

2016-2017 ANNUAL REPORT

“ It’s more than a disease.
It’s the person behind it,
like my mom Patricia.”

It’s not just their disease. It’s ours too.

#initforalz

“ It’s our friends and neighbours,
people we see every day in
our community, like Gary.”

It’s not just their disease. It’s ours too.

“ Right now, 16,000 Canadians
under 65 have dementia. My
husband Doug is one of them.”

It’s not just their disease. It’s ours too.

“ It’s more than a disease.
It’s the person behind it,
like my wife Sheila.”

“ 25,000 Canadians are diagnosed
with dementia every year.
My husband David is one of them.”

It’s not just their disease. It’s ours too.

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FEDERATION OF QUEBEC
Alzheimer Societies

30
YEARS

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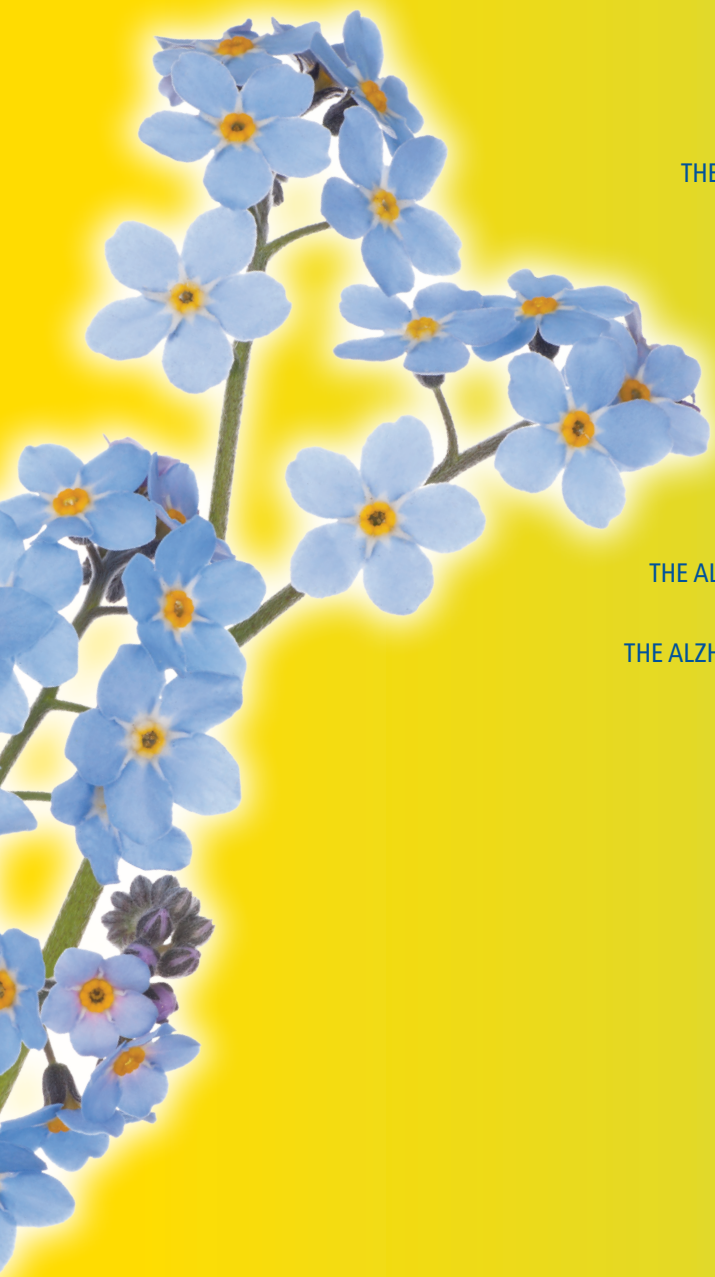
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MESSAGE OF THE PRESIDENT AND THE CHIEF EXECUTIVE OFFICER

“Contributing to the improvement of the quality of life of people affected and their caregivers as well as to the advancement of research that will ultimately defeat Alzheimer’s and other neurodegenerative diseases is what motivates us every day. We are determined to do everything we can to succeed.”

A YEAR OF GROWTH

And what a year our 30th anniversary year has been! Building on last year’s momentum, The Federation of Quebec Alzheimer Societies (FQAS) continued its development while carefully positioning itself to implement the new 2017-2020 strategic plan.

In recent months, a special committee of the Board of Directors, made up of both directors and general managers, has worked intensively to prepare what will serve as our standard of reference for the next four years. With its theme of “Taking our rightful place,” the new strategic plan is designed to ensure that we have a continuing presence with our target audiences and devotes serious attention to strengthening communications and government relations.

In the plan, we reaffirm our values, because we are determined to conduct our business in accordance with them: **respect, collaboration, integrity, competence and commitment.**

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RENEWED GOVERNANCE

Starting at the June 2016 Annual Meeting, the members, showing great maturity, voted to amend the bylaws. These eliminate regional representation on the Board of Directors over a period of two years, to be replaced by a board of “competencies”. This allows the FQAS to seek out the necessary resources for its development, particularly through fund-raising. A closer relationship with the business community is clearly necessary to ensure our financial sustainability.

The Governance Committee, which will resume its work shortly, has adopted as its mission to identify the best practices in governance of Non-for-profit organizations so that we can apply them to the FQAS. We have an immense responsibility to those with dementia, their caregivers, the regional Alzheimer Societies and our donors. Only modern, transparent and rigorous governance will allow us to fulfill our obligations with the success they are entitled to expect. We have already begun moving in this direction but we are determined to optimize it.

Four other Board Committees have been active throughout the year:

- The Finance, Audit and Investment Committee, which has been very vigilant in ensuring that the finances of the FQAS remain healthy and is currently working on an even more explicit presentation of our operating results;
- The Selection and Nominations Committee, responsible for filling vacancies on the Board, given the changes made to the By-laws;
- The Strategic Planning Committee, whose work is intended to properly guide our actions;
- and the Development Committee, which coordinate the federated campaign.

A RENEWED PARTNERSHIP WITH ALZHEIMER CANADA

This year was marked by serious discussions on the functioning and effectiveness of the Alzheimer Society of Canada. With our partners in Ontario and New Brunswick, we initiated a round of discussions with all the provinces, with the intention to clarify the governance and functioning of the Alzheimer Society of Canada in dealing with provincial Societies. This exercise had become necessary after several years of stagnation in its decision-making.

We are very pleased with the results, which have increased the powers of the Council of Chief executive officers in the management of fund-raising and branding activities.

All the provinces are now aware of the necessity of an effective and efficient organization at the Canadian level.

POSITIONING OUR WORK...

The work of FQAS team has been significantly reorganized.

...in support of the regional Alzheimer Societies

The role of the director of programs, services and support for the Societies, has been expanded to create an on-going collaboration with the management and staff of all Societies, in order to better define their needs and thereby provide support that meets their expectations.

There is greater collaboration between the Societies at the programs and services level. Some Societies now offer programs they developed to other Societies, clearly demonstrating the internal expertise of our network. These include the stimulation kit, developed by the Granby and region Alzheimer Society, and the safely home program, in collaboration with a police force, developed by the Maskoutains Vallée-des-Patriotes Alzheimer Society.

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Our efforts to train a growing number of healthcare professionals working in long-term and intermediate care facilities have resulted not only in a request to the Minister of Health and Social Services to systematize their training but also in meetings with the associations and professional orders so that they can give our education program the appropriate accreditation. Also worth mentioning is the addition this year of a module on the sexuality of persons with dementia, in collaboration with the Alzheimer Society of Montreal.

...in research and development

A Research and Development division was created to help us get closer to researchers and identify the major alignments of research and research organizations. Our goal in doing so is to be able to inform all those we speak to, but especially our donors, about what is going on in research and what are the most promising avenues, in order to become a trusted source of information popularizing research and knowledge transfer. This approach aligns with the national Alzheimer Society Research Program, which funds a number of Quebec researchers annually.

...in communications

While our 2014-2017 planning was mainly focused on harmonizing services, it is clear that we have now reached the stage where we want to be recognized as THE source of information about Alzheimer's and other neurodegenerative diseases. Accordingly, we will be placing great emphasis in the next few years on all types of communications and advocacy.

The number of persons affected is growing quickly and within the next 5 years, the number of people with Alzheimer's disease will outnumber the combined total of people with cancer and cardiovascular diseases. Giving this approaching tidal wave, it is clear that society as a whole must understand the importance of supporting the Quebec Alzheimer Societies in every way possible, in order to increase the volume of services they provide to the public.

This was the context in which we met with numerous partners: health professional associations, professional orders and community associations, in order to make them aware of what we are doing and explore partnership opportunities.

We want to develop a strong and consistent message that will be generally adopted.

...in advocacy

2016-2017 will have witnessed the start of a more sustained presence among political decision-makers. Meetings already took place during the year with the Quebec Ministers of Health and Social Services, Families and Seniors, in order to make them aware of the urgency of increasing the basic funding of Alzheimer Societies, the importance of referring people affected as soon as they are diagnosed and the necessity of educating health care and social care professionals who work with people with a neurodegenerative disease.

We have also been in contact with political attachés and civil servants on a number of issues, particularly the follow-up of the Alzheimer Plan and the appropriate use of anti-psychotic drugs.

Moreover, our association with Neuro Partners has given us other opportunities to make the political and administrative personnel of the Quebec government aware of the importance of supporting organizations working in the field of neurodegenerative disease.

REPOSITIONING OURSELVES TO ENSURE OUR FINANCIAL SUSTAINABILITY

Again this year, the Walk for Alzheimer, with several thousand participants throughout Québec, was able to collect a total of nearly \$1 million. The FQAS supported the efforts of the Alzheimer Society of Canada to partnership with a national sponsor and identified potential provincial sponsors, in order to give this major event all the attention it deserves.

In mid-year, the Development Committee reorganized and relaunched the federated campaign. We are convinced that in years to come, we can attract business people interested in giving financial support to our cause and open the doors of many companies for us.

We have also begun to develop a strategy for substantially increasing planned giving in the future. A draw for a Tesla, to mark our 30th anniversary, enabled us to collect a significant amount of money while giving us great visibility. We wish to thank the Ordre des denturologistes du Québec, which proposed this activity, and the Association des véhicules électriques du Québec, which made a major contribution to its success. Finally, given the need to reach a younger audience, both in terms of awareness and funding, in the final months of the financial year we developed a major social media strategy. There can be no doubt that a growing share of our funding will come through these omnipresent communications channels.

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SINCERE GRATITUDE

We wish to thank the members of the Board of Directors and its committees for their generous and relevant involvement. We are aware that in this period of strong growth for FQAS activities, the role we ask them to play is a demanding one. Our thanks to the staff of FQAS, who work day after day to support the regional Societies.

Finally, thanks to our spokespersons who represent us on numerous occasions and truly invest themselves in their role, as well as to all the other volunteers who have given their time to help our cause succeed.



Lisette Joly
Chair of the Board
Of Directors



Jean-François Lamarche
Chief Executive Officer

THE FEDERATION OF QUEBEC ALZHEIMER SOCIETIES

WHO ARE WE?

The FQAS represents, supports and defends the rights of the 141,000 Quebecers with Alzheimer's and other neurodegenerative diseases. It acts as the provincial Spokesperson for the 20 Alzheimer Societies present in all regions of Quebec that help persons living with dementia and their caregivers, through programs, services and education, the support and framework that enables them to preserve the best possible quality of life. Moreover, the FQAS makes the general public aware of the personal and social consequences of Alzheimer's disease and other neurodegenerative diseases and contributes to promoting research into their causes, treatments and cure.

OUR MISSION

To adopt Quebec and Canadian priorities and strategies, coordinate their implementation in order to mitigate the personal and social consequences of Alzheimer's and other neurodegenerative diseases, assist people living with those conditions, their families and caregivers, and promote research into their causes, treatments and cure.

OUR VISION

To be recognized in Quebec for the excellence and leadership of our Movement as well as for our person centered approach.

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OUR PHILOSOPHY

Exert influence through our person-centered approach and seeks to demystify Alzheimer's disease and break down the stigmas surrounding it, in order to insure a better life for all those affected by it.

OUR VALUES

- Respect

- Collaboration

- Integrity

- Competence

- Commitment

OUR HISTORY

1979: Founding of the Alzheimer Society of Canada

1979 to 1986: Creation of five Alzheimer Societies in Quebec

1986: Reorganization of the five Alzheimer Societies to form the Federation of Quebec Alzheimer Societies (FQAS)

20 Alzheimer Societies in Quebec, 46 service points and 4 care facilities

THE FQAS actively fosters the strengths and resources of each Alzheimer Society in Quebec.

Note 1: Neurodegenerative diseases are vascular dementia, Creutzfeldt-Jakob disease and Lewy-body disease. All mention of Alzheimer's disease in this report includes these related illnesses.

OUR SPOKESPERSONS

This year, the FQAS has had the great honor of receiving support from caring people who offer their time, energy and life experience to a cause that is particularly close to their hearts. People with Alzheimer's disease, caregivers, researchers or physicians succeed through their personal experience, their sharing of expertise and their actions in informing, raising awareness and motivating everyone affected in any way by Alzheimer's disease.

Christiane Paillé,

Actor

Isabel Petit and her daughter Sabrina Lacoste,

Caregivers whose respective husband and father, Guy Lacoste, after years of living with Alzheimer's disease, recently passed away

Patricia Gilbert and Normand Audet,

A woman only 48 years old, with Alzheimer's disease, and her caregiver husband, both originally from the Beauce

Dr Alain Robillard,

Neurologist and researcher at Hôpital Maisonneuve Rosemont's Memory Clinic, medical advisor of FQAS

Pr Gina Bravo,

Full Professor,

Department of Community Health Sciences, Aging Research Centre,

CSSS-Sherbrooke Geriatric Institute (Responsible for the study on medical assistance in dying)

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OUR TEAM

BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

Lisette Joly

Chair
Seat 1 – external member
Attorney

Marie-Christine Dufour

Vice Chair
Seat 4 - SAR - Bas Saint-Laurent, Côte-Nord, Gaspésie
Îles-de-la-Madeleine
Executive Director, Lemieux Pilon 4D Art

André Dufour

Treasurer
Seat 2 – external member
CPA CA, Project Manager, CDPQ Infra

Lorraine Sauvé

Secretary
Seat 7 - SAR - Granby and region, Haut-Richelieu, Suroît,
Maskoutains Vallée-des-Patriotes
General Manager, Société Alzheimer Suroît, retired

ADMINISTRATEURS

Geneviève Grégoire

Seat 1 - DG - Grands centres
General Manager, Société Alzheimer Rive-Sud

Tonya Thibodeau

Seat 2 - DG - Peripheral Regions
General Manager, Société Alzheimer Suroît

Guillaume Parent

Seat 3 - DG - Remote Regions
General Manager, Société Alzheimer Rouyn-Noranda

Me Luc Thibodeau

Seat 1 - SAR – Laval, Montréal, Rive-Sud
Attorney, Lavery Avocats

Mario Harvey

Seat 2 - SAR- Laval, Montréal, Rive-Sud
Denturologist

Claude Côté

Seat 3 - SAR - Québec, Chaudière-Appalaches, Sagamie
Journalist, retired

Lynne E. Desmarais

Seat 5 - SAR - Centre-du-Quebec, Estrie, Lanaudière, Mauricie
President, Desmarais-conseils

Marilyne Crépeau

Seat 6 - Laurentides, Outaouais, Rouyn-Noranda /
Témiscamingue, Vallée-de-l'Or
CPA, McKinsey et Co

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EXTERNAL MEMBERS

Mina Farinacci

Managing Partner, BDO Canada

Alain Robillard, MD

Medical Advisor
Neurologist, Memory Clinic
Hôpital Maisonneuve-Rosemont



STAFF

In addition to adding a Director, Research and Development, in the person of Nouha Ben Gaied, the FQAS team witnessed the departure of Marie-Claude Pageau, Communications and Special Events Director in February, replaced by Sylvie Piché.

Jean-François Lamarche

Chief Executive Officer

Nouha Ben Gaied

Director, Research and development

Josée-Lisa LeFrançois

Director, Programs and Services

Sylvie Piché

Director, Communications and Special Events

Aïssatou Samb

Administrative Assistant



Sylvie Piché, Director, Communications and Special Events
Jean-François Lamarche, Chief Executive Officer
Josée-Lisa LeFrançois, Director, Programs and Services
Nouha Ben Gaied, Director, Research and development
Aïssatou Samb, Administrative Assistant



THE 20 QUEBEC ALZHEIMER SOCIETIES

SOCIÉTÉ ALZHEIMER **BAS-SAINT-LAURENT**

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POINTS DE SERVICES

Matapédia / Mitis

Tel.: 418 536-5404

Kamouraska / Rivière-du-Loup / Témiscouata

Tel.: 418 862-3448

Rimouski / Les Basques

Tel.: 418 724-7204, poste 5618

SOCIÉTÉ ALZHEIMER **CENTRE-DU-QUÉBEC**

880 rue Côté Drummondville (Québec) J2C 4Z7

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myosotis@alzheimercq.ca / www.alzheimer.ca/fr/centreduquebec

Maison Myosotis - Drummondville

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POINTS DE SERVICES

Arthabaska et de l'Érable / Victoriaville

Tel.: 819 604-7711

SOCIÉTÉ ALZHEIMER **CHAUDIÈRE-APPALACHES**

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Tel.: 418 387-1230 1 888 387-1230

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SOCIÉTÉ ALZHEIMER **CÔTE-NORD**

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salzheimercn@globetrotter.net

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Baie-Comeau

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Havre-Saint-Pierre

Tel.: 1 866 366-4673

SOCIÉTÉ ALZHEIMER **ESTRIE**

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POINTS DE SERVICES

Lac Mégantic

Tel.: 819 582-9866

Coaticook

Tel.: 819 238-5128

Asbestos

Tel.: 819 238-5128

Cookshire

Tel.: 819 238-5128

Windsor

Tel.: 819 821-5127

Magoy

Tel.: 819 212-1755

SOCIÉTÉ ALZHEIMER **GASPÉSIE / ÎLES-DE-LA-MADELEINE**

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Maria

Tel.: 418 759-3131 poste 6

Chandler

Tel.: 418 689-6480

Bonaventure

Tel.: 418-534-1313 poste 2

Gaspé

Tel.: 418 368-1616

Grande-Vallée

Tel.: 418 393-2689

Îles-de-la-Madeleine

Tel.: 418 986-3881

Sainte-Anne-des-Monts

Tel.: 418 763-7038

SOCIÉTÉ ALZHEIMER **GRANBY ET RÉGION**

Local 3-356 rue Principale, Granby (Québec) J2G 2W6

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info@alzheimergranby.ca / www.alzheimer.ca/fr/granby

POINTS DE SERVICES

Acton Vale

Tel.: 450 847-3363 1 844 623-3363

Cowansville

Tel.: 450 955-3338 1 844 955-3338

SOCIÉTÉ ALZHEIMER **HAUT-RICHELIEU**

5-211 rue Mayrand, Saint-Jean-sur-Richelieu (Québec) J3B 3L1

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info@sahr.ca / www.sahr.ca



SOCIÉTÉ ALZHEIMER LANAUDIÈRE

190 rue Montcalm, Joliette (Québec) J6E 5G4
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info@sadl.ca / www.sadl.org

SOCIÉTÉ ALZHEIMER LAURENTIDES

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SOCIÉTÉ ALZHEIMER MONTRÉAL

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POINTS DE SERVICES

Centre-Sud de Montréal

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Est de Montréal

Tel.: 514 369-0800

Nord de Montréal

Tel.: 514 369-0800

Centre-Ouest de Montréal

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Ouest de Montréal

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POINTS DE SERVICES

Charlevoix

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Portneuf

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SOCIÉTÉ ALZHEIMER RIVE-SUD

1160 boul. Nohbert, Longueuil (Québec) J4K 2P1
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Maison au Campanile - Longueuil

Tel.: 450 442-3333

POINTS DE SERVICES

Brossard

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Sorel-Tracy

Tel.: 450 742-7333

SOCIÉTÉ ALZHEIMER ROUYN-NORANDA / TÉMISCAMINGUE

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sarn@cablevision.qc.ca

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Chibougamau-Chapais

Tel.: 418 770-3443

Chicoutimi

Tel.: 418 549-2620

Jonquière

Tel.: 418 695-7794

Domaine-du-Roy

Tel.: 418 275-0110, poste 8412

Maria-Chapdelaine / St-Félicien

Tel.: 418 274-1234, poste 6309

Labadie-Bas-Saguenay

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SOCIÉTÉ ALZHEIMER VALLÉE DE L'OR

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ALZHEIMER'S DISEASE IN NUMBERS

- Alzheimer's disease is the **MOST COMMON FORM** of dementia, representing more than **60%** of all cases.
- **565,000 Canadians**, including nearly **141,000 Quebecers**, live with Alzheimer's or another neurodegenerative disease.
- **Within the next 15 years**, these diseases will affect **937,000** people in Canada, an increase of **66%**, including **260,000 Quebecers**.
- The costs related to Alzheimer's disease and other neurodegenerative illnesses represent **\$2 billion** and could reach \$123 billion by 2040.
- Nearly **50% of people** living with dementia, including Alzheimer's disease, are diagnosed at a **VERY LATE STAGE** of the disease.
- Sixty-five percent (**65%**) of Canadians living with dementia are women.
- Women represent **70%** of all caregivers.
- For every person living with the disease, there are from **one to three caregivers** (and sometimes up to eight) whose lives are turned upside down, with an impact on the work force and our economy as well.
- After age 65, the risk of suffering from Alzheimer's disease **DOUBLES every five years**.

THERE IS STILL NO CURE

THE CAUSES ARE UNKNOWN

THE CHANGES IN THE BRAIN APPEAR 15 TO 20 YEARS
BEFORE THE FIRST SYMPTOMS OF THE DISEASE ARE NOTICED

OUR ACTIVITIES (MARCH 2016 TO MARCH 2017)

10TH ANNUAL WALK FOR ALZHEIMER'S

On May 29, 2016, thousands of walkers across Quebec as well as across Canada took part to the 10th annual **WALK FOR ALZHEIMER** to support those living with Alzheimer's disease, their families and their caregivers. Thousands of Quebecers gathered and participated in one of the 50 Walk for Alzheimer organized by the 20 Quebec Alzheimer's Societies, making it possible to raise nearly \$1 million.

This family-friendly, festive and rallying event would not have been possible without the commitment of honorary presidents, our spokespersons, hundreds of volunteers and our generous partners: Hotel Chateau Laurier, John St. and the Ordre des denturologistes du Québec.

Our heartfelt THANKS to all of you who contributed to the success of this Walk.



FQAS PRESENCE AT THE 2016 AAIC INTERNATIONAL CONFERENCE

Lisette Joly, Chair of the Board of Directors, and Jean-François Lamarche, FQAS CEO, were present at the International Alzheimer's Conference, which took place in Toronto from July 24 to 28.

SEPTEMBER 21: WORLD ALZHEIMER'S DAY

LAUNCH OF THE BOOK "ANTIRIDES POUR LES NEURONES"

To celebrate World Alzheimer's Day, the Federation of Quebec Alzheimer Societies teamed up with Éditions Alba and Marie-Pier Vaudry, author of this book, a specialized collection of fun, creative and enriching activities and games intended specifically for people living with Alzheimer's disease. It is accompanied by a complementary guide for caregivers. The FQAS also wishes to thank Dr. Alain Robillard, neurologist at Hôpital Maisonneuve-Rosemont and the Federation's medical advisor.



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MEETING WITH DR. GAETAN BARRETTE, MINISTER OF HEALTH AND SOCIAL SERVICES

On October 3, Jean-François Lamarche, General Manager of the FQAS, and Geneviève Grégoire, General Manager of the Société Alzheimer Rive-Sud and Chairman of the Education Committee, met with Minister Gaétan Barrette to discuss important issues, such as systematic referral to a regional Society after diagnosis and the importance for all healthcare professionals working with people with dementia to take the education courses given by regional Alzheimer Societies. The productive meeting also allowed the creation of a trustful relationship with the Department of Health, a relationship that continues to grow stronger.



Geneviève Grégoire, General Manager of the Société Alzheimer Rive-Sud and Jean-François Lamarche, General Manager of the FQAS, on either side of the Quebec Minister for Health and Social Services

THE FQAS AT THE NATIONAL ASSEMBLY WITH NEURO PARTNERS

The FQAS joined Parkinson Quebec, Amyotrophic Lateral Sclerosis Society Quebec, Muscular Dystrophy Canada and the Canadian Multiple Sclerosis Society to form “Neuro Partners”. Together, on November 9, 2016 we organized a breakfast at the National Assembly, to present a report proposing several recommendations on adapted housing, support for caregivers and access to innovative drugs. These recommendations were intended not only to make our elected representatives aware of important issues associated with our aging population but above all to provide concrete answers for improving the quality of life of those living with a neurodegenerative disease in Quebec.



Members of Neurodegenerative Disease Partners at the National Assembly of Quebec: left to right: Nadine Prévost and Louis Adam, Canadian Multiple Sclerosis Society, Quebec Division, Nicole Charpentier, Parkinson Quebec, and Leigh Stephens, Amyotrophic Lateral Sclerosis Society Quebec, gathered around Josée-Lisa LeFrançois, FQAS.



THE FQAS CELEBRATES ITS 30 YEARS

The FQAS marked the 30th anniversary of its founding on December 15th with a cocktail buffet. Members of the 20 Alzheimer Societies, our donors, our partners and current and former members of the Board of Directors were invited, and we used this opportunity to discuss the Alzheimer cause in a festive setting. The FQAS also used the occasion to hold the draw for the winning ticket in the “Win a Tesla” contest, launched on September 1st with our partners the Ordre des denturologistes du Québec and the Association des véhicules électriques du Québec. The prize was won by Mario Bédard from Québec City. The draw generated more than \$50,000 for the FQAS.

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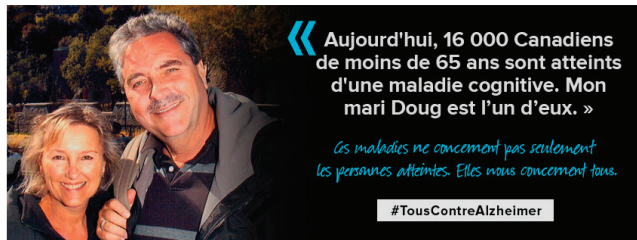
At the cocktail celebrating the 30th anniversary of the FQAS’s founding, from left to right: Robert Cabana, President of the Ordre des denturologistes du Québec, Lisette Joly, FQAS Chair, Simon-Pierre Sioux, President of the Association des véhicules électriques du Québec, Jean-François Lamarche, FQAS CEO, and Mario Harvey, Member of the Board of the FQAS and denturologist



Mario Bédard, contest winner, and Lisette Joly, Chair of the Board of Directors of the FQAS

LAUNCH OF #INITFORALZ NATIONAL CAMPAIGN

As part of Alzheimer's Awareness Month in January 2017, the national #InItForAlz campaign made a call for action to everyone across Canada to unite and support research and to eliminate this disease and its effects. The FQAS took up the challenge by asking Quebecers affected in any way by Alzheimer's or another neurodegenerative disease to unite in supporting this movement. In this campaign supported by our spokesperson Christine Paillé, the FQAS sought to reduce the defeatism felt in connection with these diseases that are too often passed over in silence. It was also a chance to highlight the services offered by the 20 Alzheimer Societies all across Québec



THE FQAS JOINS ITI-COMMUNICATION TO MAKE ITS WEBSITE MORE ACCESSIBLE TO PEOPLE LIVING WITH ALZHEIMER'S DISEASE

As part of the trend to develop new web technologies that promote accessibility, the "World Wide Web Accessibility" initiative, on March 16, the FQAS joined with ITI-Communication as part of a new pilot project based on a web browser for users with Alzheimer's disease, inspired by new software called FACIL'iti. The objective is to allow users customized access to the FQAS website, enabling people with Alzheimer's to remain autonomous users of the digital tool. The first meeting with students and caregivers took place on March 16, and other meetings with experts, persons living with dementia and caregivers have followed. An initial prototype of the website will be presented next fall.



Mathieu Barreau, senior partner, FACIL'iti and the first group of the March 16 working committee

THE FQAS SIGNS AN AGREEMENT WITH L'APPUI NATIONAL TO OFFER ITS EDUCATION PROGRAM

In the fall of 2015, the FQAS responded to a request for proposals from the Société de gestion pour le soutien aux proches (Caregiver Support Management Society) and presented a 18-hour education course on Alzheimer's disease, for regional organizations whose respite-stimulation project is funded by L'APPUI NATIONAL. From 2016 to 2017, training sessions were given all across Quebec through Alzheimer Societies, in order to ensure that homecare professionals had basic knowledge both about the disease itself and the recommended approaches to use with persons with dementia and their families. In the spring, the agreement was renewed for 2017-2018. It is a fine example of the complementarity that enables Alzheimer Societies share their expertise, know-how and soft skills to benefit both caregivers and those they care for.

MEETING THE PUBLIC

Congress of the *Ordre des denturologistes du Québec*

The FQAS participated at the EXPODENT activity of the Ordre des denturologistes du Québec, held in Québec City from September 15 to 17, 2016. It provided an opportunity to renew contact with denturologist partners who have long been involved with the Alzheimer Movement. With more than 345 participants present, we used the occasion to promote the Tesla draw and make denturologists aware of Alzheimer's disease, especially since a large share of their clientele consists of the elderly.



From left to right: Marie-Claude Pageau, Director, Communications and Special Events, Mario Harvey, denturologist and member of the FQAS Board of Directors, Robert Cabana, President of the Ordre des denturologistes du Québec

3rd Québec Congress on Alzheimer's and related diseases – Sherbrooke

For the 3rd Québec Congress on Alzheimer's disease, the scientific committee chose the city of Sherbrooke as the site of their biannual event for researchers and health professionals. It provided an opportunity to take stock of research and, for the FQAS, to send a strong message to the members of the scientific community present, about the important role that the FQAS is willing to play in the coming years in promoting and popularizing research and ensuring a knowledge transfer to various target audiences. During his opening address, FQAS CEO Jean-François Lamarche, repeated the FQAS commitment to the Alzheimer Plan, which began its crucial second phase of implementation in the FMGs of the whole province. He also reassured the place of the Alzheimer Societies in this process. They are ideal partners for offering quality first-line services to those with Alzheimer's and their caregivers. With the new position of director of research and development created at the FQAS, we are also able to support researchers in their projects, whether through the Alzheimer Society Research Program or patients and participants recruitment in studies and clinical trials.

The FQAS also used this opportunity to remind the 400 health professionals present of our person-centered approach through a presentation given by April Hayward, director of programs and services at the Alzheimer Society of Montreal. The 3rd Québec Congress on Alzheimer's Disease was again a success, judging by the number of participants, plenary sessions and workshops presented. Don't forget the 4th Congress in 2018!



Address by Jean-François Lamarche, Chief Executive Officer of the FQAS

AQPP Congress

The FQAS was present at the annual congress of the *Association Québécoise des Pharmaciens Propriétaires* in Québec City from November 16 to 18, 2016. We took advantage of the presence of more than 3,000 pharmacists to remind them of their first-line role in screening for Alzheimer's disease and to present the various services offered by the Alzheimer Societies. Pharmacists are often the first health professionals to notice changes in behavior or memory problems in their patients and this close relationship enables them to advise and quickly refer to available resources

THIRD-PARTY EVENTS

Pharmaprix Tree of Life Campaign

As part of the Pharmaprix pharmacies annual fund-raising campaign, called “Tree of Life”, each pharmacy chooses an organization actively involved in women’s health. The Nun’s Island Pharmaprix Pharmacy selected the FQAS as recipient of its fund-raising campaign launched on September 21, to highlight World Alzheimer’s Disease Day. Thanks to the commitment of the pharmacy staff and the generosity of the public, Nicole Chamard, Pharmacist Owner, was able to present the FQAS with a cheque of **\$3,045**.

An enormous THANK YOU!



Left to right: Christine Lemieux, store manager, Abigaël Tremblay, Head Cashier, Nouha Ben Gaied, Director, Research and Development, Nicole Chamard, Pharmacist Owner

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Tribute to Robbie Burns

As part of a festive evening honouring Scottish poet Robbie Burns on January 28, 2016, Devin Shanks was able to present a cheque of \$1,350 to FQAS. Devin is a fervent supporter of the Alzheimer cause, and we wish to thank him for his persistent efforts, year after year, to raise funds for people with Alzheimer’s disease and their families.



Jouons Contre l'Alzheimer (JCA)

The JCA game event organized by Anthony Martel from April 16 to 17, 2016, was a web-broadcast video game marathon.

This event collected more than \$1,020 for the FQAS.

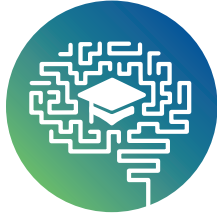


IronMan at Tremblant

Jacquelin Dumas accomplished a tremendous feat by crossing the finish line in less than 16 hours, on August 24, 2016. The \$1,560 he collected was donated to the FQAS.

Congratulations and thank you to our IronMan!

LES CONFÉRENCES MÉMORABLES



Les Conférences *MÉMORABLES*

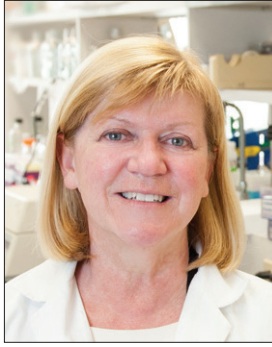
On Alzheimer's disease awareness month, the FQAS launched a new series of French-language webinars to promote Quebec research and researchers.

This series, targeting a broad audience, presents the latest news from research, covering subjects as varied as essential, to help understand Alzheimer's disease.

The researchers involved in this new adventure all responded very positively, wishing to popularize their research work and transfer their knowledge to the general public. Ten (10) webinars are planned during the year, at the rate of one per month, and we are delighted at how they have been received, with audience numbers constantly growing. We are very grateful to Eli Lilly Canada for helping making *Les Conférences Mémorables* possible, and our partners BrainXchange, the Canadian Consortium on Neurodegeneration in Aging (CCNA) and the Alzheimer Society of Canada.

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Pr. Andr ea Leblanc



Pr. Michel Cayouette



Dr. Louis Bherer



Pr. Fr d eric Calon



Pr. Carol Hudon



Pr. Edeltraut Kroger



Pr. V ronique Bohbot



Pr. Emmanuel Planel



Pr. Gina Bravo



Pr. Sven Joubert

OUR PROGRAMS AND SERVICES

We wish to recognize the exceptional commitment and dedication of staff and volunteers of the 20 Alzheimer Societies of Quebec, who have all contributed to the quality of the services provided. As the effects of an aging population are felt, the Societies are increasingly asked to support and assist those living with dementia and their caregivers. To respond to the demand despite their often quite limited financial and human resources, they outdo themselves in ingenuity and creativity. Congratulations for their work, which is indispensable to the well-being of families affected by this disease.

A PERSON-CENTERED APPROACH

RAISING PUBLIC AWARENESS ON ALZHEIMER'S DISEASE

Intended to inform the public about Alzheimer's disease, its symptoms and its personal and social consequences, as well as to extend the social support network required to maintain a quality of life for people living with the disease and their loved ones.

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COUNSELLING AND FOLLOW-UP

Offers an empathetic ear, answer questions, provides guidance on supporting and communication with the person living with the disease and suggests appropriate measures. It also ensures follow-ups are made at the desired frequency.

RESPIRE-STIMULATION WORKSHOPS

Can take various forms in terms of duration, frequency and location and serve as a way for caregivers to replenish themselves. Stimulation helps maintain existing capacities in those with the disease while respecting their individual values, pace, interests and daily routines.

SUPPORT GROUPS

Available for those living with the disease and their caregivers to improve their knowledge and abilities in order to optimize their quality of life and to help them find comfort and solace through peer support and solidarity.

HEMOCARE

Offered by some Alzheimer Societies, it allows residents to live in a family-like environment that facilitates participation to daily living activities while respecting individual values, pace and tastes.

MEDICALERT® SAFELYHOME™

National program developed initially by the Alzheimer Society of Canada and accessible through the Canadian MedicAlert Foundation. The program helps identify those who get lost and return them safely home.

FIRST LINK™

Referral program designed to help partners in health and social services guide people living with Alzheimer's disease, their families and caregivers to the services offered by the 20 Alzheimer Societies in Quebec as soon as they are diagnosed and throughout the illness.

PROFESSIONAL EDUCATION AND TRAINING FOR CAREGIVERS

The education program includes a series of workshops geared to help participants better grasp the reality of those living with the disease and better support them as a consequence. In addition to offering greater understanding of Alzheimer's disease, the program takes an in-depth look at several important subjects, such as how to manage disturbing behaviours, how to use communication methods adapted to the person with the disease, how to recognize that each individual experience the disease differently, and how to take a critical look at oneself in order to better accompany the other.

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MUSIC & MEMORY™

The Quebec Alzheimer Societies have received accreditation for Music & Memory™ in order to offer those living with Alzheimer's disease a pleasant interlude while helping them enjoy the benefits of music and songs that are meaningful to them. This access to beloved music, allows those who receive it to relax, gain closer contact with their environment and helps them recall happy memories and a feeling of well-being. Check with your local Society on the accessibility of this service.

THE ALZHEIMER'S MOVEMENT IN THE MEDIA

A MEDIA GUIDE IS CREATED

A media guide offering advice on media relations in order to maximize the efforts of the communication teams of Alzheimer Societies was prepared in February 2017 by Marie-Claude Pageau, Director, Communications and Special Events of the FQAS. She then made a tour of the province's Alzheimer Societies to present this new guide and suggest various ways of maximizing its advantages.



MEDIA VISIBILITY RELATED TO CURRENT HOT TOPICS

This year, the media published a number of reports and background articles involving the FQAS, including the announcement of the new FQAS spokesperson, World Alzheimer's Day, the national awareness campaign, the reconsideration by the National Assembly of medical-assistance in dying and the increase of Alzheimer's disease diagnosis in young adults:

Announcement of the new FQAS spokesperson – Christiane Paillé

June 22, 2016

TVRS.ca

Subject: new FQAS spokesperson

Participant: Christiane Paillé

<http://www.tvrs.ca/emissions/studio-direct/sur-demande?show=332>

World Alzheimer's Day – launch of "Antiride pour les neurones"

September 21, 2016

Lapresse.ca

Journalist Alexandre Vigneault

Tesla Draw

December 15, 2016

Journal de Montréal, journalist Rodger Brulotte, "Tout partout" column

Title: FQAS: a major draw for the 30th anniversary of our founding

[.com/2017/01/09/fqsa-un-gros-tirage-pour-ses-30-ans-dexistence](http://journaldeleconomiste.com/2017/01/09/fqsa-un-gros-tirage-pour-ses-30-ans-dexistence)

December 21, 2016

Lapresse.ca/affaires

Title: Draw to benefit Alzheimer's

<http://affaires.lapresse.ca/tetes-daffiche/201612/21/01-5053479-tirage-au-profit-de-lalzheimer.php>

National Awareness Campaign #IntforAlz"

January 10, 2017

Internet newspaper

Reprinted the FQAS press release

<http://journalinternet.com/les-activites/janvier-2017/unissons-nous-touscontrealz.html>



Medical assistance in dying

February 22, 2017 - Journal de Montréal, health journalist: Héloïse Archambault

Title: Une aidante naturelle prie pour que son mari aille au ciel.

Affaire Michel Cadotte - réouverture de la législature Aide médicale à mourir

Participant: Marie-Claude Pageau

<http://www.journaldemontreal.com/2017/02/23/une-aidante-naturelle-prie-pour-que-son-marie-aille-au-ciel>

February 23, 2017 - LCN - Nouvelles, program LCN Matin,

Participant: Isabel Petit, caregiver

Subject: FQSA reaction - Michel Cadotte affair

March 24, 2017 - The Star - Toronto, journalist Alan Woods

Title: Quebec considers assisted death for dementia patients

Reprints the content of the press release – Physician-assisted dying issue

FQAS position

<https://www.thestar.com/news/canada/2017/03/24/quebec-considers-assisted-death-for-dementia-patients.html>

March 24, 2017 - CBC-News Radio, journalist Matt D'amour

Repeats the content of the press release – Physician-assisted dying issue FQAS position



Alzheimer's disease: More and more young adults affected!

March 16, 2017

TVA-Nouvelles, report with health reporter Harold Gagné

Title: Vivre avec l'Alzheimer à 47 ans !

Participants: Patricia Gilbert, person affected, Normand Audet, caregiver and Dr. Alain Robillard, neurologist, Memory Clinic, Hôpital Maisonneuve Rosemont

<http://www.tvanouvelles.ca/2017/03/16/vivre-avec-lalzheimer-a-48-ans>

March 16, 2017

CANOE.CA

Title: Vivre avec l'Alzheimer à 47 ans!

Participants: Patricia Gilbert, person affected, Normand Audet, caregiver and Dr. Alain Robillard, neurologist, Memory Clinic, Hôpital Maisonneuve Rosemont

<http://fr.canoe.ca/sante/nouvelles/archives/2017/03/20170317-120942.html>

March 17, 2017

LCN - nouvelles, émission LCN en direct

Host: Julie Marcoux

Participants: Patricia Gilbert, person affected, Normand Audet, caregiver,

Repeat of Harold Gagné's story

23



Announcement of the FQAS partnership with ITI-Communication (FACIL'iti)

March 16, 2017

Direction informatique.ca, journalist Dominique Lafond

Reprint of the press release announcing the partners

<http://www.directioninformatique.com/parteneriat-france-quebec-en-accessibilite-au-web-malgre-lalzheimer/46754>



ALZHEIMER SOCIETY RESEARCH PROGRAM

Every year, the Alzheimer Society Research Program (ASRP) is made possible thanks to a number of partners who provide generous support for research on Alzheimer's disease and neurodegenerative diseases. Thank you for your generosity!

PROGRAM OBJECTIVES

- ✓ Find a cure for Alzheimer's disease and related illnesses
- ✓ Improve the quality of life for those with dementia

IMPACT OF RESEARCH

- ✓ Discover new potential drugs to treat Alzheimer's disease;
- ✓ Use brain imaging techniques to distinguish the various forms of cognitive disorders;
- ✓ Study how a healthy diet and lifestyle can delay the appearance of the disease;
- ✓ Develop techniques for improving the quality of life, care and safety of those living with the disease;
- ✓ Improve care given at home and in long-term care institutions.

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The ASRP IN NUMBERS

Since 1989,
\$50 million has been funded
in grants and awards

In 2016,
\$4,051,080 for Canada
\$1,789,133 for Quebec

RESEARCH AREAS

BIOMEDICAL stresses brain sciences, the brain changes associated with Alzheimer's disease and related diseases and the identification of therapeutic agents able to prevent, neutralize or cure these diseases.

QUALITY OF LIFE explores issues related to the consequences of these diseases on person affected and their caregivers: risk factors, behavioural and cognitive changes, physical support, provision of care and health services.

BIOMEDICAL – RESEARCH GRANTS

Richard LeDuc

University of Sherbrooke - \$150,000

Characterization of GPR3 as new pharmacological target of Alzheimer's disease

Simon Duchesne

Laval University – \$150,000 \$

MRI with contrast products of aging brain trajectories: from health to cognitive disease

Emmanuel Planel

Laval University – \$145,000

Effects of peri-operational factors on Tau pathogenesis

Lisa Marie Munter

McGill University– \$150,000

Peripheral and central paths of the pathology of cholesterol-induced Alzheimer's disease

Edith Hamel

McGill University - \$150,000

Role of compromised cerebral circulation in susceptibility to cognitive deficiency

25

BIOMEDICAL – NEW INVESTIGATOR GRANT

Sylvia Villeneuve

McGill University– \$225,000

Tracking the progress of Alzheimer's disease in its first stages: a multimodal project

This project is jointly funded by the ASRP and Brain Canada "new investigator" grant

BIOMEDICAL - CAREER CHANGE GRANT

Michel Cayouette

University of Montréal – \$223,407

New regulation mechanisms of intraneuronal tau clearance as potential targets in Alzheimer's disease.

This project is jointly funded by the ASRP and Brain Canada Career Change Grant

BIOMEDICAL – POST-DOCTORAL AWARD

Laura Hamilton

University of Montréal – \$100,000

Triggering elements and behavioural consequences of elevated oleic acid in Alzheimer brain.

Recipient of the *Firefly Spark* award

BIOMEDICAL – NEW RESEARCHER GRANTS

Marine Tournissac

Laval University – \$66,000

Is there a thermoregulation deficit in Alzheimer's disease?

Nathalie Nilsson

McGill University – \$75,000

Protection in Alzheimer's disease: the HMCGR genetic variant mechanism

This project is jointly financed by the ASRP and the CCNA

Yusuke Naito

McGill University – \$66,000

The role of synaptic organizers in beta-amyloid synaptic pathology

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BIOMEDICAL – MASTER'S GRANT

Lianne Trigiani

McGill University – \$20,000

The impact of pharmacological therapy and physical exercise on the cognitive function of hypercholesterolemic TGF mice.

This project is jointly funded by the ASRP and the CCNA

QUALITY OF LIFE – RESEARCH GRANTS

Edeltraut Kröger

Laval University – \$119,726

Deprescribing inappropriate drugs for residents with a cognitive disease

QUALITY OF LIFE – POST-DOCTORAL GRANT

Frédérique Escudier

University of Montreal – \$83,000

Judgment disorders and their neuroanatomical correlates in neurodegenerative diseases with frontal disorders

QUALITY OF LIFE – DOCTORAL GRANT

Alexa Pichet Binette

McGill University – \$66,000

Early vascular cerebral modifications and related protection factors in elderly persons at risk of Alzheimer's disease

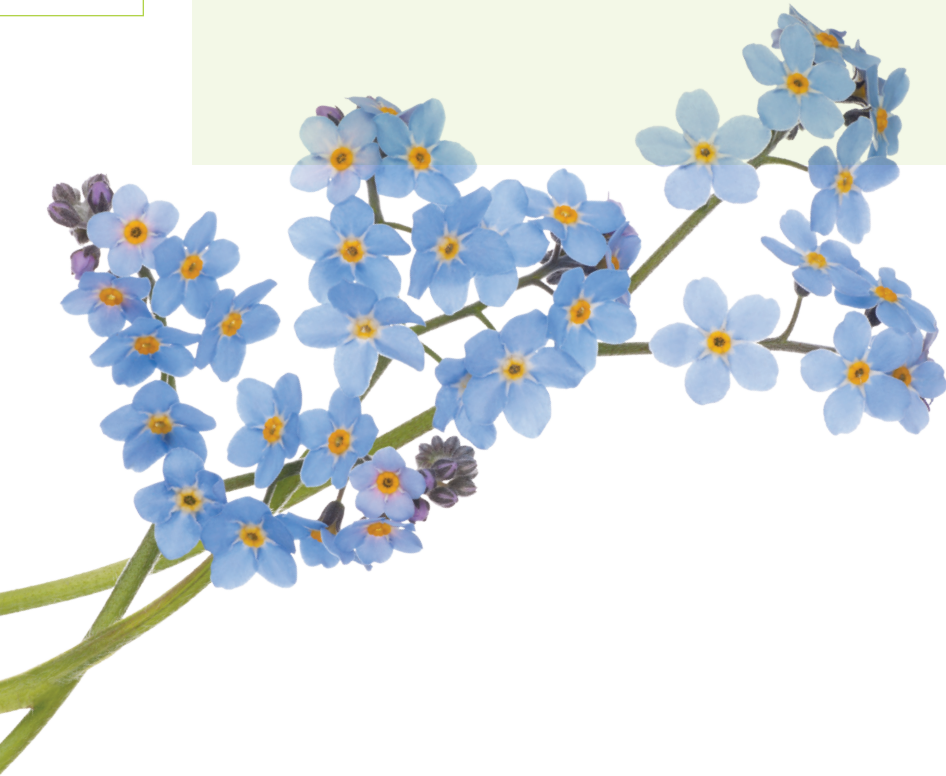
This project is jointly funded by the ASRP and the FRQS

ACKNOWLEDGMENTS

The FQAS wishes to give its warmest thanks to all those persons, organizations and companies who have given so generously this year of their energy and their time to advance the cause of Alzheimer's disease and other neurodegenerative illnesses. Engaging in our cause means wanting to make a difference!

Whether as a volunteer, a representative with the media, a donor or a partner and sponsor, your support remains essential for achieving our mission and the FQAS is deeply grateful to you.

A million thanks to you!

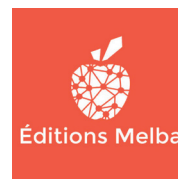


FINANCIAL PARTNERS



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SERVICE PARTNERS





FEDERATION OF QUEBEC
Alzheimer Societies 

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