

MEMORY SUNDAY

COMMUNITY ✦ AWARENESS ✦ SUPPORT

**RESOURCES AND TOOLS
FOR COLLABORATORS**



MEMORY SUNDAY

COMMUNITY ♦ AWARENESS ♦ SUPPORT

ABOUT MEMORY SUNDAY



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



MADRC.ORG/MEMORY-SUNDAY



MEMORY SUNDAY

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2023 COLLABORATOR RESOURCES



CLICK ON LINKS BELOW TO ACCESS RESOURCES

[AGE STRONG COMMISSION](#)

[617-635-3745](#)

[BOSTON MEMORY CAFÉS](#)

[ALZHEIMER'S ASSOCIATION, MA/NH](#)

[24/7 HELPLINE: 800-272-3900](#)

[PROGRAMS AND SUPPORT](#)

[BALM IN GILEAD](#)

[804-644-2256](#)

[THE BOOK OF ALZHEIMER'S](#)

[BEREA SEVENTH-DAY ADVENTIST CHURCH](#)

[617-427-2500](#)

[BOSTON SENIOR HOME CARE](#)

[617-451-6400](#)

[CAREGIVER PROGRAM](#)

[BOSTON UNIVERSITY ALZHEIMER'S DISEASE
RESEARCH CENTER](#)

[857-364-2140](#)

[HOPE STUDY ; CENTER FOR AGING &
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[DEMENTIA FRIENDS MASSACHUSETTS
MA MEMORY CAFÉ DIRECTORY
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[MASSACHUSETTS ALZHEIMER'S DISEASE
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[617-726-3987](#)

[COMMUNITY CONNECTIONS](#)

[MASSACHUSETTS EXECUTIVE OFFICE OF
ELDER AFFAIRS](#)

[800-243-4636](#)

[STATEWIDE SUPPORT AND RESOURCES](#)

[ADULT DAY HEALTH CENTERS](#)

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MEMORY SUNDAY

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PARTICIPATING CHURCHES PROMOTIONAL TOOLS



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**

UNDERSTANDING THE DIFFERENCE

Many people notice changes with their memory and thinking as they age. If these changes are causing concern, write them down and address them with your doctor.



WWW.MADRC.ORG

**MASSACHUSETTS
Alzheimer's Disease
Research Center**

| NORMAL AGING | CAUSE FOR CONCERN |
|---|--|
| Forgetting, or slow to recall, names | Missing appointments |
| Misplacing items | Putting items in odd places (milk in cabinet, keys in microwave) |
| Forgetting where you parked | Difficulty following traffic signs |
| Forgetting why you entered a room | Asking the same questions repeatedly |
| Occasional difficulty finding words | Getting lost in familiar places |
| You are worried about your memory changes but your friends & family are not | You do not notice memory problems but friends & family are concerned |

- 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)

alzheimer's association

**24/7
HELPLINE
800.272.3900**

Here for you any day, any time.



MEMORY SUNDAY

COMMUNITY ♦ AWARENESS ♦ SUPPORT

PARTICIPATING CHURCHES PROMOTIONAL TOOLS



- 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)

**SUNDAY MORNING
Health Corner**

Alzheimer's Disease Awareness
Alzheimer's disease is the most common type of dementia, accounting for 60% – 80% of all cases. This irreversible, progressive brain disorder substantially burdens the Black community as **African Americans are twice as likely to have Alzheimer's or another dementia.**

What is Alzheimer's disease?
Alzheimer's disease is a type of brain caused by damage to nerve cells in the brain. Alzheimer's disease is the most common cause of dementia.

Symptoms include:

- Apathy and depression
- Confusion
- Difficulty remembering conversations, names, or events
- Disorientation
- Impaired speech
- Poor judgment

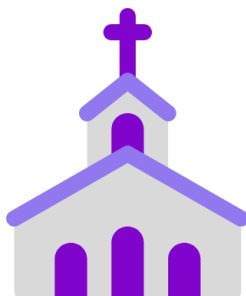
Know the Facts

- There are three stages of Alzheimer's disease — **mild, moderate, and severe.**
- Currently, nearly **7 million Americans aged 65 or older are affected by Alzheimer's disease.** Of the almost 7 million people, **two-thirds are women,** according to the Alzheimer's Association.
- Family caregivers provide upwards of **\$300 billion annually** in unpaid care to loved ones living with Alzheimer's and other forms of dementia.
- More seniors die from Alzheimer's disease or other forms of dementia than breast cancer or prostate cancer combined.

If you or a loved one are 65 years of age or older and have noticed a behavior change, please speak with your local doctor about available cognitive screenings.

THE BALM GILEAD INC.
www.balmingilead.org
820 Moorefield Park Drive, Suite 100
Richmond, VA 23236
804.644.2256

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



MEMORY SUNDAY

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ALZHEIMER'S AND THE AFRICAN AMERICAN COMMUNITY

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.

ALZHEIMER'S  ASSOCIATION®

24/7 HELPLINE

800.272.3900

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.

2023 ALZHEIMER'S DISEASE FACTS AND FIGURES



More than
6 million Americans
are living with Alzheimer's

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

1 in 3
seniors dies with
Alzheimer's or another
dementia

It kills more than
breast cancer + prostate cancer
combined

The
lifetime
risk for
Alzheimer's
at age
45 is

1 in 5 for women
+
1 in 10 for men

Between 2000 and
2019, deaths from
heart disease has

**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

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.



Visit alz.org/10ways to learn more.

alzheimer's  association®

THE BRAINS BEHIND SAVING YOURS®



MEMORY SUNDAY

COMMUNITY + AWARENESS + SUPPORT

THANK YOU TO OUR PARTNERS



AGE+



City of Boston
Age Strong Commission
Mayor Michelle Wu

THE
BALM
IN
GILEADTM
INC.

ALZHEIMER'S  ASSOCIATION[®]



A Dementia Friendly America initiative



JF&CS
Jewish Family & Children's Service

BU Alzheimer's Disease Center



MASSACHUSETTS
Alzheimer's Disease
Research Center

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



Mass General Brigham



Central Boston Elder Services
Your connection to care