



IMPACT REPORT 2022 - 2023

FEDERATION OF QUEBEC
Alzheimer Societies

SUMMARY

- Our vision and mission 2
- A word from our spokespeople..... 3
- Message from the president and the general manager..... 4
- Alzheimer’s disease statistics..... 5
- The 20 Alzheimer Societies..... 6
- Our impact..... 7-22
- Our financing 23-25
- Financial statements 26-27
- Board of directors 28-29

OUR VISION AND MISSION

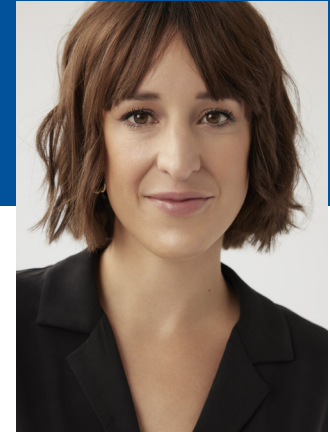
To be a united Quebec federation that is a leader in preventing Alzheimer’s disease and other major forms of dementia and in providing services to people living with these diseases and their loved ones.

To prevent and reduce the impacts of Alzheimer’s disease and major forms of dementia for anyone affected by offering training, support and information in addition to contributing to research.



A WORD FROM OUR SPOKESPEOPLE

In March 2022, **Anne-Élisabeth Bossé** took on the role of spokesperson for the Federation. Our cause hits close to home for her because her father is living with the disease. For over a year now, she has shed light on the cause through her involvement in the IG Wealth Management Walk for Alzheimer's, our very first Forum on Alzheimer's, and by co-signing an open letter to the media requesting a dedicated fund.



Dre Sylvie Belleville, Scientific Ambassador for the FQAS since June 2022, Professor in psychology at Université de Montréal and researcher at Centre de recherche de l'Institut Universitaire de Gériatrie de Montréal:

"When I was offered the role of Scientific Ambassador for the Federation of Quebec Alzheimer Societies, I was thrilled and didn't hesitate to accept. This cause is near and dear to me and one to which I have dedicated my research and teaching career. I have great admiration for the Federation's work, mission and vision. I'm already collaborating with the Federation on various research projects but my involvement as an ambassador will allow me to do more to promote brain health, to work on getting ahead on the disease's modifiable risk factors and to share a message of prevention and hope."



Francine Marchand,

who is living with Alzheimer's disease and an ambassador for the FQAS:

"I was diagnosed on December 2, 2019. First of all, I was convinced that I didn't have the disease, but my husband wasn't so sure. About a month after I was diagnosed, I finally felt strong enough to leave my cocoon. I bumped in to two people and I shared what was happening to me. No one cried but I did see a look of terror in their eyes. Looking back, I'm grateful for those encounters. They made me realize that one day, if the progression of my disease allowed it, I would do my part in raising awareness about Alzheimer's disease."

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

Dear members and partners,

This past year has proven, once again, the commitment of our members through the adoption of our Federation's 2023-2026 strategic planning and the annual action plan. Against the backdrop of this work is sound governance and an urgency to increase financing for the services provided by the Alzheimer Societies.

In this regard, in January 2023, the Federation presented a pre-budget brief to champion the creation of a fund dedicated to Alzheimer's disease. The Federation continues to play a crucial role in representing and defending the rights of people with dementia. We were invited on three occasions to take part in the parliamentary committee on end-of-life care and medical aid in dying. We are active in more than 10 research projects as either partners or investigators. What's more, we organized our first provincial Forum that attracted close to 900 participants.

We've also gained information regarding the future of our cause. There was Alzheimer Canada's landmark study on the increase in people likely to develop Alzheimer's disease in correlation with the demographic curb. The report discussed the increase's impact on society and the health network, along with the scientific advances that substantiate that it's possible to change the course of the disease to help people maintain their capacities.

We're making steady progress in furthering our cause but we're still facing a sizeable challenge. We must continue to mitigate the impact of the disease for both people who are living with Alzheimer's and those who are supporting them through their journey. We're also working on taking action when it comes to the risk factors to slow the onset of dementia.

We would like to extend our most sincere thanks to all of our members and their employees for their continuous commitment, and to our generous donors for their support which helps to soften the blow of the disease.

Luc Pinard and **Sylvie Grenier**



ALZHEIMER'S DISEASE STATISTICS

Taking action to counter the crisis: Quebec is facing an imminent crisis when it comes to providing care for people living with dementia.



As our population ages, an estimated **360,000 Quebecers** will be living with the disease by the year 2050, representing a 145% increase over 2020.



There are currently **170,000 Quebecers** living with dementia.



62% of people with Alzheimer's disease are **women**.



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



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



We must account for **one to three caregivers** for each person living with Alzheimer's disease. On average, caregivers devote approximately 26 hours of their time per week.

Several risk factors can be altered. It is up to our governments and individuals to reduce the risks by increasing physical and social activities; taking care of hearing loss; monitoring diabetes, high blood pressure and depression; stopping smoking, limiting alcohol consumption and focusing on cognitive health.

Find out more about the 10 activities for a healthy brain on our website.

One of the models from the Alzheimer Society of Canada's landmark study finds that delaying the onset of dementia by one year would prevent 114,200 new cases by 2050.

FEDERATION OF QUEBEC
Alzheimer Societies

OUR FIGURES

The FQAS processed **435 requests** for information and support: requests for information (40%), psychosocial support (25%), information about the disease and diagnoses (17%). Requests came mainly from female caregivers (73.6%).

Thousands of consults, information sessions and support are provided each year throughout our network of regional societies who help: **5,644** people living with Alzheimer's **15,674** caregivers

The Quebec Federation reaches :

6 940
Facebook
users

632
LinkedIn
subscribers

943
Twitter
users



THE 20 ALZHEIMER SOCIETIES



- | | |
|----------------------------------|--------------------------------------|
| 1. ABITIBI-TÉMISCAMINGUE | 11. LAURENTIDES |
| 2. BAS-SAINT-LAURENT | 12. LAVAL |
| 3. CENTRE-DU-QUÉBEC | 13. MASKOUTAINS-VALLÉE DES PATRIOTES |
| 4. CHAUDIÈRE-APPALACHES | 14. MAURICIE |
| 5. CÔTE-NORD | 15. MONTRÉAL |
| 6. ESTRIE | 16. OUTAOUAIS |
| 7. GASPÉSIE-ÎLES-DE-LA-MADELEINE | 17. QUÉBEC |
| 8. GRANBY ET RÉGION | 18. RIVE-SUD |
| 9. HAUT-RICHELIEU | 19. SAGUENAY-LAC-SAINT-JEAN |
| 10. LANAUDIÈRE | 20. SUROÛT |

NEW MAURICIE ALZHEIMER SOCIETY

Find your regional society and its contact information at my-society.ca

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 three societies (Laval, Centre-du-Québec et Bas-Saint-Laurent)

Who and how our Alzheimer Societies help in numbers:

- 5,644** people with Alzheimer's disease
- 15,674** caregivers
- 29,169** calls/messages and interventions
- 9,306** individual/family meetings
- 217,720** hours of respite provided

PROMISING INITIATIVES AND PROJECTS

With the pandemic behind us, the Alzheimer Societies have reinstated their services and developed new initiatives.

MONTREAL ALZHEIMER SOCIETY

Opening of a new and permanent activity centre. The centre will provide respite for caregivers in a warm and friendly setting.



SOCIÉTÉ ALZHEIMER LAVAL

In response to the need for caregivers to socialize outside of support groups, the Alzheimer Society in Laval organized activities outside its walls with a BBQ in June and a Christmas dinner. Both events were very successful! Several other activities are already being planned, including a sugar shack outing, a cornhole tournament and outdoor games afternoons.

SOCIÉTÉ ALZHEIMER MASKOUTAINS-VALLÉE DES PATRIOTES

In collaboration with Cycling Without Age, the Maskoutains Vallées-des-patriotes Alzheimer Society had access to electric pedal-assisted trishaws made for one or two passengers. People living with the disease were treated to excursions that awakened their sense of discovery and long-lost memories. The outings also added to their psychological well-being while enjoying time in nature. The Alzheimer Society is looking in to acquiring its own trishaw.



SOCIÉTÉ ALZHEIMER QUÉBEC

A new home providing services and respite was inaugurated in Charlesbourg; Maison Yolande-Lagacé.

SOCIÉTÉ ALZHEIMER OUTAOUAIS et SOCIÉTÉ ALZHEIMER CÔTE-NORD

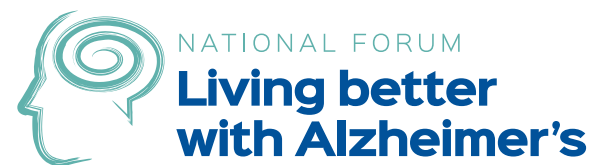
Points of services were added in Aylmer and Port-Cartier.

THE FIRST NATIONAL FORUM ON LIVING BETTER WITH ALZHEIMER'S

On September 21, 2022, the FQAS held its very first National Forum on Living Better with Alzheimer's. The Forum was an opportunity for people living with dementia and their loved ones to learn more about the disease, plan for the future and be better equipped to deal with the resulting transitions.

The event's objectives were to:

- Empower the general public and inform professionals
- Band together to recognize World Alzheimer's Day on September 21, 2022
- Provide a day that suits each person's needs, with conferences and workshops offered in person (in Montreal and certain regions) or online



The programming covered various topics presented by experts in their fields.

"We are very proud to have gathered several experts on dementia such as Dr. Ziad Nasreddine, and Dr. Judes Poirier who will open the Forum with a conference titled Ageing well: Our hopes vs. reality, hosted by Marie-France Bazzo. Participants can then attend the workshops of their choice on topics such as focusing on fun in our communications, the essential role notaries play, learning to take care of yourself when you're a caregiver, etc. The workshop I'll be offering will cover strategies for preventing cognitive decline," said Dr. Sylvie Belleville, the Federation's Scientific Ambassador.

The Forum took place in person in Montreal and at the Centre Mont Royal and in 10 regions of Québec.

We surpassed our objective with:

Close to **900** people total

191 in Montreal / **384** online / **300** in the regions



Participants were pleased with how the event was organized, its friendly atmosphere and the content of the conferences and workshops which allowed them to learn new things.

- *Congratulations to Nouha and the entire team for such a wonderful event! It was a pleasure to be a part of it! Sophie Foisy, GM of the Société Alzheimer de Granby.*
- *Thank you so much Nouha for inviting me to be a presenter! Claire Webster, speaker.*
- *Bravo for this event that brought together people living with Alzheimer's and other forms of dementia, caregivers and health professionals. There was something for everyone! - Julie Brunet, nurse clinician, CISSS-Laval*
- *As a caregiver I really appreciated this full day of conferences, panels and workshops and I learned so much. Congratulations to all the organizers, guests and participants. – C.*

Comments from the regional forums

- **Lévis:** *We had a successful event and the people in attendance really enjoyed the formula. We had caregivers, people living with the disease and community stakeholders. The people living with the disease were very appreciative of the forum's approach, as well as the lunchtime conference on early referrals and our services.*
- **Sept-Iles :** *Our forum was a huge success! Everyone enjoyed it. Four people traveled from Baie-Comeau, which is a three-hour trip each way. They really felt that their experience was worth the trip. Next time we'll rent a room to be able to welcome as many people as possible.*

Thank you to our generous donors



REPRESENTATION AND PROTECTION OF THE RIGHTS OF PEOPLE WITH DEMENTIA

OUR DEMANDS / PRESENTATION OF A PRE-BUDGET BRIEF

In February 2023, the Federation of Quebec Alzheimer Societies presented a pre-budget brief and sent an open letter to the media (see excerpt below).

Quebec must create a fund dedicated to Alzheimer's disease

The Quebec government must address the exponential growth of people living with dementia. We have the opportunity to position Quebec at the forefront of resilient societies, provided we act now.

Creating a fund dedicated to Alzheimer's disease and dementia

The foundation of any long-term strategy should be the creation of a fund dedicated to Alzheimer's disease and other forms of dementia. The essential work that must be undertaken in prevention and support requires a financial investment; the financial needs will be even greater in the years to come if a progressive financial structure is not established now. Such a fund will make it possible to act on three strategic axes that will prepare us for the future:

1. Preparing our health-care system

The imminent arrival of innovative medicines will require some adaptations in our health-care system. This will include training of an expanded circle of health-care professionals and an increase in workers specialized in neurocognitive disorders, needs that will continue to grow.

2. Assuring adequate support for patients and families

In the absence of effective treatment, what people living with dementia need most is adequate support and time, time that family caregivers, health-care providers and community organizations are all willing to provide, but their resources are often limited. Investing now in support solutions for people living with dementia and their loved ones will allow us to tighten up our social safety net.

3. Recognizing neurocognitive disorders as a public health issue

We should be collectively committed to implementing concrete solutions to prevent the onset of the disease. There are many modifiable risk factors that could contribute to the development of dementia. Taking steps to reduce these risks, as early as age 45 or even before, can contribute to prevention.

SELECT COMMITTEE ON END-OF-LIFE CARE - MAID

The year 2022-2023 was marked by the debate surrounding the expansion of medical assistance in dying to people who are incapacitated which was the subject of two bills. The bills were highly anticipated, especially following the recommendations from the Commission on end-of-life care, the opinions of several experts and the social acceptance among Quebecers.

The Federation welcomes the general statements of Bill 11, allowing people with dementia to make an advance request for medical aid in dying so that they can receive such aid once they have become incapable. Clear guidelines must be implemented to ensure that medical aid in dying does not become the easy solution in the face of our overloaded health care system, and for our social services to provide the support needed to the most vulnerable members of our society up until the end of their lives.

We must also not hasten the death of people with dementia due to prejudice or negative personal experiences. Instead, we should provide support through quality care, a humanistic approach and living environments adapted to their needs.

ALZHEIMER'S CONFERENCE

Following a two-year hiatus, the FQAS was able to attend the Quebec Alzheimer conference that took place from November 9-11, 2022 in Québec City. Luc Pinard, chair of the FQAS's board of directors, was able to address nearly 450 professionals and reiterate the key messages from the landmark study. The FQAS was also able to interact with attendees thanks to the program and services team who set up a booth.

PANEL IN PARTNERSHIP WITH THE CCNA – FINDING HOPE IN DEMENTIA

On January 26, 2023, our director of research and development of service quality led a panel organized together with the CCNA to address the importance of maintaining hope despite a dementia diagnosis. The panel was made up of three exceptional women: Francine Marchand, who is living with Alzheimer's disease; Dr. Marie-Jeanne Kergoat, geriatrician and full professor at Université de Montréal's Faculty of Medicine; and Amel Yaddaden, an occupational therapist and PhD candidate at Université de Montréal's School of Rehabilitation. Thank you to our panelists.



FEDERATION SERVICES

CAREGIVER TRAINING

The FQAS is thrilled to have obtained financing from the Québec ami des Aînés program to develop a caregiver training program called Apprendre à aider, sans s'oublier, tout au long de la maladie d'Alzheimer.

The program, led in conjunction with Dr. Véronique Dubé, researcher and chairholder of the Université de Montréal Marguerite-d'Youville Research Chair on Humanistic Nursing Interventions, will:

- Develop an array of educational content, including four interventions coupled with individual psychosocial support.
- Harmonize current training content across the Alzheimer Societies to meet the needs expressed by caregivers at key stages of the disease's progress: the period surrounding a diagnosis, adapting the home, placement and post-caregiving.
- Provide training to caregivers of seniors living with Alzheimer's disease, from the time of diagnosis and beyond the caregiving journey.
- Be based on life experience, the most recent research data and expert support from the Alzheimer Societies.
- Be tested during a second phase by a pilot group of caregivers.



FEDERATION SERVICES

PROFESSIONAL TRAINING

2022-2023 was a banner year for professional training! The FQAS, in collaboration with member Alzheimer Societies, launched a training program for healthcare and social services professionals and workers called ***Mieux intervenir, ça s'apprend***. Six Alzheimer Societies were able to take part in the first training group which was held in October 2022, and another 17 Alzheimer Societies took part in the updated January 2023 training.



« La formation m'a vraiment aidée à mieux comprendre la réalité et les comportements des personnes vivant avec la maladie d'Alzheimer. »

Infirmière

"The course really helped me to better understand the reality and behaviors of people living with Alzheimer's disease." A nurse

Provincial agreements

In order to make the ***Mieux intervenir, ça s'apprend*** training program available to various care workers and professionals, the FQAS was able to sign:

- A training agreement with the Association des ressources intermédiaires d'hébergement du Québec (ARIHQ) and to train their care attendants.
- A joint training offer with the Réseau de coopération des entreprises d'économie sociale en aide à domicile (EÉSAD) thanks to financing from the Commission des partenaires du marché du travail. By December 2023, close to 400 personal aide workers will be trained to support people living with dementia.

The training includes four modules:

- MODULE 1 Understanding Alzheimer's disease to provide better care
- MODULE 2 A person-centred approach
- MODULE 3 Communicating to foster trust
- MODULE 4 Handling confusing behaviour

This training is recognized by the OIIAQ as professional continuing education based on the criteria stated in the Règlement sur la formation continue obligatoire des infirmières et infirmiers auxiliaires du Québec.

GOVERNMENT PARTNERSHIPS

referenceaidancequebec.ca WEBSITE

Launched on December 8, 2021, Referenceaidancequebec.ca is a website sponsored by the Government of Quebec, L'Appui pour les proches aidants and the Federation of Quebec Alzheimer Societies. Referrals allow various professionals to direct caregivers to the community services they need and to ensure that they receive support as soon as a diagnosis is made.



In its first year, more than **2,600 referrals** were processed by the Alzheimer Societies. Despite a major increase in the number of referrals received, thanks to the efforts made by the regional societies the average processing time was 8 days which is below the 10-business day standard.

Why refer?

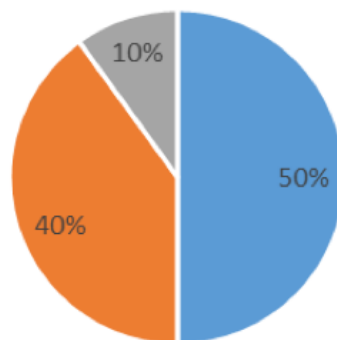
- Faster identification of caregivers to provide them with the information and support that they need
- Improved access, stability and quality of care and services
- Better complementarity among services provided by the health and social services network and those provided by regional Alzheimer Societies

Caregivers have expressed many needs:

- 72% need **information**
- 64% need **psychological support**
- 62% need **respite**
- 54% need **training**

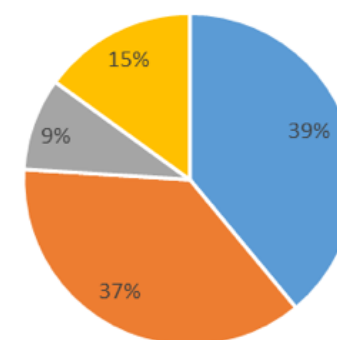
Who receives referrals?

- Spouse
- Son/daughter
- Other



Who issues referrals?

- Social workers
- Nurses
- Doctors
- Other



RESEARCH



The Federation has transitioned from an organization whose role was essentially to help recruit participants for clinical trials, to a leading partner, as either collaborator or co-investigator, in several large-scale projects funded by the Canadian Institutes of Health Research (CIHR) or the Fonds de recherche du Québec (FRQ).

THE FEDERATION IS INVOLVED IN THE FOLLOWING PROJECTS

Validity and Usability Evaluation of the Health App Review Tool (HART) for Improving Technology Use to Support People with Alzheimer's Disease: Matchings Apps to Users – Dr. Krista Lynn-Best (SSHRC, Université Laval).

Living Lab on Transitions (Transilab Laval-ROSA) for people living with a major neurocognitive disorder – Dr. Isabelle Vedel (FRQS –McGill University)

ENGAGEMENT des aînés.es recevant des soins à domicile et de leurs proches dans les décisions en partenariat avec les équipes cliniques – Dr. France Légaré (CIHR, Université Laval). (*Engaging seniors receiving home care and their caregivers in decision making in partnership with clinical teams*)

Health Research Training to Address Vascular Contributions to Cognitive Decline: The Vascular Training (VAST) Platform – Dr. AmanPreet Badhwar (CRIUGM), (IRSC, University of Calgary).

THE FEDERATION WAS PARTICULARLY INVOLVED IN FIVE PROJECTS:

Note: The translation of the research project titles in this section is provided for information purposes only and does not constitute an officially approved translation. For the official title, please refer to the French version of this impact report.

1 - Breaking social isolation for seniors in Côte-des-Neiges: a living lab approach - Dre Nathalie Bier (FRQS, IUGM).

The goal is to create an innovative neighbourhood for the seniors of Côte-des-Neiges by co-developing initiatives to improve the mobility, cognition and communication of older adults within a community to achieve better participation and social inclusion. The Federation was especially involved in the cognition aspect by developing a series of workshops for employees of the neighbourhood's libraries and Maison de la Culture.

2 - Preventing age-related cognitive decline: A multidisciplinary remote program - Dre Sylvie Belleville (FRQSC, IUGM).

This research project intends to evaluate the use of an online educational program, Brain Health PRO, among seniors who are at risk of developing dementia or who are already experiencing cognitive decline. The program raises participants' awareness regarding the changes to make to mitigate various risk factors. By involving seniors and members of the Alzheimer Societies in the project, a new social activity was added whose main focus will be to help participants adopt a healthy lifestyle.

3 - Digital health and the care and services of people with dementia and their caregivers: A participative multi-stakeholder approach for adapted and integrated telehealth – Dr Olivier Beauchet (FRQS, IUGM – Université de Montréal).

This living lab research project intends to examine how to act early on in the dyad's care journey through telemedicine and the use of health apps to quickly assess the state of people with dementia and their caregivers and establish the appropriate medical or community-based follow-up.

4 - Development, implementation and evaluation of actions to promote outdoor activities for mobility among seniors with dementia in the community – Dre Stéphanie Daneau (FRQSC - Université du Québec à Trois-Rivières).

The project intends to develop, implement and evaluate actions to support the pursuit of outdoor activities within the community to maintain mobility among people with dementia. In addition to the Federation, three Alzheimer Societies (Laval, Laurentides and Mauricie) are involved in the project to not only meet with the stakeholders who work with clients on a daily basis, but to assist in recruiting dyads whose interviews will be very useful.



5 - Seniors' access to community services using online tools since the COVID-19 pandemic: An action research study - Dr François Routhier (FRQSC - Université Laval).

The project intends to study support groups organized by Alzheimer Societies during the COVID-19 pandemic in terms of any adaptations that were implemented and challenges that were faced. Also under examination is seniors' engagement and how it impacted their social participation. The ultimate goal is to develop recommendations and best practices to sustain the online support offer.

NEW PROJECTS IN 2023 AND BEYOND!

The Federation is thrilled to be a stakeholder in the new *Research Chair in Creative Economy and Well-Being* which received \$4 million in financing over five years from the Fonds de recherche du Québec - Société et Culture (FRQSC). The research chair will be under the leadership of Dr. Laureline Chiapello (Université du Québec à Chicoutimi), Dr. Olivier Beauchet (CRIUGM, Université de Montréal), Dr. Guillaume Blum (Université Laval) and Dr. Julie Bérubé (Université du Québec en Outaouais). The Federation will be involved as co-investigator in the art and health component.

We are delighted about the financing awarded to Dr. Chantal Viscogliosi, Associate Professor and Director of the occupational therapy program at University de Shebooke's school of rehabilitation. The project, "Promotion de la santé cognitive des personnes vivant avec un trouble neurocognitif : formation de formateurs pour l'accompagnement de proches aidants et d'intervenants désirant soutenir leur participation sociale par l'utilisation de stratégies cognitives" (Promoting cognitive health of people living with dementia: training the trainers to support caregivers and stakeholders wanting to uphold social participation through cognitive strategies) is intended to equip Alzheimer Society stakeholders with cognitive rehabilitation strategies to help people living with Alzheimer's maintain their autonomy for as long as possible.

WINNERS OF THE ALZHEIMER RESEARCH PROGRAM 2022

Dr Charles Ramassamy - Université du Québec

Title: Role of periodontitis in Alzheimer's disease

"This research will shed light on the key role of oral microbes in Alzheimer's disease and will identify patients at risk of developing AD with accessible markers."



Dr Benoit Laurent, Université de Sherbrooke

Title: Investigating the secretory function of the choroid plexus in Alzheimer's disease

"This project will identify important molecules abnormally secreted by the CP that could play a role in the establishment of Alzheimer's disease (AD). Our findings will help the development of new diagnostic methods and potential treatments for AD patients."



Camille Pernègre, Université de Montréal

Title: Elucidation of the mechanisms involved in tau pathology

"This project will provide new insights on the tau pathology mechanisms in AD and PSP. [...] Because our model is produced from patient cells, it could be used to elaborate and rapidly test therapeutic strategy more adapted for each patient."



Dr Geoffrey Canet, Université Laval

Title: Targeting cognitive decline in Alzheimer's disease by modulating body temperature

Award/Grant: Postdoctoral award

"Hypothermia was identified as a risk factor for AD,... conversely, sauna bathing, by increasing body temperature, is beneficial for AD... Understanding such mechanisms will provide an explanation for the beneficial effects of sauna and will aid in the development of treatments or lifestyle strategies to control the advancement of AD."



Nayoung Yi, Université de Montréal

Title: Potential therapeutic approaches to Alzheimer disease by novel synaptic protein binding competition

"A protein called Amyloid beta oligomer (A β O) is a toxic protein aggregate in the Alzheimer's disease (AD) patient brain. [...] The novel binding partner will restore impaired synaptic function and learning/memory ability in AD mice."



Dr Tak Pan Wong, Université McGill

Title: Role of cannabidiol in ameliorating neuronal hyperactivity: A cellular change during the prodromal phase of Alzheimer's disease - This researcher received the Mike & Valeria Rosenbloom Foundation Research Award.

"Cannabidiol, an active ingredient of cannabis for treating seizure, could be useful for reducing the neuronal hyperactivity. We expect cannabidiol can rescue hippocampal hyperactivity and cognitive deficits of TgCRND8 mice. These findings support the use of cannabidiol for preventing Alzheimer's disease."



LES CONFÉRENCES MÉMORABLES WEBINARS

The FQAS is pleased to present a webinar series, *Les Conférences Mémorables* that, since 2017, has enabled us to highlight the expertise of exceptional speakers, but also to support our efforts at raising awareness and disseminating information to promote a better understanding of dementia.

Our 2022 programming helped us to :

- Emphasize the importance of reducing risk factors by inviting 8 experienced speakers.
- Tackle various topics including cognitive stimulation, the importance of sensory loss, the effects of nutrition and the importance of sleep.
- Reach 1,480 people who were able to attend various live webinars. All webinars are recorded and made available on our website and YouTube channel for future viewing and to reach a wider audience.

PROGRAMMATION 2023

LES CONFÉRENCES MÉMORABLES 10) webinaires conférenciers

Guillaume Vermette	Dre Chantal Dumoulin	Dre Maryse Soulière	Dr Philippe Desmarais	Dre Nathalie Bier
Dre Mylène Aubertin-Leheurde	Dre Anick Guiguère	Dr Philippe Voyer	Claire Webster	Dre Chantal Viscogliosi



WHAT THEY'RE SAYING ABOUT US IN THE MEDIA

The Federation of Quebec Alzheimer Societies has become the go-to for questions regarding the disease and any current related issues. Media coverage increased significantly in 2022 and early 2023, including television interviews and reports in both the French (Radio Canada, LCN, Noovo) and English (CBC Quebec and Montreal) medias. The Federation collaborated with the Citoyen agency on several occasions and was contacted by many media outlets for interviews on various topics.

Request for dedicated funds for Alzheimer's

- Open letter co-signed by Sylvie Grenier and Anne-Élisabeth Bossé sent to the media and was picked up by all the major outlets
 - *The Gazette* (March 9), *Le Devoir* (March 10), *La Presse Plus* (March 10), *Journal de Montréal*, *Journal de Québec* (March 11), *Le Soleil*, *La Tribune* (March 19), *CBC*, etc.
 - Generated a total of **11,443,000 impressions**

Medical assistance in dying

- *Radio Canada's* Téléjournal (March 13, 2022)
- *CBC Montreal* interview (February 16, 2023)



Alzheimer Society of Canada's landmark study

- *Radio Canada's* Téléjournal (September 6, 2022)
- Open letter signed by Sylvie Grenier, General Manager, sent to the media that
 - was published in *Le Soleil* (September 16), the *Journal de Montréal*, the *Journal de Québec* (October 24)
 - generated **12,371,000 total impressions, 10 media mentions and interviews**
- Television report on *Noovo* (aired on October 14, 2022) providing insight into the reality of people closely affected by Alzheimer's disease

Research on the disease

- *Radio Canada's* Téléjournal (December 7, 2022) - Lecanamab
- Television report – PEI (December 5, 2022) - Lecanamab
- Interview on *RDI* (October 25, 2022) – Insulin identified as a treatment
- *LCN* (August 2, 2022) – Junk food and the brain
- Interview with the *Journal de Montréal* (July 25, 2022) – Controversial study
- Interview on *98.5* (July 25, 2022)



January – Alzheimer's Awareness Month

- *LCN* (January 30)
- *CBC* (January 23)
- *QUB radio* (January 12)

Suspension of driver's licence

- Op-ed published in *Le Soleil* (December 3, 2022)

September – World Alzheimer's Month

- *La Semaine* magazine special Alzheimer's issue (October 2022)

Living Better with Alzheimer's Forum

- *Salut Bonjour WE* show: Interview with Sylvie Belleville (September 19, 2022)

Silver Alert

- Interview with *CBC Montreal* (June 7, 2022)
- Interview with *Radio Canada* (June 7, 2022)

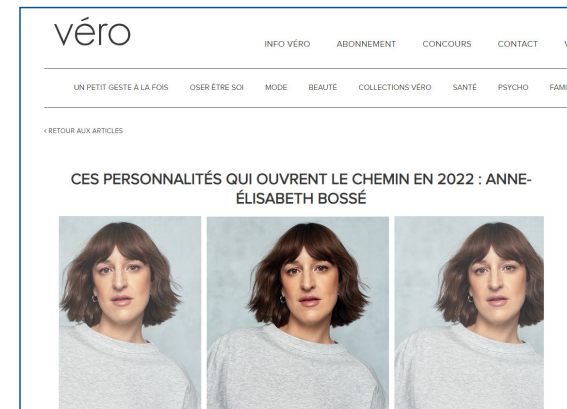
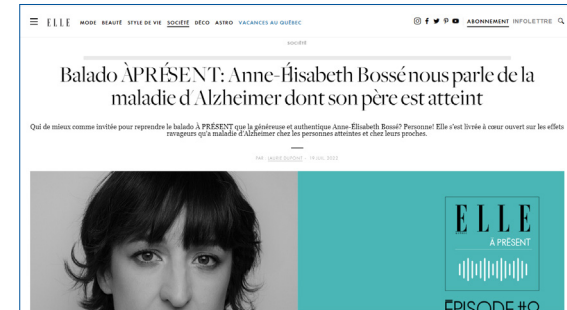
Anne Élisabeth Bossé, new spokesperson

- Interview and podcast with *Elle Québec* (July 19, 2022)
- Interview with *Véro magazine* (August 30, 2022)

Walk for Alzheimer's

The May 2022 media tour with Anne-Élisabeth Bossé

- resulted in high visibility including several articles and television shows including in the *Journal de Montréal* and *Journal de Québec*, on *TVA Nouvelles*, *LCN*, *Bonsoir Bonsoir* and *veroniquecloutier.com*
- generated **29,966,812 total impressions, 36 media mentions and interviews**



AWARENESS CAMPAIGNS

OCTOBER 2022: AN OPEN LETTER

In light of the Alzheimer Society of Canada's new report, The Landmark Study – Report 1: Navigating a Path Forward for Dementia in Canada, published in September 2022, the Federation released an open letter. The letter was first published in *Le Soleil*, and then picked up by the *Journal de Montréal* and *Québecor* outlets. Furthermore, *Noovo* did a televised report which positioned the Federation of Quebec Alzheimer Societies as the leader in providing support to people living with the disease.

Dementia: Taking action to counter the crisis. Delaying the onset of dementia: our challenge for the years ahead.

The report outlines a clear path to follow to face this crisis: addressing the risk factors and delaying the onset of dementia. The three hypothetical scenarios in which the onset of dementia is delayed by 1, 5 or 10 years unilaterally demonstrate the importance of risk reduction and the significant positive impact it has... Canada's national dementia strategy is an important first step, but governments at all levels must join with stakeholders across the country to recognize Alzheimer's disease as a chronic illness and a public health issue; implement awareness and prevention campaigns regarding risk factors; promote early diagnoses; invest in social, cognitive and physical activities adapted for seniors; and provide greater investments in dementia research.

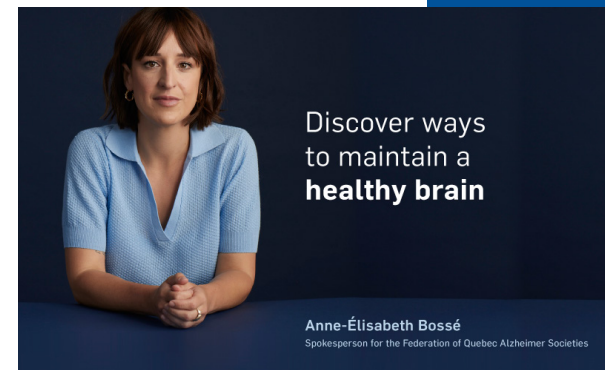
JANUARY 2023 AWARENESS CAMPAIGN

As part of Alzheimer's Awareness Month, the FQAS and the Quebec Alzheimer Societies, together with their spokesperson and the Cossette agency, launched a campaign focused on reducing risk factors.

Campaign highlights:

- **More than 5M impressions** of the various visuals on social media
- **More than 20,000 clicks** towards our website
- **3,829,753 views of our videos** featuring our spokespeople
- **An ad in La Presse Plus** that generated 220,000 impressions, 4,478 video views, and 3,421 clicks
- **A first-person account by Francine Marchand** which reached 63,000 people on Facebook and generated 8,000 interactions
- **An interview with Anne Élisabeth on LCN** on January 30

The campaign invited people to visit our website and read the brochures on cognitive health.



SOCIAL MEDIA TO CREATE STRONGER TIES WITH OUR COMMUNITY

In 2022-2023, we continued to increase our visibility and draw attention to our services to an ever-growing audience thanks to social media. **We featured several themes throughout the year:**

- Prevention advice (nutrition, activities for a healthy brain)
- Advice for living with the disease (during the holidays, in winter, tips for better communication, taking care of your mental health when you're affected by dementia)
- Publications to promote our services and the mysociety.ca page to redirect people to the regional Societies
- Reactions to news items (changes to the rules suspending driver's licences for people with dementia, medical aid in dying, successful Lecanemab clinical trials).

This turnkey content is also used by regional Alzheimer Societies.

Social networks are an integral part of the strategy to promote our events and attract a new audience, whether for the IG Wealth Management Walk for Alzheimer's, the national Forum, or our holiday auction.

Social media networks also help us to create relationships with our subscribers. This year, we highlighted first-hand accounts from people living with the disease so that they could share their experiences and advice to continue taking care of their brains following a diagnosis, resulting in a wave of positive feedback. **Facebook Live** events also allow us to answer questions from our subscribers. In January, our Facebook Live with Dr. Sylvie Belleville, *Comment préserver la santé de votre cerveau* (Maintaining a healthy brain), attracted 140 people streaming live, in addition to 1,000 views of the recorded version of.

A few numbers:

- The FQAS Facebook page had **6,940** subscribers in January 2023, up 20% from last year. The Federation now has more than **40,000 subscribers**, up 13% over last year.
- We're also continuing to grow our presence on other social networks: 632 subscribers on LinkedIn, 943 on Twitter, close to 500 YouTube subscribers and 250 followers on Instagram.
- Our social media strategy has also resulted in an increase in visits to our website with more than **50,000 visitors** in 2022 compared to 31,000 in 2021.



IG WEALTH MANAGEMENT WALK FOR ALZHEIMER'S

On May 22, 2022, Quebecers gathered across the province to celebrate the IG Wealth Management Walk for Alzheimer's, the biggest fundraising event to directly support people living with dementia and their loved ones.



**THE 2022
WALK IN QUEBEC
16th EDITION**



**17 Alzheimer
Societies
participated**



**More than
2,060
walkers**



**12,394
donations totaling
\$772,200**



**More than
12,760,676
impressions**

OUR GOAL : To help even more people affected by the disease and provide quick access to the services they need.

Huge thanks to all participants, donors, teams, staff and volunteers.

Anne-Élisabeth Bossé, the new spokesperson for the Federation of Quebec Alzheimer Societies, walked with her family to raise funds and took part in a media tour.

The tour generated: 29,966,812 total impressions / **36** media mentions

A live closing event on **Facebook** on May 29 and live television coverage on TVA Nouvelles

"Walking makes you feel like you're taking action to conquer the sense of helplessness and to support an important cause. On May 29, let's walk for Alzheimer's together. It's high time that we break the taboos associated with Alzheimer's disease and raise awareness about the challenges it presents. I'm proud to be the spokesperson for the Federation of Quebec Alzheimer Societies. Let's continue to push research further and, more importantly, to support those affected whether directly or indirectly. The IG Wealth Management Walk for Alzheimer's provides financing for services to people living with Alzheimer's and their loved ones across Quebec." A-É. Bossé

THIRD-PARTY FUNDRAISERS

The Federation of Quebec Alzheimer Societies is privileged to be able to count on the generosity and commitment of hundreds of people every year who organize and take part in fundraising activities to benefit people living with the disease and other forms of dementia. The funds raised are entirely dedicated to support programs and research.

We would like to express our sincere thanks to our creative and generous donors who organized various types of fundraising events: to mark their birthdays, by taking part in a tv show, culinary events, etc.

All these activities combined helped raise **close to \$50,000** this year.

We would particularly like to thank:

Carl Tremblay, Arielle Auger-Bouvier and the Babes team

Diane Audy and Jeanne Grenier of Fourrures Grenier

Nancie and Lucien Cousineau

Manon Dupuis and MRC d'Acton

IG and les Grands Ballets canadiens

Anne-Élisabeth Bossé and Steve Laplante

Anthony Chen, Bilal Ahmed and Steven Saleeb



ALZHEIMER SOCIETIES' ONLINE AUCTION



The 1st edition of the Alzheimer Societies' Online Auction was held from November 28 to December 11, 2022. It was an opportunity to offer the public a hundred prizes, the proceeds of which raised over \$16,000. Many thanks to all our donors and to the 5 participating Alzheimer Societies: Gaspésie-Iles-de-la-Madeleine, Estrie, Outaouais, Abitibi-Témiscamingue and Côte-Nord.

Thanks to the FQAS auction partners: Cossette, Tennis Canada, Construction Vergo, Unibeton, Alt Hotel Montreal, St-Hubert Foundation, Bel Âge, Uniprix, Les Grands Ballets Canadiens, IG Wealth Management, Eugéria, Simone records, Delta Hotel, Cogeco Amphitheater, Bell Media, Hôtel Château Laurier Québec, Kinipi Spa nordique, Tourisme Trois-Rivières and Yves Ducharme.

ANNUAL PARTNERS:



THE ALZHEIMER SOCIETIES' MAJOR GIVING CAMPAIGN

Faced with the extensive needs to meet the rapid growth of Alzheimer's disease among the population, the Alzheimer Societies 2018-2023 major giving campaign has helped to boost programs and services offered to people with neurodegenerative diseases and to provide a better quality of life to those living with the disease and their caregivers.

We would like to thank our generous partners for their unwavering support: CGI, Hydro-Québec TransÉnergie, Caisse de dépôt et placement du Québec, Fondation Sandra et Alain Bouchard, Mariella and Lino Saputo Foundation, National Bank of Canada, Industrial Alliance, Fondation famille Lemaire, Scotiabank, Cogeco Inc., Aldo Group, Fondation Claire et Jean-Pierre Léger, ABB, Siemens, Transcontinental, Fondation Luc Maurice, Van Berkomp and Associates (VBA), Roasters Foundation, Capinabel Inc., Les Sœurs de Saint-Joseph de Saint-Hyacinthe.



THANK YOU FOR YOUR GENEROSITY

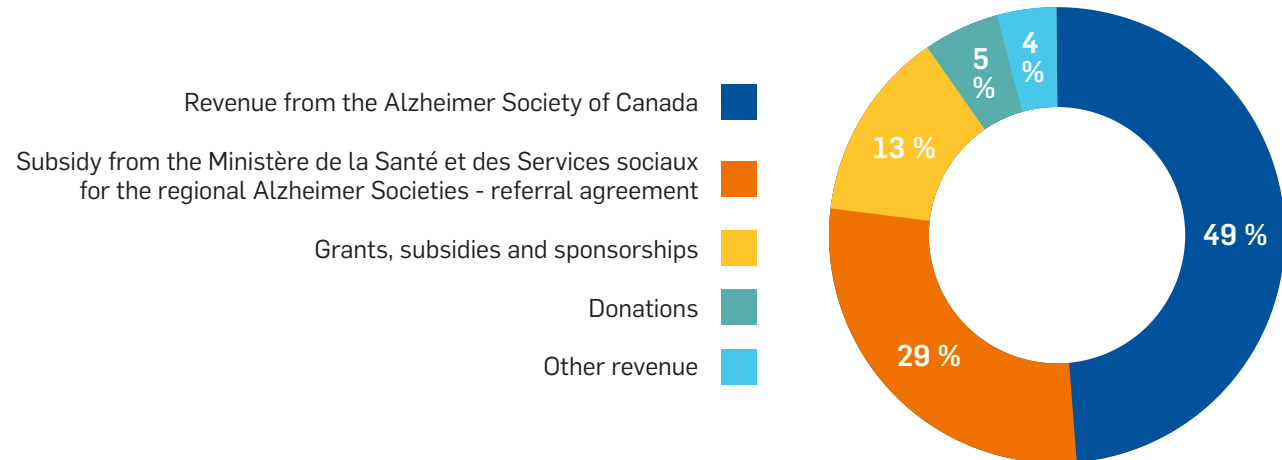
Thanks to the contributions from our partners, sponsors and donors committed to our cause we can pursue our mission. Thank you. We would also like to thank our volunteers and ambassadors who gave both their time and energy. Your support is priceless.

FINANCIAL STATEMENTS

April 1, 2022 to March 31, 2023

REVENUE

	Amount \$	%
Revenue from the Alzheimer Society of Canada	\$2,754,600	48,93 %
Subsidy from the Ministère de la Santé et des Services sociaux for the regional Alzheimer Societies - referral agreement	\$1,611,400	28,62 %
Grants, subsidies and sponsorships	\$716,700	12,73 %
Donations	\$288,500	5,12 %
Other revenue	\$258,800	4,60 %
TOTAL REVENUE	\$5,630,000	100 %

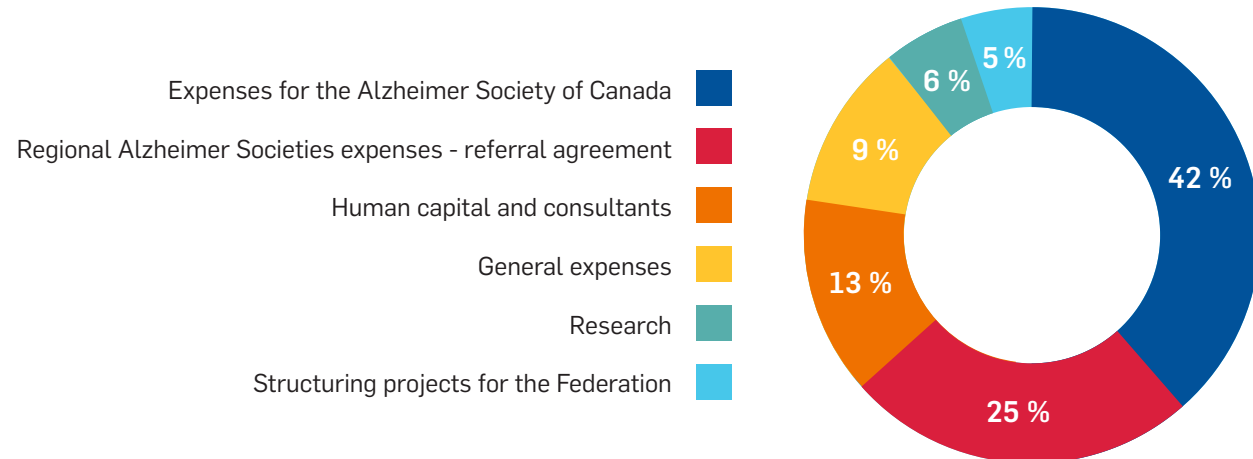


FINANCIAL STATEMENTS

April 1, 2022 to March 31, 2023

EXPENSES

	Montant \$	%
Expenses for the Alzheimer Society of Canada	\$2,454,100	41,85 %
Regional Alzheimer Societies expenses - referral agreement	\$1,485,100	25,33 %
Human capital and consultants	\$743,100	12,67 %
General expenses	\$506,600	8,63 %
Research	\$345,700	5,90 %
Structuring projects for the Federation	\$329,900	5,63 %
TOTAL EXPENSES	\$5,863,900	100,00 %



BOARD OF DIRECTORS

11 MEETINGS + 1 DAY OF STRATEGIC THINKING

The FQAS was very active on the governance front in 2022-2023 in terms of its directors, board of director committees, and Federation. While two meetings were held in person, the strategic committee held one virtual meeting attended by all Alzheimer Societies' chairs and general managers. The general managers committee met eight times, including twice in person. Also this year, several committees comprised of staff from the Alzheimer Societies and the FQAS were created to support projects and community life (i.e., referrals, training, programs and services, communication). Lastly, in October of last year, the FQAS organized its second three-day professional conference that brought together the Federation team, the GMs, professionals and stakeholders from the Alzheimer Societies.

CHAIR

Luc Pinard

VICE-CHAIR

Charles Cyr-Gill

TREASURER

Mariève Héroux

SECRETARY

Valérie Champagne

DIRECTORS

Marie-Hélène Lajoie

Anick Redburn

Diane Lalancette

Jacques Gravel

Shlomi Steve Levy

Marie-Andrée Ulysse

Jean-Denis Allaire

Julie Rochette

Pascal Langlois

GOVERNING AND HUMAN RESOURCES COMMITTEE (GHRC)

8 MEETINGS

Charles Cyr-Gill, Vice-Chair, Chair of the GHRC

Luc Pinard, Chair

Shlomi Steve Levy, Director

Marie-Andrée Ulysse, Director

Diane Lalancette, Director

Lisette Joly, External member

Patrick Essiminy, External member

FINANCE, AUDIT AND INVESTMENT COMMITTEE (FAIC)

7 MEETINGS

Mariève Héroux, Treasurer,
Chair of the FAIC

Luc Pinard, Chair

Valérie Champagne, Secretary

Marie-Hélène Lajoie, Director

COMMUNICATIONS COMMITTEE (CC)

8 MEETINGS

Anick Redburn, Chair of the CC

Jacques Gravel, Director

Jean-Denis Allaire, Director

Pascal Langlois, Director

Valérie Champagne, Secretary

OUR TEAM

MANAGEMENT AND ADMINISTRATION



Sylvie Grenier
General Manager



Martin Turbide
Deputy General Manager



Laura Babina
Senior Advisor Financial
affairs and Accounting

COMMUNICATION AND PHILANTHROPY



Laure Barnouin
Director of Communications,
Public relations and Events



Julie Papin
Director of Philanthropy



Laurène Souchet
Communications and
Philanthropy Assistant

RESEARCH, PROGRAMS AND SERVICES



Nouha Ben Gaied, PhD
Director,
Research and Development,
Quality of Services



Christine Levesque
Training Advisor



Laurence Caron
Project Manager,
training for caregivers



**Marie-Christine
Laterreur**
Referencing Advisor



Dominique Bouchard
Social worker

FEDERATION OF QUEBEC
Alzheimer Societies

FEDERATION OF QUEBEC ALZHEIMER SOCIETIES

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