factsheets are now available free of charge from the secretariat:

- Psychiatric and behavioural disturbances in dementia
- Drug treatments in dementia

SOUTH AFRICA CONFERENCE

ARDA – taking the challenge to create hope

ARDA was established in 1985. Since then ARDA has served as the only organisation in South Africa working solely to improve the quality of life of people with Alzheimer's disease or related dementias. Currently, it is estimated that there are about 81,000 people with dementia in South Africa. Figures for Sub-Saharan Africa indicate that the estimated 0.7 million people with dementia in 1990 will increase to some 1.8 million by the year 2020.

During the last 14 years ARDA has established a nation wide network of support groups, awareness programmes, educational material, a national telephone helpline, counseling and support services, and ongoing effective

media outreach and publicity campaigns.

The need for information, support and counseling is increasing at an alarming rate in South Africa and the diversity of culture and language in the country presents many challenges. ARDA has started an awareness campaign in Soweto, a city near Johannesburg, where trained volunteers go into the community to inform, educate and create awareness about Alzheimer's disease and related dementias amongst residents in a culturally appropriate way. In only three months approximately 3,000 people have been reached. The project is running smoothly under the supervision of a social worker and ARDA hopes to reach many



ARDA volunteers in Soweto with Elizabeth Rimmer, executive director of ADI

more communities in this way throughout the country. ARDA is hosting the ADI conference in September. It is hoped this will go a long way in helping to make dementia a household word in South Africa.

Hope and strengths are hallmarks of the greater South African community and so we welcome our conference theme:

Alzheimer's disease: the challenge of our time creating hope in the new millenium.

Conference secretariat: Global Conferences. Tel +27(21) 762 8600. Fax +27(21) 762 8606. Email adi99@globalconf.co.za. Website www.globalconf.co.za/adi99

Spotlight on fundraising

Memory Walk

Memory Walk is a trademark of the American Alzheimer's Association and stands as its premier fundraising event. It is the only national fundraiser for Alzheimer's disease and has grown significantly since its inception in 1989.

Memory Walk was hosted as a pilot programme by nine chapters in 1989, raising US\$150,000. In 1993, it was consolidated to the first full weekend in October, giving it a stronger national presence. The first national walk was hosted by 167 chapters, raising US\$4.5 million.

Today, Memory Walk is held by nearly 200 chapters and is attended by nearly 140,000 participants across the country. In 1998, more than US\$14 million was raised. Walks are held along city streets, rural roads, in parks, zoos and even on college campuses. The benefits of Memory Walk are far-reaching, enabling chapters to maintain helplines, organise support groups



Nearly 140,000 participants attend Memory Walk across the country

and even establish offices with paid staff.

Memory Walk is also a vehicle for raising awareness of Alzheimer's disease and of the association. 1998 Memory Walk co-chairs included Maureen Reagan, daughter of Ronald Reagan and several other TV celebrities. Their ties to Memory Walk

strengthened the association's visibility and attracted national media attention.

Chapters receive extensive year-round support from the national office. Comprehensive training is provided in issues such as participant recruitment, corporate sponsorship and goal setting. Training also provides chapters with the opportunity to network with each other. The national office also produces a variety of materials that chapters can utilize to organize and promote the walk. Information manuals, newsletters, logo sheets, brochures, T-shirts and baseball caps are a few of the items produced.

Memory Walk is truly a team effort that grows each year. Chapters and national staff work together to make the event a strong and unified national success. While each chapter's Memory Walk is unique, the goal is the same: to generate funds for the association.

If you would like to receive more information on the Memory Walk, please contact Nicolette Coorlas at Alzheimer's Association, 919 N. Michigan Avenue, Suite 1000, Chicago, Illinois 60611-1678, USA; tel +1 312 335 5708; fax +1 312 335 1110; email Nicolette.Coorlas@alz.org