MEMORY SUNDAY
COMMUNITY ★ ★ AWARENESS ★ ★ SUPPORT

RESOURCES AND TOOLS FOR COLLABORATORS
WHAT IS MEMORY SUNDAY?

Memory Sunday is a faith-based event designed to raise awareness about memory loss and Alzheimer’s disease in the African American community. It is observed nationally on the second Sunday in June (or an alternative Sunday). It is an initiative of The National Brain Health Center for African-Americans, a program of the Balm and Gilead. As part of Memory Sunday, churches incorporate education about the prevalence of Alzheimer’s disease into religious services and related programs. This includes discussion about ways to reduce the risk of developing Alzheimer’s disease, available supports for care partners of those living with the disease and raising awareness about the importance of research.

The Memory Sunday collaborators offer educational program content and informational resources for faith communities to share with their congregations. This includes materials for both in-person and/or virtual presentations; organizations can choose which format works best for their community.

WHO IS INVOLVED?

The City of Boston’s Age Strong Commission, the Alzheimer’s Association, the Balm and Gilead, the Massachusetts Alzheimer’s Disease Research Center (MADRC) and religious leaders, community members, representatives from nonprofit organizations, healthcare and social service agencies.

“Since 2018, The Jet Setters of the Berea Seventh-day Adventist Church have hosted a community outreach program which lovingly educates participants on the signs, symptoms, effects, and other aspects of Alzheimer’s and other forms of dementia. This collaboration with the City of Boston, Alzheimer’s Association, several other faith based groups, Balm In Gilead, and the Memory Sunday New England Coalition has been the catalyst to provide open conversations to remove the stigma of dementia and share resource information with patients and caretakers. I am fortunate to be able to share in this opportunity to let those who are dealing with dementia know that they are not alone, and that it should be treated as any other medical issue. I am thankful to play a minor role. I look forward to the day when this debilitating disease is eradicated.”

Barbara Defoe, President
The Golden Jet Setters
Berea Seventh-day Adventist Church, Boston
## 2023 Collaborator Resources

Click on links below to access resources:

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<th>Age Strong Commission</th>
<th>Alzheimer's Association, MA/NH</th>
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<tr>
<td>617-635-3745</td>
<td>24/7 helpline: 800-272-3900</td>
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<td>Boston Memory Cafés</td>
<td>Programs and support</td>
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<td>804-644-2256</td>
<td>617-427-2500</td>
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<td>The Book of Alzheimer's</td>
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<th>Boston Senior Home Care</th>
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<td>617-451-6400</td>
<td>857-364-2140</td>
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[MADRC.ORG/MEMORY-SUNDAY](MADRC.ORG/MEMORY-SUNDAY)
Faith communities can promote Memory Sunday throughout the year by connecting it to current events and/or helpful resources. Following are samples of content a faith organization could include in their newsletter or bulletin:

**SAMPLE BULLETIN/NEWSLETTER CONTENT**

- Are you worried about your memory? Review the graphic below to learn the difference between normal, age-related memory problems and when to be concerned. For more information about Alzheimer's disease and related dementias, be sure to join us for Memory Sunday! (Church insert custom details about event)

![Age Related Memory Changes vs. Cause for Concern](attachment:image)

- Being a care partner for a person living with Alzheimer's disease or a related dementia can be challenging. The Alzheimer's Association has a 24/7 Helpline available to provide support. Be sure to join us for Memory Sunday to learn about other resources for caregivers. (Church insert custom details about event)

![24/7 Helpline](attachment:image)
Did you know that older Black Americans are twice as likely to have Alzheimer's disease or other dementias as older Whites? Review the fact sheet below for more information. Plan to join us for Memory Sunday to learn more about this topic. (Church insert custom details about event)

Join us for Memory Sunday in June - it's a program you won't want to miss! (Church insert custom details about event)
DID YOU KNOW?

» African Americans are twice as likely to develop Alzheimer’s disease as older White Americans. Variations in health, lifestyle and socioeconomic risk factors likely account for most of the differences in risk of Alzheimer’s and other dementia by race.

» African Americans may be more likely to be diagnosed in the later stages of the disease due to lack of access to insurance and affordable health care — a barrier that has grown as a result of the COVID-19 pandemic. This delay means these individuals are not getting treatments when they are most likely to improve quality of life, including some symptom relief and help maintaining independence longer.

» Delayed diagnoses means older African Americans may miss the opportunity to make important legal, financial and care plans while they are still capable, and may be unable to communicate their preferences to their families.

» Currently, African American participation in Alzheimer’s clinical trials is less than 10%. It’s critical to represent the broader population, including African Americans, in clinical trials to better understand how racial and ethnic differences may affect efficacy and safety.

ABOUT ALZHEIMER’S DISEASE

Alzheimer’s disease is not a normal part of aging — it is a progressive brain disease that causes problems with memory, thinking and behavior. Alzheimer’s is the most common cause of dementia, a general term for memory loss and other cognitive abilities serious enough to interfere with daily life. Although there is currently no cure for Alzheimer’s, new treatments are on the horizon as a result of accelerating insight into the biology of the disease.

10 WARNING SIGNS

As a leader of your faith community, you may be among the first to see signs of Alzheimer’s in a congregation member. The following is a list of warning signs to help identify symptoms that may be related to Alzheimer’s or another dementia. It’s possible to experience one or more of these signs in varying degrees, and it’s not necessary to experience every sign in order to raise concern.

1. MEMORY LOSS THAT DISRUPTS DAILY LIFE.

One of the most common signs of Alzheimer’s disease, especially in the early stage, is forgetting recently learned information — for instance, a new pastor’s name. Others include forgetting important dates or events, asking for the same questions over and over, and increasingly needing to rely on memory aids (e.g., reminder notes or electronic devices) or family members for things they used to handle on their own, such as attending a weekly Bible study group.

WHAT’S A TYPICAL AGE-RELATED CHANGE?

Sometimes forgetting names or appointments, but remembering them later.

2. CHALLENGES IN PLANNING OR SOLVING PROBLEMS.

Some people living with dementia may experience changes in their ability to develop and follow a plan or work with numbers. They may have trouble following a familiar recipe or keeping track of monthly bills. They may have difficulty concentrating and take much longer to do things than they did before.

WHAT’S A TYPICAL AGE-RELATED CHANGE?

Making occasional errors when managing finances or household bills.
3. DIFFICULTY COMPLETING FAMILIAR TASKS.
People with Alzheimer’s often find it hard to complete daily tasks. Sometimes they may have trouble driving to church, organizing a grocery list or remembering the rules of a favorite game.

WHAT’S A TYPICAL AGE-RELATED CHANGE?
Occasionally needing help to use microwave settings or to record a TV show.

4. CONFUSION WITH TIME OR PLACE.
People living with Alzheimer’s can lose track of dates, seasons and the passage of time. They may have trouble understanding something if it is not happening immediately. Sometimes they may forget where they are or how they got there.

WHAT’S A TYPICAL AGE-RELATED CHANGE?
Getting confused about the day of the week but figuring it out later.

5. TROUBLE UNDERSTANDING VISUAL IMAGES AND SPATIAL RELATIONSHIPS.
For some people, having vision problems is a sign of Alzheimer’s. This may lead to difficulty with balance or trouble reading. They may also have problems judging distance and determining color or contrast, causing issues with driving.

WHAT’S A TYPICAL AGE-RELATED CHANGE?
Vision changes related to cataracts.

6. NEW PROBLEMS WITH WORDS IN SPEAKING OR WRITING.
People living with Alzheimer’s may have trouble following or joining a conversation. They may stop in the middle of a conversation and have no idea how to continue or they may repeat themselves. They may struggle with vocabulary, have trouble naming a familiar object or use the wrong name (e.g., calling a “watch” a “hand-clock”).

WHAT’S A TYPICAL AGE-RELATED CHANGE?
Sometimes having trouble finding the right word.

7. MISPLACING THINGS AND LOSING THE ABILITY TO RETRACE STEPS.
A person living with Alzheimer’s disease may put things in unusual places. They may lose things and be unable to go back over their steps to find them again. He or she may accuse others of stealing, especially as the disease progresses.

WHAT’S A TYPICAL AGE-RELATED CHANGE?
Misplacing things from time to time and retracing steps to find them.

8. DECREASED OR POOR JUDGMENT.
Individuals may experience changes in judgment or decision-making. For example, they may use poor judgment when dealing with money or pay less attention to grooming or keeping themselves clean.

WHAT’S A TYPICAL AGE-RELATED CHANGE?
Making a bad decision or mistake once in a while, like neglecting to change the oil in the car.
9. WITHDRAWAL FROM WORK OR SOCIAL ACTIVITIES.
A person living with Alzheimer’s disease may experience changes in the ability to hold or follow a conversation. As a result, he or she may withdraw from hobbies, social activities or other engagements. They may have trouble keeping up with a favorite team or activity.

WHAT’S A TYPICAL AGE-RELATED CHANGE?
Sometimes feeling uninterested in family or social obligations.

10. CHANGES IN MOOD AND PERSONALITY
Individuals living with Alzheimer’s may experience mood and personality changes. They can become confused, suspicious, depressed, fearful or anxious. They may be easily upset at home, with friends or when out of their comfort zone.

WHAT’S A TYPICAL AGE-RELATED CHANGE?
Developing very specific ways of doing things and becoming irritable when a routine is disrupted.

The Alzheimer's Association 24/7 Helpline (800.272.3900) is available around the clock, 365 days a year. Through this free service, specialists and master’s-level clinicians offer confidential support and information to people living with dementia, caregivers, families and the public.

CONTACT THE HELPLINE DAY OR NIGHT TO:
- Speak confidentially with master’s-level care consultants for decision-making support, crisis assistance and education on issues families face every day.
- Learn about the symptoms of Alzheimer’s and other dementias.
- Find out about local programs and services.
- Get general information about legal, financial and care decisions, as well as treatment options.
- Receive help in your preferred language through our bilingual staff or interpreter service, which accommodates more than 200 languages.

OUR PROFESSIONAL STAFF HAS THE KNOWLEDGE TO ADDRESS A VARIETY OF TOPICS:
- Memory loss, dementia and Alzheimer’s disease.
- Medication and treatment options that may delay clinical decline or help temporarily address symptoms for some people.
- Safety issues.
- Tips for providing quality care.
- Recommendations for finding quality care providers.
- Strategies to reduce caregiver stress.
- Legal and financial documents for future care.
- Aging and brain health.
- Referrals to local community programs and services.
More than 6 million Americans are living with Alzheimer’s.

1 in 3 seniors dies with Alzheimer’s or another dementia.

Between 2000 and 2019, deaths from heart disease have decreased 7.3% while deaths from Alzheimer’s disease have increased 145%.

In 2023, Alzheimer’s and other dementias will cost the nation $345 billion.

It kills more than breast cancer and prostate cancer combined.

The lifetime risk for Alzheimer’s at age 45 is 1 in 5 for women and 1 in 10 for men.

Over 11 million Americans provide unpaid care for people with Alzheimer’s or other dementias.

These caregivers provided more than 18 billion hours valued at nearly $340 billion.

By 2050, these costs could rise to nearly $1 trillion.

While only 4 in 10 Americans talk to their doctor right away when experiencing early memory or cognitive loss, 7 in 10 would want to know early if they have Alzheimer’s disease if it could allow for earlier treatment.
10 WAYS TO LOVE YOUR BRAIN

START NOW. It's never too late or too early to incorporate healthy habits.

**BREAK A SWEAT**
Engage in regular cardiovascular exercise that elevates heart rate and increases blood flow. Studies have found that physical activity reduces risk of cognitive decline.

**HIT THE BOOKS**
Formal education will help reduce risk of cognitive decline and dementia. Take a class at a local college, community center or online.

**STUMP YOURSELF**
Challenge your mind. Build a piece of furniture. Play games of strategy, like bridge.

**HIT THE BOOKS**
Formal education will help reduce risk of cognitive decline and dementia. Take a class at a local college, community center or online.

**BUTT OUT**
Smoking increases risk of cognitive decline. Quitting smoking can reduce risk to levels comparable to those who have not smoked.

**FOLLOW YOUR HEART**
Risk factors for cardiovascular disease and stroke — obesity, high blood pressure and diabetes — negatively impact your cognitive health.

**HEADS UP!**
Brain injury can raise risk of cognitive decline and dementia. Wear a seat belt and use a helmet when playing contact sports or riding a bike.

**FUZZY UP RIGHT**
Eat a balanced diet that is higher in vegetables and fruit to help reduce the risk of cognitive decline.

**TAKE CARE OF YOUR MENTAL HEALTH**
Some studies link depression with cognitive decline, so seek treatment if you have depression, anxiety or stress.

**CATCH SOME ZZZ'S**
Not getting enough sleep may result in problems with memory and thinking.

Visit alz.org/10ways to learn more.

alzheimer's association®
THE BRAINS BEHIND SAVING YOURS!
THANK YOU TO OUR PARTNERS

City of Boston
Age Strong Commission
Mayor Michelle Wu

Alzheimer’s Association

Dementia Friends Massachusetts
A Dementia Friendly America Initiative

JF&CS
Jewish Family & Children’s Service

Massachusetts Alzheimer’s Disease Research Center

Mass General Brigham

The Balm in Gilead Inc.
A Program of The Balm in Gilead

Boston University
Center for Aging and Disability Education and Research
Boston University School of Social Work

Central Boston Elder Services
Your connection to care