



IMPACT REPORT 2020 - 2021

FEDERATION OF QUEBEC
Alzheimer Societies

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OUR VISION

To be a united Quebec federation that is a leader in preventing Alzheimer's disease and other major forms of dementia and in providing services to people living with these diseases and their loved ones.

OUR MISSION

Preventing and reducing the impacts of Alzheimer's disease and major forms of dementia by offering training, support and information in addition to contributing to research.

OUR VALUES

- **CARING**
- **COMMITMENT AND COLLABORATION**
- **INTEGRITY**
- **EXCELLENCE**

MESSAGE FROM THE PRESIDENT OF THE BOARD OF DIRECTORS AND THE GENERAL MANAGER

This past year has been one of the most destabilizing for each and every one of us. Our Federation has focused on mobilization to drive us and guide our actions over these last 12 months.

We mobilized in the face of the urgent need to act and adapt our services, which have become essential, to ensure that the most vulnerable members of our community could remain at home while providing support to their loved ones and trying to provide the element of human contact to combat isolation.

We mobilized with our partners from other associations and the health care network at the regional and national levels to take on the many challenges related to the care and services for people living with a major form of dementia. We were able to use our expertise and training to help volunteers and caregivers in senior housing facilities to support and equip them in providing quality care.

We mobilized our members, the regional Alzheimer Societies, to effectively and harmoniously meet the growing needs for support, services and follow-up. This led to the historical signing of a provincial agreement between our Federation and the Ministère de la Santé et des Services sociaux to provide financing for the First Link® program. In addition to financing, the agreement provides for the implementation of a referral system that enables various health network bodies to direct people with Alzheimer's disease and their loved ones to Alzheimer Societies' services as soon as a diagnosis is made.

Exceptional mobilization, embodied by a working committee comprised of presidents, regional society managers and Federation of Quebec Alzheimer Societies administrators – all with the shared goal of making changes to the governance of our Federation – has resulted in the consolidation of our respective affiliations.

This spirit of unity will drive us to take on future challenges.

In closing, we would like to express our sincere thanks to Quebecers for their generosity. Their unconditional support has made all the difference in helping us accomplish our mission.

Luc Pinard and **Sylvie Grenier**



ALZHEIMER'S DISEASE STATISTICS

Did you know that Alzheimer's disease is the most common form of dementia, accounting for more than 60% of diagnosed cases?



More than **153,000 Quebecers** are living with dementia.



By 2031, it's estimated that the number of people with Alzheimer's disease will **increase by 66%**.



Alzheimer's disease is a progressive **neurodegenerative disease** that is not a normal part of aging.



The risk of developing Alzheimer's disease **doubles every 5 years** after the age of 65.



64% of people with Alzheimer's disease **are women**.



We must account for **one to three caregivers** to provide time and care for each person living with Alzheimer's disease.



45% of caregivers to people living with Alzheimer's experience feelings of distress.



Close to **50% of people with dementia** are diagnosed at a highly advanced stage of their disease.

FEDERATION OF QUEBEC
Alzheimer Societies

OUR NUMBERS

20 regional Societies

4,103 people with Alzheimer's disease served
139,919 hours of respite care provided,
13,666 caregivers and
3,233 self-referrals per year throughout our network of regional societies.

More than 10 annual conferences on awareness and research hosted by the Federation.

\$499,948 awarded to winners of the Alzheimer Society Research Program. A total of \$2,428,831 was awarded in Canada.

The Quebec Federation reaches:

5,097	382	915
Facebook users	LinkedIn subscribers	Twitter users



THE 20 ALZHEIMER SOCIETIES



SERVICES

-  Information
-  Counselling and follow ups for individuals or families
-  Support groups for individuals, caregivers or couples
-  Respite and stimulation, at home or in a day centre
-  Education for caregivers and professional training
-  Lodging for people with Alzheimer's disease provided by four societies (Laval, Rive-Sud, Centre-du-Québec and Bas St-Laurent)

We offer flexible approaches to meet your needs, including in-person or online individual, family or group meetings by appointment.

PANDEMIC RESPONSE

EQUIP THE STAKEHOLDERS

— 11 videos in English and in French —

A learning series created in partnership with regional Alzheimer Societies to:

- Deal with the growing number of people who are faced for the first time with supporting or interacting with individuals living with dementia.
- Equip stakeholders and health professionals by briefing them on communication and stimulation strategies (without replacing the **Learning to intervene effectively** education program).
- Raise awareness about dementia and a person-centred approach.

The series broaches various aspects of the disease, including warning signs, communication strategies, managing certain day-to-day activities, and strategies to get caregivers more involved and provide advice on how caregivers can take better care of themselves.

Available on our YouTube channel and our website.

The series was sent to:

- Alzheimer Quebec plan project managers and to the Support for Elderly Autonomy Program
- Over 2,000 health care professionals via our newsletter
- Project managers and CHSLDs (long-term care centres) taking part in the OPUS-AP (Optimizing Practices, Use, Care and Services – Antipsychotics) approach



ADVISING HEALTH CARE PROFESSIONALS AND CAREGIVERS

We have created several brochures for:

1. Health care professionals:

- Getting families involved
- Tips for health professionals working in seniors' residences
- Communicating by phone with Alzheimer's patients

2. Caregivers:

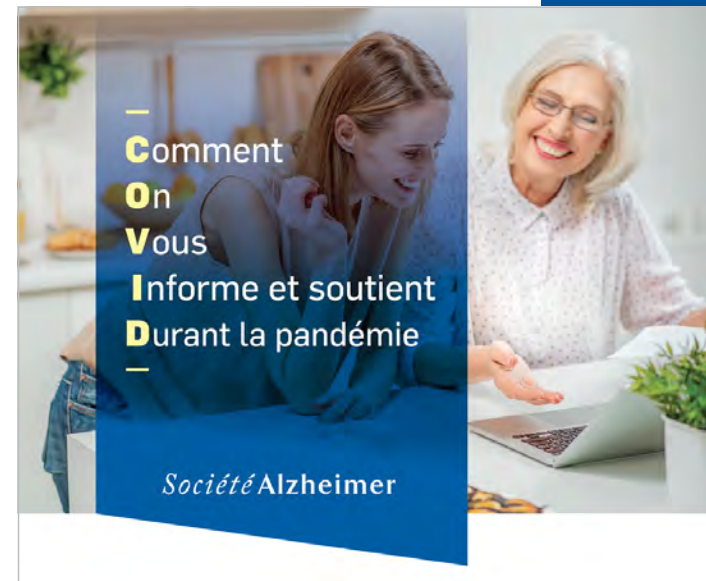
- Tips for caregivers and families
- Tips for interacting long-distance with someone with dementia

We also put together a brochure Preventing psychological distress during the COVID-19 pandemic for people working within the Alzheimer Societies network who have been faced with a growing number of cases of psychological and emotional distress.

REINVENTING OUR SERVICES

As a result of the COVID-19 pandemic, the regional Alzheimer societies have boosted their efforts to provide information and support to people with Alzheimer's disease and their caregivers.

Let's fight isolation together: phone consults, support groups, coffee meetings, virtual stimulation activities, etc.



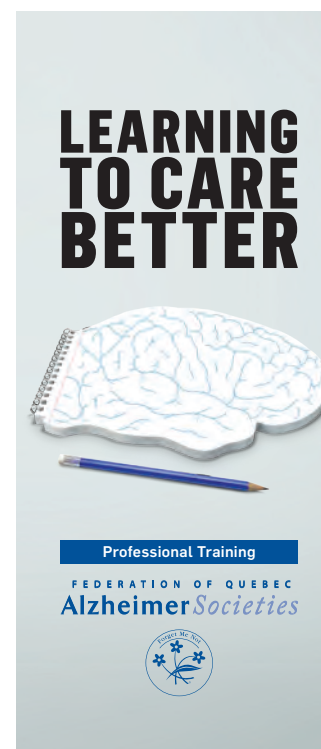
FEDERATION SERVICES

PROFESSIONAL TRAINING

Thanks to financing from the Workforce Skills Development and Recognition Fund, we were able to start updating all of our training modules.

We redesigned our *Learning to intervene effectively* program this year, which was a:

- Priority of the Federation's action plan
- Project conducted in partnership with four Alzheimer Societies. A working committee was created under the Service Quality Research and Development Department which is comprised of trainers from the Laval, Outaouais, Montreal and Quebec City Alzheimer Societies.
- Complete overhaul of the content in order to restructure the complementary professional training to the training included in the Alzheimer plan to reflect the Alzheimer Societies' person-centred approach.



INFOLINE: 1-888-636-0473

The Federation has experienced an increase in calls and requests to its infoline.



GOVERNMENT PARTNERSHIPS



BECOMING A PARTNER FOR PROFESSIONALS

Thanks to a tripartite agreement with the collaboration of the Appui National and a \$600,000 investment by the Ministry Responsible for Seniors and Informal Caregivers.

Faced with an ageing population and a growing demand for support and respite services, the Federation has approached the Ministry Responsible for Seniors and Informal Caregivers to implement a referral process for people living with Alzheimer's disease, similar to the First Link® program offered in the rest of Canada.

The process is part of the National Policy for Caregivers and will allow health care and social services professionals to use an online form to refer people with dementia and caregivers to their regional Alzheimer Society as soon as a diagnosis is made and throughout the course of the disease.

7 to 8 %
of people diagnosed
with dementia
 are referred to the Alzheimer
 Societies for services.

EASING THE WAY FOR ALZHEIMER PATIENTS

The Federation is an active member of the ministerial committee as a stakeholder in Quebec's Alzheimer plan (phase 3).

Quebec's Alzheimer plan:

- Was created to allow primary health care teams (doctors, nursing staff, social workers and pharmacists) direct access to identify people at risk for developing a form of dementia such as Alzheimer's disease, to provide a diagnosis and encourage follow up with home support services, such as the Alzheimer Societies.
- Is in its third phase of implementation which involves improving transitions and the coordination of care paths while focusing on inter-professional and multidisciplinary collaboration.
- Focuses on individuals living with Alzheimer's disease and their caregivers, and on promoting cognitive health in particular. Phase three guidelines are based on the Canadian Charter of Rights for People with Dementia, developed by the Alzheimer Society of Canada.



Alzheimer Society

CANADIAN CHARTER OF RIGHTS FOR PEOPLE WITH DEMENTIA

As a person with dementia, I have the same human rights as every Canadian as outlined in the Canadian Charter of Rights and Freedoms. The following charter:

- Makes sure people with dementia know their rights.
- Empowers people with dementia to ensure their rights are protected and respected, and
- Makes sure that people and organizations that support people with dementia know these rights.

As a person with dementia, the following rights are especially important to me. I have the right:

- 1 To be free from discrimination of any kind.
- 2 To benefit from all of Canada's civic and legal rights.
- 3 To participate in developing and implementing policies that affect my life.
- 4 To access support so that I can live as independently as possible and be as engaged as possible in my community. This helps me:
 - Meet my physical, cognitive, social, and spiritual needs.
 - Get involved in community and civic opportunities, and
 - Access opportunities for lifelong learning.
- 5 To get the information and support I need to participate as fully as possible in decisions that affect me, including care decisions from the point of diagnosis to palliative and end-of-life care.
- 6 To expect that professionals involved in my care are:
 - Trained in both dementia and human rights.
 - Held accountable for protecting my human rights including my right to get the support and information I need to make decisions that are right for me.
 - Treating me with respect and dignity.
 - Offering me equal access to appropriate treatment options as I develop health conditions other than my dementia.
- 7 To access effective complaint and appeal procedures when my rights are not protected or respected.

It will take the effort of every Canadian to protect and respect the rights of people with dementia so that we are seen as valuable and vital community members.

Contact your local Alzheimer Society to learn how you can **get involved!**
1-800-616-8816 | alzheimer.ca

RESEARCH

OUR RESEARCH PROJECTS

The Federation continues to take part in several research projects, including:

1 - Breaking social isolation for the elderly in Côte-des-Neiges: a living lab approach

This project is a partnership with the Federation and headed by Dr. Natalie Bier, researcher since 2019.

2- Cognisance

The goal of this project, led by Dr. Isabelle Vedel, is to better understand the experiences of people diagnosed with a major form of dementia.

3- Understanding and Improving the Care of Older Adults Living with Dementia Across Four Canadian Provinces during the COVID-19 Pandemic: A Mixed-Methods Study to Inform Policy and Practices

Thanks to financing from the Canadian Institute of Health Research, Dr. Isabelle Vedel and her team, comprised of researchers from four Canadian provinces, the Alzheimer Society of Canada and the Federation, will be able to put together a post-mortem of the pandemic, present concrete solutions and influence public politics to improve how we handle and help people with dementia and their caregivers.

4-Clinical research

We've multiplied our efforts to bridge the gaps between Quebec researchers and interested participants to encourage these people to take part in clinical research, studies and trials.



THE ALZHEIMER SOCIETY RESEARCH PROGRAM

The Federation would like to congratulate **the four 2020-2021 recipients of funding**, in addition to our donors and Alzheimer Societies whose generosity allow us to pursue our collective efforts to support research on the causes, treatment and, ultimately, a cure for Alzheimer's disease.



Paul Brassard

Institution: McGill University

Amount granted/awarded: \$99,948 over 2 years

Title: The infection hypothesis in the etiology of Alzheimer's disease: Infectious diseases burden and risk of dementia



Isabelle Dufour

Institution: McGill University

Amount granted/awarded: \$100,000 over 2 years; financed in part by Uniprix

Title: Care trajectories of seniors with major neurocognitive disorders in Quebec



David Gosselin

Institution: Université Laval

Amount granted/awarded: \$200,000 over 4 years

Title: Understanding and rejuvenating microglial phagocytosis as mean to inhibit progression of tauopathies in a mouse model of Alzheimer's Disease



Mahsa Dadar

Institution: Université Laval

Amount granted/awarded: \$100,000 over 2 years

Title: AI-driven detection of small vessel disease and assessment of its effect on cognitive decline in the context of neurodegeneration

MEMORABLE CONFERENCES (in French only)

Since 2017, the Federation of Quebec Alzheimer Societies has organized a series of webinars, *Les Conférences Mémorables* (Memorable conferences).



**Les Conférences
MÉMORABLES**

2021 PROGRAMMING:



January 13 - **Dr. Marcel Arcand**
Palliative care and organizing care for people with dementia



February 3 - **Dr. Edith Hamel**
Vascular disease and its impact on cognitive decline



March 3 - **Dr. Marie-Jeanne Kergoat**
Cognition clinic consultations and medical follow up



April 7 - **Dr. Isabelle Vedel**
CCCDTD recommendations on non-pharmacological approaches



May 5 - **Dr. Frédéric Calon**
How foods rich in omega-3 fatty acids and polyphenols can help our brains



June 2 - **Me Denis Marsolais**
Assistance measures: additional tools to better protect our vulnerable members of society



September 1 - **Dr. Chantal Viscogliosi** and **Dre Marie-Josée Drolet**
Ethical issues in preventing institutional mistreatment



October 6 - **Dr. Jacqueline Rousseau**
Setting up your home to prevent falls: an occupational therapist's POV



November 3 - **Jacques Couture**
A male perspective on caregiving



December 1 - **Dr. Carol Hudon**
Mindful meditation for people at risk of developing dementia

OUR AWARENESS CAMPAIGNS

UNITED FOR MEMORY

In September 2020, as part of Alzheimer's Awareness Month, the Federation of Quebec Alzheimer Societies and the 20 Alzheimer Societies in Quebec partnered with Uniprix to launch the **United for memory** campaign.

The campaign objective is to demystify the disease and raise public awareness regarding the role that pharmacists can play in identifying and taking charge of people with dementia.

The video clips are available on uniprix.com, Facebook and in many Uniprix stores.



Y'en a beaucoup qui aimeraient oublier l'année 2020.

Nous, on veut pas l'oublier.

On veut pas oublier le temps passé en famille...

Pas oublier les aînés qui nous ont quittés...

Et on veut pas oublier ceux qui restent et qui ont encore besoin de nous.

ON NE VEUT PAS OUBLIER (WE DON'T WANT TO FORGET)

As part of Alzheimer's Awareness Month in January, the John St. agency created a radio campaign focusing on current events.

The campaign was broadcast on 107.3 Rouge Montréal, a radio station whose target audience is the 35+ age group, and received a mention by radio host Richard Turcotte.

A WAVE OF MEMORIES ON SOCIAL MEDIA

In collaboration with the Cossette agency, the Federation launched a unique campaign to mark Alzheimer's Awareness Month and draw attention to the importance of memories that are sadly lost due to dementia.

Through their Facebook page, the Federation invited public figures to comment on an old photo thereby triggering their memories. They were then asked to re-share the photo with the caption "We'd all like to remember this easily."



LOVED ONES FORGET THEMSELVES TOO

On March 1, the Federation of Quebec Alzheimer Societies, in collaboration with the Cossette agency, launched a major awareness campaign (TV, newspapers, online) to promote the services provided by regional Alzheimer Societies. The **Loved Ones Forget Themselves Too** campaign drew attention to the fact that caregivers, overwhelmed by their roles and tasks, can seek help from their regional Alzheimer Society.

IG WEALTH MANAGEMENT WALK FOR ALZHEIMER'S

On Sunday, May 20, 2020, thousands of people gathered raise funds for their regional Alzheimer Society so that it can continue to offer essential services to people living with the disease and their caregivers.



GIVE FOR MEMORY

In January, our partner Uniprix launched a new campaign to benefit our regional Societies. The campaign highlighted what our Societies can accomplish through donations and was intended to encourage people to make a donation at the cash or through the website.

2\$ = 📄
1 envoi de dépliants d'information sur la maladie d'Alzheimer ou proche aidant ou à la personne atteinte

5\$ = 📞
1 h de consultation avec un proche aidant et un intervenant de la Société Alzheimer

10\$ = 🏠
2 personnes atteintes d'un trouble neurocognitif peuvent participer aux activités d'un centre de jour.
2 people with dementia can attend day centre activities.

DONNEZ POUR LA MÉMOIRE
En faisant un don, vous aidez la Société Alzheimer de votre région à offrir soutien et services aux personnes atteintes d'un trouble neurocognitif ainsi qu'à leurs proches aidants.

GIVE FOR MEMORY
By making a donation, you help the Alzheimer Society in your region provide support and services to people with dementia and their caregivers.

Merci de votre générosité!
Thank you for your generosity!

Société Alzheimer + U

THANKS TO OUR ANNUAL PARTNERS:



We would like to thank our generous partners who have been supporting the **Federation of Quebec Alzheimer Societies 2018-2023 major giving campaign:**

CGI, Hydro-Québec TransÉnergie, Caisse de dépôt et placement du Québec, Fondation Sandra et Alain Bouchard, Fondation Mariella et Lino Saputo, Banque Nationale du Canada, Industrielle Alliance, Fondation famille Lemaire, Banque Scotia, Cogeco inc., Groupe Aldo, Fondation Claire et Jean-Pierre Léger, ABB, Siemens, Transcontinental, Fondation Luc Maurice, Van Berkomp et Associés (VBA), Velan, Fondation Roaster, Capinabel Inc., Les Sœurs de Saint-Joseph de Saint-Hyacinthe.

Thank you to our **advertising and media partners:** Cossette, Bell Media, etc.

Thank you to the **Robillard, Binet and Chevrier families.**

THANK YOU FOR YOUR GENEROSITY

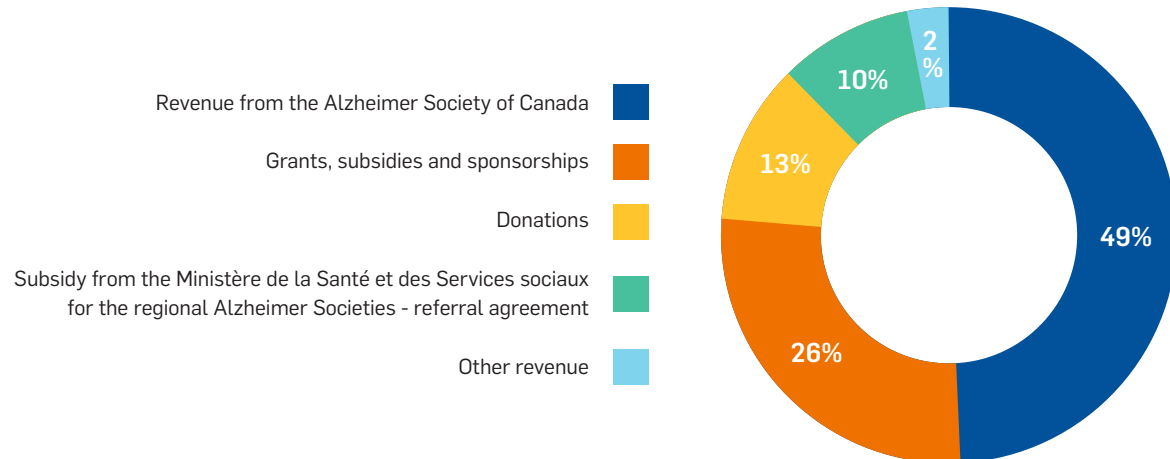


FINANCIAL STATEMENTS

APRIL 1, 2020 TO MARCH 31, 2021

REVENUE

	Amount (\$)	%
Revenue from the Alzheimer Society of Canada	\$2,584,300	49.11%
Grants, subsidies and sponsorships	\$1,389,900	26.41%
Donations	\$655,600	12.46%
Subsidy from the Ministère de la Santé et des Services sociaux for the regional Alzheimer Societies - referral agreement	\$507,500	9.64%
Other revenue	\$124,900	2.37%
TOTAL REVENUE	\$5,262,200	100%

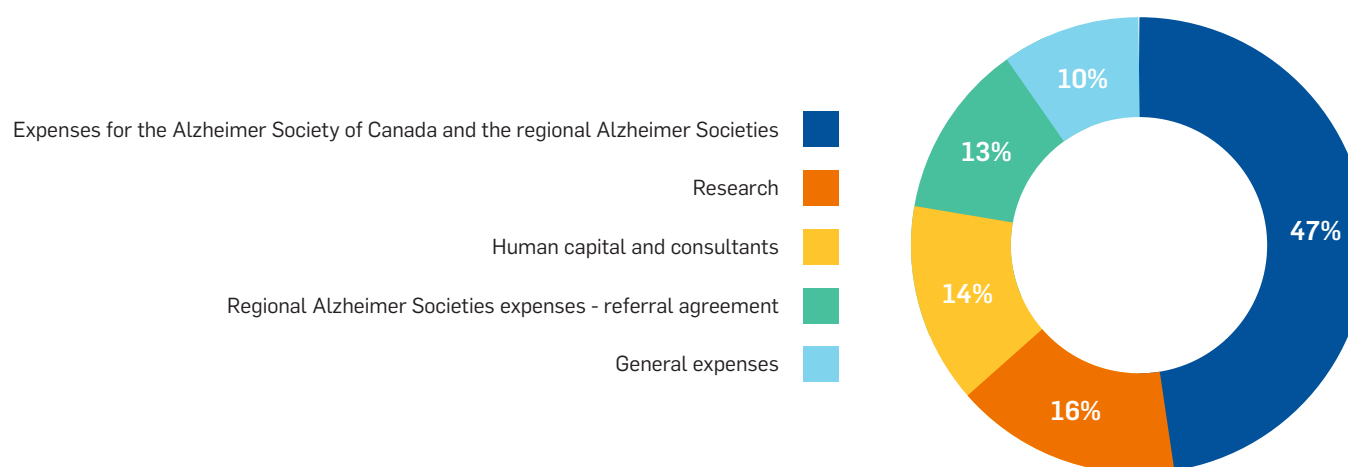


FINANCIAL STATEMENTS

APRIL 1, 2020 TO MARCH 31, 2021

EXPENSES

	Amount (\$)	%
Expenses for the Alzheimer Society of Canada and the regional Alzheimer Societies	\$1,901,300	47.09%
Research	\$649,200	16.08%
Human capital and consultants	\$585,400	14.50%
Regional Alzheimer Societies expenses - referral agreement	\$507,500	12.57%
General expenses	\$394,600	9.77%
TOTAL EXPENSES	\$4,038,000	100%



BOARD OF DIRECTORS

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Luc Pinard

VICE-PRESIDENT
Marie-Christine Dufour

TREASURER
Mariève Héroux

SECRETARY
Charles Cyr-Gill

DIRECTORS

Fidèle Toghous

Marilyne Crépeau

Serge Duhaime
Delegate from the
Presidents' table

France Le Bel
Delegate from
the GM table

Julie Gagné
Delegate from
the GM table

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Charles Cyr-Gill, Director

Julie Gagné, Director

Lisette Joly, External member

FINANCE, AUDIT AND INVESTMENT COMMITTEE

Mariève Héroux, Treasurer

Luc Pinard, Chair

Serge Duhaime, Director

Marilyne Crépeau, Director

MOBILISATION APPROACH COMMITTEE (AD HOC)

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Serge Duhaime, Director and Chair of the Outaouais AS

Jean-Denis Allaire, Chair of the Centre-du-Québec AS

Robert Lauzière, Chair of the Estrie AS

France Le Bel, Director and GM of the Quebec AS

Sonia Nadeau, GM of the Chaudière-Appalaches AS

Catherine Vaudry, GM of the Laurentides AS

Michel Viens, GM of the Centre-du-Québec AS

THE FEDERATION OF QUEBEC ALZHEIMER SOCIETIES THANKS YOU FOR YOUR SUPPORT



FEDERATION OF QUEBEC
Alzheimer Societies

FEDERATION OF QUEBEC ALZHEIMER SOCIETIES

5165, rue Sherbrooke Ouest, bureau 200

Montréal (Québec) H4A 1T6

Phone: 514 369-7891

www.alzheimerquebec.ca

