



IMPACT REPORT

2023 - 2024

FEDERATION OF QUEBEC
Alzheimer Societies

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OUR VISION AND MISSION

To unite and lead Quebec efforts to prevent Alzheimer's disease and other dementias and provide services to people living with these diseases and their loved ones.

To prevent and alleviate the consequences of Alzheimer's disease and other dementias by contributing to research and providing training, support and information.



A WORD FROM OUR SPOKESPERSONS

In March 2022, **Anne-Élisabeth Bossé** became the spokesperson for the Federation. Our cause hits close to home for her because her father is living with the disease. She generously supports our mission by participating in fundraising campaigns and events, such as the IG Wealth Management Walk for Alzheimer's and the "Un circuit pour l'Alzheimer" (A Home Run for Alzheimer's) softball game, and by speaking out in the media and on social media.



Our scientific ambassador, **Dr. Sylvie Belleville**, is a full professor in the Department of Psychology at Université de Montréal and a researcher at the Centre de recherche de l'Institut Universitaire de Gériatrie de Montréal.

"It is a great honour to contribute to the mission of the Federation of Quebec Alzheimer Societies as a scientific ambassador. This is a cause that is close to my heart and to which I have dedicated my research and teaching career. I have great admiration for the work of the Federation, the importance of its mission and the impact of its vision. I find the initiatives to raise awareness and educate the public about ways to promote cognitive health particularly meaningful. Now more than ever, it's important to spread a message of prevention and hope. We need to realize that there are things we can do to reduce the number of cases, because without intervention, they will continue to climb in the years to come."



Francine Marchand

lives with Alzheimer's disease and is an FQAS ambassador.

"I was diagnosed on December 2, 2019. At first, I was convinced I didn't have the disease, but my husband wasn't so sure. About a month after I found out, I finally felt strong enough to come out of my cocoon. I met two people and dared to tell them what was happening to me. They didn't cry, but I saw 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, I would do my part to raise awareness of Alzheimer's disease."

MESSAGE FROM OUR CHAIR AND GENERAL MANAGER

Dear Members and Partners,

We are proud to present our 2023-2024 Impact Report.

Last year, the Federation launched a strategic reflection on our positioning as part of our governance meetings. Significant progress is being made in our cause through science and research. Addressing cognitive health, promoting early diagnosis and keeping the focus on people living with the disease will now be part of our daily conversations and actions.

Our sociopolitical landscape is also evolving, and demographic trends continue to predict an increase in the prevalence of the disease, underscoring the challenges we face as a community in supporting and serving people living with the disease and their loved ones. At the invitation of the Quebec government, we have participated in efforts to build collaboration among community service partners so that together we can meet the challenge of home care in the years ahead. Earlier this year, the Ministère de la Santé announced the development of a ministerial policy and action plan on Alzheimer's disease. We participated extensively in the national consultation days in March and will continue to provide input throughout the process.

Finally, we would like to thank all of our generous donors and volunteers who make our mission possible. Thank you to our valued partners. We couldn't do it without you. And our heartfelt thanks to all the regional Alzheimer Societies and their staff who work every day to reduce the impact of the disease. And, of course, our thanks to the entire FQAS team.

This report showcases the extraordinary work of the Federation and the fact that our members are a united front committed to ensuring that no one faces their Alzheimer's journey alone. Enjoy!

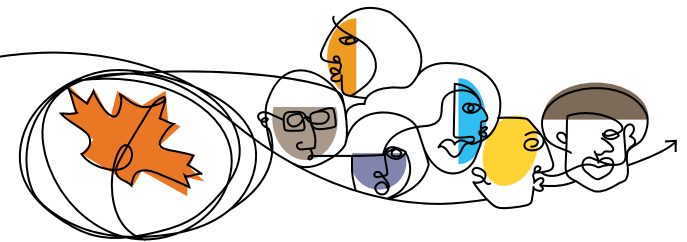
Luc Pinard and **Sylvie Grenier**



LANDMARK STUDY STATISTICS

The Alzheimer Society of Canada's **Landmark Study Report #1**, published in October 2022, highlights the exponential increase in cases expected by 2050 because of the aging population, the number of care partners and hours of caregiving they provide, and risk reduction to mitigate this trend.

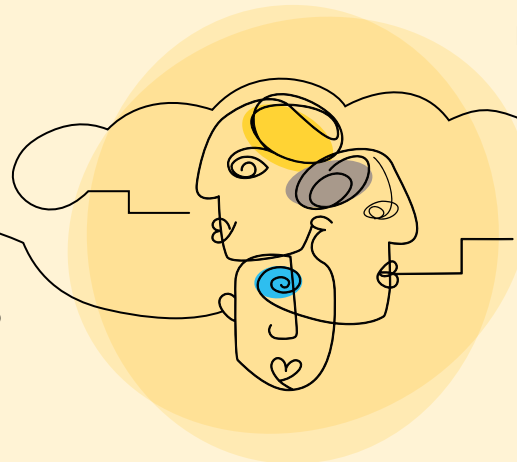
People living with dementia come from backgrounds as diverse as the variety of diseases and health conditions that contribute to these brain disorders.



ID YOU KNOW?

MORE THAN
170,000 Quebecers
live with dementia.

The number of people living with dementia in Quebec is expected to
INCREASE BY 145%
between 2020 and 2050.



MORE THAN **50 different**
diseases and health conditions
can contribute to the development
of dementia.

MORE THAN
360,100 people
in Quebec will have
developed dementia by **2050**

LANDMARK STUDY REPORT #2

HIGHLIGHTS FROM LANDMARK STUDY REPORT #2, PUBLISHED IN JANUARY 2024

The number of **PEOPLE OF AFRICAN DESCENT** living with dementia in Quebec is expected to increase by **687%** between 2020 and 2050,

FROM 1,460 TO 11,490



By 2050, there will be **38,050 PEOPLE OF ASIAN DESCENT** living with dementia in Quebec.

A 683% INCREASE



The number of **PEOPLE OF INDIGENOUS DESCENT** living with dementia is expected to increase from **2,610 to 9,680.**

A 271% INCREASE



In 2020, more than 91,500 people living with dementia in Quebec were women.

By 2050, there will be **MORE THAN 225,300.**

YOUNG-ONSET DEMENTIA presents particular challenges, often leading to **delays in diagnosis and difficulties** in obtaining workplace accommodations.

MORE THAN 8,600 people under the age of 65 ans could be living with young-onset dementia in Quebec by **2050**. In 2020, there were 6,500.

*Source: Landmark Study Report #2 published in March 2024.

THE 20 ALZHEIMER SOCIETIES



Visit
my-society.ca
to find your regional Society
and their contact information.

OUR SERVICES

Based on a person-centred approach



General



Counselling and follow-up for
individuals and families



Support groups for individuals,
caregivers and couples



Respite and stimulation, at home
or in a day centre



Caregiver education and
professional training



Residential care for people with
Alzheimer's disease provided
by three Societies
(Laval, Centre-du-Québec and Bas-Saint-Laurent)

**6,586 people with Alzheimer's disease and
18,241 caregivers served and supported**

PROFESSIONAL CONFERENCE

In October 2023, 66 people from member Societies and the FQAS participated in our professional symposium, **Ensemble face à la maladie d'Alzheimer (Facing Alzheimer's Disease Together)**.

The Organizing Committee was composed of FQAS members and the general managers of the Laval and Saguenay-Lac-Saint-Jean Alzheimer Societies. The objectives of the symposium were to:

- Provide a forum to discuss our practices
- Provide training for Federation professionals
- Strengthen the sense of togetherness within the Federation.

The 2023 symposium was aimed at the following Alzheimer Society members:

- General managers
- Program and service managers
- Healthcare providers

The two-day event featured workshops on a variety of topics, including:

- Intervenantes : cordonniers mal chaussés! (Are Healthcare Providers Shoemakers with the Worst Shoes?)
- Les défis de l'intervention (The Challenges of Intervention)
- Comment déterminez-vous l'offre de services? (Defining Your Service Offer)
- Approche centrée sur la personne - comment en faire une culture effervescente (Creating a Vibrant Culture around the Person-centred Approach)
- Formation sur l'intelligence émotionnelle : Le savoir-faire du leadership (Emotional Intelligence Training: Leadership Skills)
- Tirer son épingle du jeu en recrutement (Winning Recruitment Strategies)

Two sessions were also open to all participants:

- Comment faire face à la tempête? (Weathering the Storm)
- Mettre l'humain au premier rang (Putting People First)

We conducted a post-symposium survey of the 66 participants, all of whom had positive things to say about the event. Here's a sampling of their comments:

"A wonderful event that allowed us to meet people and network. I would definitely do it again."

"It was a really nice opportunity to take a step back from the daily grind, connect with my colleagues and think about the organization as a whole. Overall, I got a lot out of it."



OUR COMMITMENT TO THE COMMUNITY AND OUR MEMBERS

UNIVERSITY PRESENTATION

We had the opportunity to give a presentation to graduate students in neuropsychology at Université de Montréal, discussing the range of services the Alzheimer Societies provide to people with dementia and their caregivers. We also used concrete examples to explain the person-centred approach that guides each of our interventions

TEAM OF TRAINERS

To foster team cohesion among the regional Societies, the Federation established a community of practice for trainers to discuss dementia-related topics

..... A total of **7** meetings were held with an average of **16** participants

REFERRAL COORDINATORS

The meetings were an opportunity for referral coordinators to identify best practices, share tools and knowledge and benefit from each other's experiences.

..... An average of **16** participants attended and met **6** times

ADVOCACY BY THE FEDERATION OF QUEBEC ALZHEIMER SOCIETIES

In June 2023 and February 2024, the FQAS participated in a meeting for community partners organized by the Direction ministérielle du soutien à domicile.

On October 31, 2023, stakeholders contributing to the actions identified in the Government Action Plan for Caregivers met for the **Journée nationale de concertation en proche aidance** (National Day of Coordination for Caregivers). As part of the event, we led a workshop in collaboration with the organization Appui pour les proches aidants entitled *Référence aidance Québec - Ensemble pour un accompagnement précoce!* (Référence aidance Québec - Working Together to Provide Early Support!).



In Quebec City on March 15 and in Longueuil on March 18, 2024, the FQAS and nine regional Alzheimer Societies shared their perspectives and concerns during the **Journées nationales de consultation : Maladie d'Alzheimer et autres troubles neurocognitifs majeurs** (National Consultation Days: Alzheimer's Disease and Other Major Forms of Dementia). The aim of these meetings was to discuss the essential elements of a national policy on Alzheimer's disease and other major forms of dementias.

..... The FQAS held a
half-day consultation
in November with
8 of its
national partners
working with or on behalf of
people living with the disease.

A number of issues
discussed and promising
courses of action were
identified.

FEDERATION SERVICES

PHONE AND EMAIL SUPPORT

The FQAS operates an information line (**1-888-MEMOIRE** and **info@alzheimerquebec.ca**) to meet the needs of people with dementia, caregivers, healthcare providers and others seeking information about dementia and the services offered by the Alzheimer Societies. Last year, **about 700 people** from all over Quebec contacted us with a variety of needs, an increase of 53% over the previous year:

- 36% were looking for information
- 26% said they needed psychological support
- 20% wanted to discuss a diagnosis and talk about the disease

It's interesting to note that 68% of the people who contacted us were caregivers.

People in the Greater Montreal area
can also visit our offices Monday to Friday from **9 a.m. to 5 p.m.**
..... to obtain further information



Training research project

The FQAS and 12 trainers from 8 participating regional Alzheimer Societies worked in partnership with the Research Centre on Aging at Université de Sherbrooke on a research project aimed at promoting cognitive health in people with dementia. The goal was to co-design a training program for caregivers and healthcare providers to promote the social participation of older adults through the use of cognitive strategies

BALANCING CAREGIVING AND SELF-CARE

The FQAS has launched Phase 2 of a project to standardize training for caregivers of older adults with Alzheimer's disease and other forms of dementia, from the time of diagnosis through their caregiving journey.

In this phase, the content of the training modules was developed with input from six participating Alzheimer Societies (Brome-Missisquoi et Haute-Yamaska, Chaudière-Appalaches, Haut-Richelieu, Montreal, Outaouais, Suroît). The project is nearing completion, with pilot groups running since March and content being adapted based on feedback received



Last summer, Dr. Véronique Dubé, lead researcher and the Université de Montréal Marguerite-d'Youville Research Chair on Humanistic Nursing Interventions, presented the phase 1 research results at two conferences: the Alzheimer's Association International Conference in Amsterdam and the **Congrès International Francophone de Gériatrie et Gériatrie in Montreal.**

PROFESSIONAL TRAINING

The coordinated launch of the professional training program in 2022–2023 highlighted the need for a learning management system (LMS) to automate the registration process. The platform, which is currently being implemented, will allow Federation members to promote their training offerings.



Provincial agreements

Through a training agreement with the Association des ressources intermédiaires d'hébergement du Québec (**ARIHQ**), we have trained nearly **30 care attendants**.

The Federation continues its collaboration with the Réseau de coopération des entreprises d'économie sociale en aide à domicile (**EÉSAD**) with funding from the Commission des partenaires du marché du travail. To date, **25 training sessions have been delivered** by 13 FQAS member trainers to 243 home care workers.

An agreement was signed with **APPUI** to provide training to healthcare providers in member organizations, and 2 training sessions were provided to nearly 30 people.

ACTION RESEARCH PROJECT

In partnership with the Research Centre on Aging at Université de Sherbrooke, the FQAS and six trainers from the Alzheimer Societies are participating in a research project aimed at equipping emergency responders to work with people affected by Alzheimer's disease and other forms of dementia.

The primary goal is to develop training programs for:

- Police officers
- Firefighters
- Paramedics and emergency dispatchers.

A program to manage the risks associated with the disappearance of people with dementia is also being considered. This initiative builds on a pilot project carried out in Estrie in 2022. The collaborative nature of the project aims to give a voice to all stakeholders, including people with dementia and their caregivers, trainers from six regional Alzheimer Societies and emergency responders from these regions.

GOVERNMENT PARTNERSHIPS

Référence aide Québec was launched in December 2021 as part of the Government Action Plan for Caregivers. In partnership with Appui pour les proches aidants and the Ministère de la Santé et des Services sociaux, referenceaidancequebec.ca is a referral platform designed to connect caregivers with the care and services they need.



Throughout the year, more than 3,500 referrals were processed by all Alzheimer Societies combined, a 33% increase over the previous year. Alzheimer Society teams worked diligently to contact caregivers quickly, within an average of 6 business days.

..... Alzheimer Societies offer a wide range of services to meet the needs of caregivers.

69%
need information

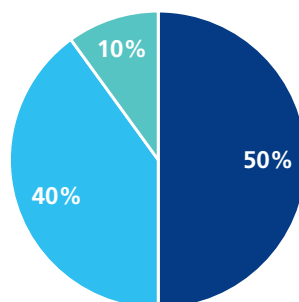
64%
need psychological

62%
need respite

59%
need training

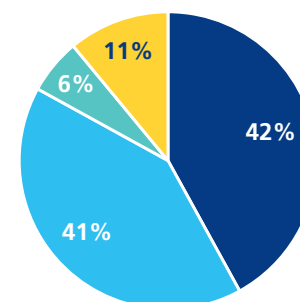
Who receives referrals?

- Spouses
- Sons/daughters
- Other caregivers



Who issues referrals?

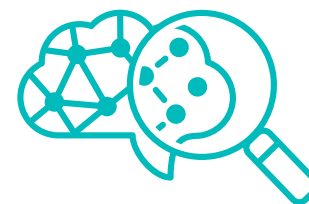
- Social workers
- Nurses
- Doctors
- Other practitioners



Referral promotes synergy between the services provided by the health and social services network and those of the Alzheimer Societies. It also improves the accessibility, continuity and quality of care and services. In addition, identifying caregivers more quickly ensures that they receive the necessary support throughout the course of their loved one's illness.

An article on adopting a person-centred approach to care published in La Gérontoise magazine entitled **"La personne vivant avec la maladie et ses proches au cœur de nos actions"** highlights the benefits of referral and its positive impact on people with dementia and their loved ones

RESEARCH



PUBLICATIONS BY THE FQAS AND ITS MEMBERS

The FQAS team contributes to a number of research projects in Quebec and throughout Canada to develop and improve community support and training programs. The FQAS is also regularly asked to contribute to the development of ministerial documents and to participate in advisory committees.

Scientific publications

Our research collaborations have resulted in three scientific publications in the past year. The first addresses the social isolation of older adults living in certain Montreal neighbourhoods. The other two explore the creation of research focus groups that include patients, ensuring that their experiences and opinions are considered in the development of products and services.

“Social Isolation of Older Adults Living in a Neighbourhood of Montreal: A Qualitative Descriptive Study of the Perspectives of Older Adults and Community Stakeholders.” DeBroux Leduc, R., Bier, N., Couture, M., Ansaldo, A. I., Belleville, S., Ben Gaied, N., Chesneau, S., Belchior, P., Fonseca, R., Hebblethwaite, S., Jarema, G., Lacerda, A., Rousseau, J., Van De Velde, C., Filiatrault, J. *Canadian Journal on Aging*, Sept. 2023, 42(3), 434-445.

“Using co-creation focus groups to customise a remote multidomain programme designed to increase dementia literacy.” Wittich, W., Kröger, E., Aubin, G., Fadhlou, A., Anderson, N.D., Ben Gaied, N., Itzhak, I., Belleville, S., Canadian Consortium on Neurodegeneration (CCNA) CAN-THUMBS UP Study Group. *BMJ Open*, Sept. 13, 2023, 13(9), e074555.

“Unearthing experiences and preferences of people impacted by mild dementia through collaboration and co-design.” Brundrit, K., Haynes, A., Kamboj, L., Lee, L., Samson, R., Stergiou-Dayment, C., Tamblyn-Watts, L., Addis, T., abstract submitted to the Canadian Agency for Drugs and Technologies in Health (CADTH), 2024.

INESSS departmental publications

A brief overview of indicators for care and service transitions of community-dwelling seniors with major neurocognitive disorder (MNCD) in Quebec. Bibliothèque et Archives nationales du Québec, 2024.

Pratiques exemplaires pour améliorer la continuité des soins et services offerts aux aînés vivant avec un trouble neurocognitif majeur et à leurs personnes proches aidantes en contexte de transition (Best practices to improve continuity of care and services for seniors living with a major neurocognitive disorder and their caregivers in transition). Bibliothèque et Archives nationales du Québec, 2024.

Advisory committee participation

Amélioration des transitions de soins et services des aînés vivant dans la communauté avec un trouble neurocognitif majeur (TNCM) au Québec : pratiques exemplaires et indicateurs (Improving care and service transitions for community-dwelling seniors with a major neurocognitive disorder (MNCD) in Quebec: best practices and indicators.).

Utilisation optimale des médicaments en hébergement de longue durée (démarche intégrée OPUS-AP/PEPS) (Optimal use of medication in long-term care [integrated OPUS-AP/PEPS approach]).

LES CONFÉRENCES MÉMORABLES WEBINARS 2023–2024

Since 2017, the FQAS has offered **Les Conférences Mémorables**, a series of scientific webinars showcasing Quebec researchers and their work to better understand dementia.

In partnership with the Canadian Consortium on Neurodegeneration in Aging (CCNA), the FQAS offered 7 webinars that were viewed live by 1,267 people and on our YouTube page by 1,709 people.

- **Dr. Philippe Desmarais**, La maladie à corps de Lewy : comment mitiger les impacts de ce trouble neurodégénératif à multiples facettes (Lewy body dementia: mitigating the impacts of this multifaceted neurodegenerative disorder)
- **Dr. Nathalie Bier**, Favoriser l'inclusion sociale des personnes âgées de Côte-des-Neiges : le projet Quartier innovant (Promoting the social inclusion of older adults in Côte-des-Neiges: the Quartier innovant project)
- **Dr. Mylène Aubertin-Leheurde**, L'importance de prescrire de l'activité physique pour maintenir en santé les aînés suivis en clinique externe de gériatrie (volet cognition) : L'outil PACE une solution? (The importance of prescribing physical activity to maintain the health of older adults in geriatric outpatient clinics (cognition component): Could the PACE tool be a solution?)
- **Dr. Anick Giguère**, Clarifier mes priorités pour maintenir mes capacités mentales et en discuter avec les intervenants de santé et de services sociaux (Clarifying your priorities for maintaining your mental capacity and discussing them with health and social services providers)
- **Dr. Philippe Voyer**, Les principes incontournables pour un milieu de vie adapté aux aînés atteints d'un trouble neurocognitif majeur (Key principles for an adapted environment for older adults with a major neurocognitive disorder)
- **Claire Webster**, Comprendre et relever les défis de la prise en charge d'une personne atteinte d'un trouble neurocognitif en tant que proche aidant (Understanding and meeting the challenges of caring for someone with a neurocognitive disorder as a caregiver)
- **Prof. Chantal Viscogliosi, Prof. Véronique Provencher and Julie Lacerte**, La collectivité en soutien aux personnes vivant avec un trouble neurocognitif et leurs proches : initiatives mises en place en Estrie et à Wendake (Community support for people living with dementia and their families: initiatives in the Eastern Townships and Wendake)



2023 ALZHEIMER SOCIETY RESEARCH PROGRAM AWARD RECIPIENTS

In 2023, the Alzheimer Society Research Program (ASRP) invested \$5,989,000 in research projects across Canada. Some grants are offered in partnership with the Brain Canada Foundation and the Institute of Aging, part of the Canadian Institutes of Health Research (CIHR). In 2023, 13 Quebec researchers received nearly \$2 million in funding for their research projects on dementia and Alzheimer's disease.

Alexandre Campeau-Lecours - Université Laval

Title: User-centered development and validation of an intelligent drink reminder device

"This study will lead to a solution that reminds people living with dementia to stay hydrated."



Barbara Delacourt - Centre de recherche de l'Institut universitaire de gériatrie de Montréal at Université de Montréal

Title: Study of the communicational commitment between people living with dementia and their caregivers in the context of the co-viewing of audiovisual content with emotional valence

"This study will examine how co-viewing videos that generate positive emotions promotes communication and empathy between people living with dementia and caregivers in long-term care."



Tamara Sussman - The Royal Institution for the Advancement of Learning/McGill University

Title: From substitution to participation: recognizing persons with dementia as social citizens

"The Canadian Charter of Rights for People with Dementia states that persons with dementia must receive the support needed to participate as fully as possible in decisions that affect them. Yet people living with dementia are often excluded from participating in decisions. This study will co-develop materials that provide direction on how to better support people living with moderate dementia to participate in decisions that affect them."



Claire Godard-Sebillotte - Research Institute of the McGill University Health Centre, McGill University

Title: Using health services by people living with a major neurocognitive disorder at home: exploring differences based on social determinants of health to inform equitable health policies

"People living with dementia who are living at home are particularly at risk of healthcare inequity. This study will develop recommendations to improve health services for people living with dementia who are living at home and care partners, including considerations for inequities related to gender, socio-economic status, race, and rurality."



Nia Kang - McGill University

Title: Sociocultural adaptation and validation of cognitive assessment tools used for dementia diagnosis in primary care: Inclusive care for aging immigrants

"The objective is improved access to dementia diagnosis amongst immigrants in Canada and beyond by educating family physicians on how to diagnose individuals with complex sociocultural backgrounds."



Keith Murai - Research Institute of the McGill University Health Centre

Title: Understanding Porphyromonas Gingivalis infection in Alzheimer's disease

"This study will investigate how infection by Porphyromonas gingivalis contributes to Alzheimer's disease. [...] Reducing Porphyromonas gingivalis in the mouth or lowering its propagation to the nervous system may reduce the risk of Alzheimer's disease and/or diminish the severity of brain damage seen in the late stages of this disease."





Sarah Gagliano Taliun - Montreal Heart Institute

Title: Bioinformatics-powered genetic characterization of the impact of biological systems on Alzheimer's disease and neurodegeneration

"This study will answer this question: Can we use genetic information to identify heart and immune system characteristics that influence the onset of dementias and Alzheimer's disease?"



Shady Rahayel - Hôpital du Sacré-Cœur-de-Montréal, CIUSSS du Nord-de-l'Île-de-Montréal

Title: Study of the genetic and connectomic bases of cerebral atrophy associated with Lewy body dementia

"Dementia with Lewy bodies is a neurocognitive disorder that can cause hallucinations, difficulty concentrating, sleep disorders and abnormal movements. [...] This research will contribute to new tools to diagnose dementia with Lewy bodies. It will also grow new ideas for treatments that may potentially stop or slow down the development and progression of disease in people living with dementia with Lewy bodies."



Abid Oueslati - Université de Laval

Title: Alzheimer's disease - Parkinson's disease spectrum disorder: how the protein aggregate strains dictate the disease manifestation

"Although Parkinson's disease and Alzheimer's disease are different conditions, there are striking similarities and neuropathological overlaps between the two. [...] This study may lead to a better understanding of cellular and molecular dysfunction, perhaps one day contributing to the slowing down or curing of Alzheimer's disease."



Nahum Sonenberg - McGill University

Title: Control of mRNA translation in microglia response to Alzheimer's disease pathology

"In a brain with Alzheimer's disease, the microglia's ability to provide instruction is defective. This study's hypothesis is that restoring translation on microglia will restore their ability to restrain Alzheimer's disease pathology."



Maiya Geddes - McGill University

Title: An intergenerational behavioural intervention to enhance physical activity in older adults at risk for Alzheimer's disease

"Physical activity is one of the most important means of reducing the risk of dementia. And new strategies are needed to support older adults in becoming more active. [...] This study will test whether a new cross-generational intervention increases physical activity in adults over 60."



Andrée-Ann Baril - Center for Advanced Research in Sleep Medicine, Research Center of the CIUSSS-NIM

Title: Plasma biomarkers of Alzheimer's disease in insomnia before and after cognitive behavioural therapy for insomnia

"Insomnia could increase the risk for Alzheimer's disease. Insomnia can be treated with cognitive behavioural therapy (CBT). But researchers don't know how this treatment for insomnia might impact Alzheimer's disease biomarkers. [...] One aim is to better understand whether insomnia increases susceptibility to Alzheimer's disease. Another aim is to understand whether CBT can improve the levels of these blood-based biomarkers."



Natalie Zeytuni - McGill University

Title: Alternative strategies to prevent oral pathogens infection and battle Alzheimer's disease

"Bacteria involved in gum disease can be found in the brains of people with Alzheimer's disease and dementia. These bacteria help release toxins into different tissues, including the brain. And these toxins, in turn, increase amyloid beta in the brain, contributing to Alzheimer's disease. This study will explore how gum-disease bacteria shuttle toxins for release. Targeting this "shuttling machinery" can prevent toxin release and disease."

MEDIA COVERAGE

The Federation of Quebec Alzheimer Societies has become a leading authority on Alzheimer's disease, other forms of dementia and related issues. Our visibility in the media has grown exponentially and we are regularly contacted for television interviews and reports (Radio-Canada, LCN, TVA Nouvelles).

RESEARCH ON THE DISEASE

- **Radio-Canada** report on young-onset Alzheimer's disease. "Ralentir la progression de l'alzheimer" (Slowing the progression of Alzheimer's) - May 7, 2023
- **QUB radio** - Podcast on blood tests as a screening tool (July 31, 2023)

IG WEALTH MANAGEMENT WALK FOR ALZHEIMER'S

- **TVA Nouvelles** report (May 14, 2023)



WORLD ALZHEIMER'S DAY

- [Radio-Canada's Le téléjournal](#) (September 21, 2023)
- [La Presse+](#) – Article about waiting for a long-term care bed (October 13, 2023)



LANDMARK STUDY REPORT #2 ON MARCH 2, 2024

The Federation partnered with the TACT agency to release Landmark Study Report #2. The Alzheimer Society of Canada praised the FQAS's contribution to the Landmark Study #2 media campaign.

- *The Canadian Press* article was picked up by 37 media outlets including [Radio-Canada](#), [Le Devoir](#) and [La Presse](#).
- The release was featured in numerous reports including [TVA Nouvelles/LCN](#), [QUB radio](#) and [Le Journal de Montréal](#).



AWARENESS CAMPAIGNS

SEPTEMBER 2023 – WEBINAR *DÉTECTER TÔT POUR MIEUX SOUTENIR* (BETTER SUPPORT THROUGH EARLY DETECTION)

For World Alzheimer's Day, the FQAS organized a webinar for the general public, "Détecter tôt pour mieux soutenir (Better support through early detection)." Dr. Claude Patry gave a presentation on the importance of early detection in frontline settings, while Julie Brunet discussed multidisciplinary care for people living with the disease. The free webinar attracted 850 participants—mainly health and social services professionals, caregivers and people with dementia. More than 400 participated live, while the rest watched the event later on demand.



JANUARY 2024 – AWARENESS CAMPAIGN AND WEBINAR *MÉMOIRE ET VIEILLISSEMENT : QUAND FAUT-IL CONSULTER?* (MEMORY AND AGING: WHEN IS IT TIME TO SEEK HELP?)

In conjunction with Alzheimer's Awareness Month, the FQAS and the Alzheimer Societies of Quebec launched the First Link campaign, a referral program designed to connect people with their local Alzheimer Society so that people with dementia and their families can get the help they need right from the start.

On January 17, the FQAS also hosted a public webinar on age-related memory changes and the signs to look for. The webinar was presented by Dr. Ziad Nasreddine, neurologist and director of the MoCA Clinic and Institute.



Highlights

- **Over 287,000 impressions** from various social media visuals
- **An ad in La Presse+** generated 348,000 impressions, 666 video views et 640 clicks.
- **The public webinar** attracted over 2,000 registrants, mainly people over 55, caregivers and healthcare providers. More than 1,200 people participated and asked questions in real time, and the video was viewed more than 1,300 times on demand
- **An ad in the December-January issue** of *Bel âge* magazine
- **A sponsored article in the Bel âge newsletter** on early signs of dementia generated 2,165 clicks

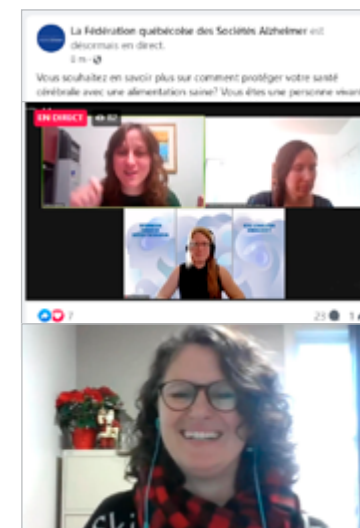
SOCIAL MEDIA TO BUILD STRONGER CONNECTIONS WITH OUR COMMUNITY

Throughout the year, we covered many different topics on social media, including nutrition, mental health, research advances, activities that promote cognitive health, tips for communicating with someone living with dementia and caregiver support. This ready-to-use content is also posted by regional Alzheimer Societies.

Social media is an integral part of our strategy to promote events and reach new audiences, whether it's the IG Wealth Management Walk for Alzheimer's, webinars or our holiday auction.

Key stats:

- The FQAS Facebook page had 8,523 followers in January 2024, an increase of 23% in one year. The Federation, including all Alzheimer Society pages, now has over 45,000 followers, an 8% increase in one year.
- We have also continued to grow our presence on other social media platforms, with 718 LinkedIn followers, 947 Twitter followers, 570 YouTube subscribers and 400 Instagram followers.
- Our social media strategy was a key driver of website visits, which increased from 50,000 in 2022 to 57,000 in 2023.



... In 2023, the Federation organized **4 Facebook Live events** ... on topics of interest for people living with dementia:

- **Comprendre vos options : les aspects juridiques de la maladie d'Alzheimer** (Understanding your options: the legal aspects of Alzheimer's disease), with notary Christina Kadas
- **Vers de nouveaux traitements pour la maladie d'Alzheimer?** (Exploring new treatments for Alzheimer's disease) The latest research advances with Dr. Simon Ducharme, neuropsychiatrist and clinician-scientist at The Neuro (INM) and the Douglas Mental Health University Institute
- **Comment la technologie peut-elle soutenir les personnes vivant avec la maladie dans leurs activités quotidiennes?** (How technology can support people living with Alzheimer's in their daily activities), with Amel Yaddaden, occupational therapist and Ph.D. (c.)
- **Pour un temps des fêtes inclusif pour les personnes vivant avec un trouble neurocognitif** (Making the holidays more inclusive for people with dementia), with Louise Dupuis (Gaspésie-Îles-de-la-Madeleine Alzheimer Society) and Ginette Blouin (Abitibi-Témiscamingue Alzheimer Society).

During our **Facebook Live events**, followers can ask questions of our guest experts and Alzheimer Society speakers. Nearly 400 people have participated live and over 1,000 more have watched the events on demand.

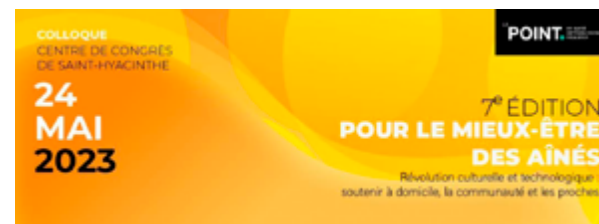
VISIBILITY AND PROMOTION AMONG HEALTHCARE PROVIDERS

Our partnership with healthcare providers is essential to our cause, and integrating the Référence aideance Québec platform into their practices offers many benefits. To support this, we promoted the referral system in several targeted publications, including the newsletters of the Association des infirmières praticiennes spécialisées du Québec and the Ordre des orthophonistes et audiologistes du Québec, as well as the professional magazine Occupation: ergothérapeute of the Ordre des ergothérapeutes du Québec.



During the annual medical conference organized by the Médecins francophones du Canada from October 25 to 27, 2023, we distributed brochures emphasizing the importance of early diagnosis and promoting the Référence aideance Québec platform. In addition, we distributed flyers describing the various professional training modules.

We also promoted professional training at the “Pour le mieux-être des aînés” symposium (Wellness for older adults) symposium held on May 24, 2023, and in Intervention-Vie, a magazine aimed at prehospital care employees.



In 2023–2024, the Federation of Quebec Alzheimer Societies (FQAS) and the communication directors of **Quebec's 20 Alzheimer Societies** organized a series of **10 virtual meetings** to discuss:

- Joint communication and marketing campaigns around topics such as Alzheimer's Awareness Month, the launch of the Landmark Study and training programs
- Regular social media content sharing, public presentations and Facebook Live events
- Launch of the new FQAS brand identity.

These meetings also provided a valuable opportunity for the Alzheimer Societies to discuss and share communications best practices and activities.

The Board Communications Committee also held seven virtual meetings to implement and monitor the communications component of the Action Plan.



IG WEALTH MANAGEMENT WALK FOR ALZHEIMER'S

On May 28, 2023, Quebecers gathered across the province for the IG Wealth Management Walk for Alzheimer's, **Canada's largest event to raise awareness and funds to support people living with dementia and their loved ones.**

FQAS spokesperson Anne-Élisabeth Bossé walked to raise funds at the event organized by the Rive-Sud Alzheimer Society.

Since its inception, the IG Wealth Management Walk for Alzheimer's has raised millions of dollars for the cause. These funds are critical for Alzheimer Societies to provide services such as counselling, information, dementia education, support groups, and respite and stimulation services.

More than 3,400 walkers

15,000 donations

\$798,000 raised in Quebec

\$6 million raised in Canada

Quebec-wide **radio campaign**

2,760,676 impressions
(including ads and publications)



The 17 Quebec Alzheimer Societies that participated in the IG Wealth Management Walk for Alzheimer's met 4 times for the 2023 event to:

Coordinate
the registration
process

Discuss
communication
strategies to
promote the Walk
and fundraising
efforts

Share
local initiatives
to attract new
audiences and
ensure the event
remains relevant

Conduct
a comprehensive
post-event
review

THIRD-PARTY FUNDRAISERS

The Federation of Quebec Alzheimer Societies is fortunate to count on the generosity and commitment of hundreds of people who organize and participate in fundraising events each year in support of people living with Alzheimer's disease and other forms of dementia. The funds raised are used exclusively to support programs for people living with dementia and to fund research.

We would like to extend our sincere thanks to our creative and generous donors who have organized fundraisers in many different forms, including birthday parties, 5K and 10K runs, fundraising dinners and athletic challenges

Special thanks to:

Carl Tremblay, Arielle Auger-Bouvier and the Babes de Montréal softball team for selling merchandise and organizing the Un circuit pour l'Alzheimer (A Homerun for Alzheimer's) charity game. You are exceptional ambassadors and we appreciate your talent and generosity!

Vincent Daoust and **Le Brûloir** - Thank you for your loyalty and for selling delicious coffee in support of the FQAS.

IG Wealth Management and **Les Grands Ballets Canadiens** - Thank you for allowing us to share the magic of The Nutcracker at Place des Arts with our clients at a reduced price.



Nathalie Munger and **Erick Banaszak** - Thank you for sharing your cycling adventure on Canada's only road to the Arctic Ocean in "S'aventurer à vélo sur l'unique route canadienne menant à l'océan Arctique." Your courage is inspiring.

Jean-François Charles - Thank you for taking the initiative to run a 10K to raise funds for the FQAS.



A HOME RUN FOR ALZHEIMER'S

The grand slam fundraiser of the year was undoubtedly Un circuit pour l'Alzheimer (A Home Run for Alzheimer's) with the Babes de Montréal softball team, whose members have passionately taken up our cause. On September 23 at the Centre Claude-Robillard, the Babes took on the A's, a team of actors and comedians assembled for the occasion by our exceptional spokesperson, Anne-Élisabeth Bossé. The all-star A's included Magalie Lépine-Blondeau, Éric Bruneau, Léane Labrèche-Dor, Louis Morissette, René Lefort, Kim Lizotte and Hubert Proulx. It was a day to remember, with over 300 participants raising \$10,000 for the cause.



These community fundraisers collectively raised
nearly \$ 40,000
in 2023-2024.

Approximately 100 volunteers contributed
over 2,000 hours
to these events.

Thank you to all of our valued ambassadors
for donating their time and energy.
We couldn't do it without you.

ALZHEIMER SOCIETIES' ONLINE AUCTION

The second annual Alzheimer Societies' Online Auction ("Encan Virtuel") was held from November 28 to December 11, 2023. Participants bid on more than 100 different items and raised **over \$13,000**. Many thanks to all our donors and to the 5 participating Alzheimer Societies: Gaspésie-Îles-de-la-Madeleine, Estrie, Outaouais, Abitibi-Témiscamingue and Côte-Nord.

And a big thank you to our FQAS auction partners: Hôtel Château Laurier, Tennis Canada, Construction Vergo, Unibéton, the St-Hubert Foundation, Bel Âge, Les Grands Ballets Canadiens, IG Wealth Management, Hôtel Novotel, Hôtel Travelodge, Le Baluchon Eco-resort, OSM, MACM, the Marguerite-Bourgeoys Museum, the Monastère des Augustines Museum, the McCord Stewart Museum, Bleu Lavande, Scandinave Spa Mont-Tremblant, the Lola Rosa Restaurant and Théâtre du Rideau Vert.



Thanks to our generous partners

The contributions of our partners, sponsors and donors make it possible for us to pursue our mission.
Thank you, thank you, thank you.



MAJOR GIVING CAMPAIGN

In order to meet the immense needs created by the rapid growth of Alzheimer's disease, we have focused all our efforts on preparing our next major giving campaign for 2024–2029.

The goal of Ensemble face à l'Alzheimer (Together Against Alzheimer's) is to raise \$8 million to help more than 10,000 people in the early stages of the disease.

Donations raised during this major campaign will help to raise awareness of the importance of taking action to reduce the risk factors responsible for a large proportion (40%) of dementia cases, and to provide early support to preserve the abilities of people living with these conditions for as long as possible.

The Alzheimer Societies therefore aim to implement five types of priority programs with common and complementary objectives:

- Educate older adults about dementia
- Take steps to protect against dementia
- Promote lifestyle changes
- Maintain cognitive and physical abilities
- Encourage people with dementia to be active in their communities
- Inspire creativity



Alzheimer Societies have already launched three of the innovative projects to be implemented in Quebec:

1- **BrainHQ** is an online brain training platform developed by an international team of neuroscientists led by Michael Merzenich, professor emeritus of neurophysiology and member of the U.S. National Academy of Sciences. The Alzheimer Societies of Centre-du-Québec, Côte-Nord and Outaouais gave 47 people the opportunity to try the exercises in a pilot project.



2- **Un esprit en action (Minds in Motion)** is a program that combines physical activity and mental stimulation, where participants engage in calm, easy-to-follow physical activities and develop their individual skills. The Alzheimer Societies of Haut-Richelieu and Suroît ran a pilot project with 30 participants.

"I would like to tell you how pleased I was to take part in the Esprit en action pilot project. First of all, the facilitators were very professional and empathetic with the dozen or so people who participated. The physical activities were well planned and adapted to people's pace and abilities. A number of recommendations were made to support and improve cognitive function. The interaction among the participants was pleasant and stimulating. We discussed social interaction, breathing exercises, diet, leisure activities, sleep, and more. You should continue to offer a program like this, as it fills a real need for the aging population."

Suzanne, member of the Haut-Richelieu Alzheimer Society

3- **Dance Therapy** - In partnership with Les Grands Ballets Canadiens' National Centre for Dance Therapy, this program uses dance and movement to promote well-being, communication, body awareness, motor skills, creativity, self-expression and self-esteem. The Alzheimer Societies of Brome-Missisquoi and Haute-Yamaska, Quebec City, Outaouais and Haut-Richelieu provided the opportunity for 26 people to participate in the activity.

"I'm 63 years old and I have dementia. I was diagnosed in November 2022 and I have been attending the Alzheimer Society of Quebec City's day centre for a few months. My reasons for joining the dance therapy group are that I love music and dance, and I liked the idea of an activity outside the house. I found it very stimulating to meet new people and enjoyed contributing to the group dynamic through active participation. I see the positive impact on my health every day: getting out of the house, meeting new people, and doing stimulating activities."

Michelle, member of the Quebec City Alzheimer Society

The team at the Federation of Quebec Alzheimer Societies would like to express our sincere gratitude to all those who supported our efforts

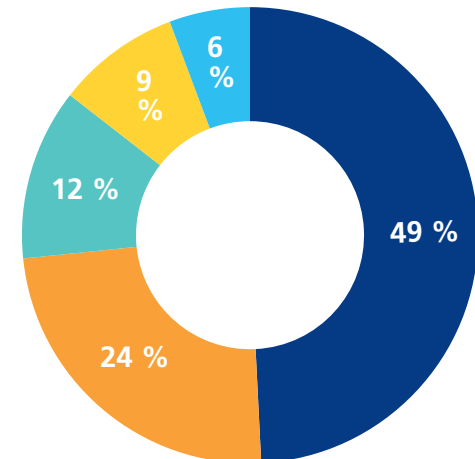
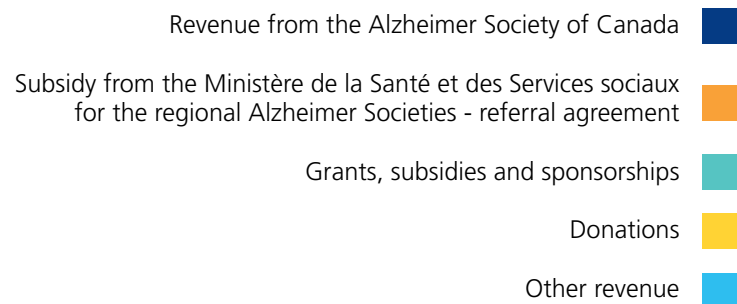


FINANCIAL STATEMENTS

APRIL 1, 2023 TO MARCH 31, 2024

REVENUE

	\$ Amount	%
Revenue from the Alzheimer Society of Canada	\$2,771,900	49.22%
Subsidy from the Ministère de la Santé et des Services sociaux for the regional Alzheimer Societies - referral agreement	\$1,360,400	24.15%
Grants, subsidies and sponsorships	\$684,700	12.16%
Donations	\$493,000	8.75%
Other revenue	\$322,200	5.72%
TOTAL REVENUE	\$5,632,200	100.00%

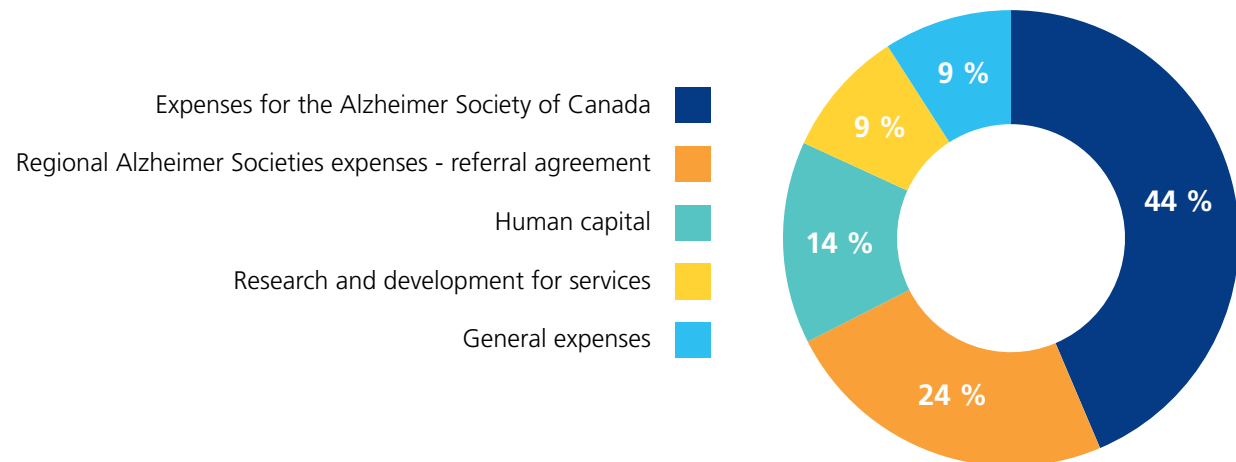


FINANCIAL STATEMENTS

APRIL 1, 2023 TO MARCH 31, 2024

EXPENSES

	\$ Amount	%
Expenses for the Alzheimer Society of Canada	\$2,482,700	43.61%
Regional Alzheimer Societies expenses - referral agreement	\$1,360,400	23.90%
Human capital	\$816,800	14.35%
Research and development for services	\$515,900	9.06%
General expenses	\$517,100	9.08%
TOTAL EXPENSES	\$5,692,900	100.00%



BOARD OF DIRECTORS

9 MEETINGS + 1 DAY OF STRATEGIC PLANNING

In 2023–2024, the FQAS was very active on the governance front, primarily with the Board of Directors and Board Committees, but also from a Federation point of view. The Strategic Committee, which includes all Alzheimer Society chairs and general managers, held two in-person meetings and one virtual meeting. The Executive Committee held eight meetings, two of which were in person. Several committees made up of Alzheimer Society and FQAS staff were formed to support specific projects and community outreach efforts (e.g., referrals, training, programs and services, communications). Finally, the FQAS organized its third annual professional symposium in October, bringing together the Federation team and Alzheimer Society general managers, professionals and providers for two days of training.

The FQAS held its annual **GENERAL ASSEMBLY** on **June 22, 2023**

A total of **42 MEMBERS** from our 20 regional Alzheimer Societies and the FQAS Board of Directors attended the event

CHAIR
community

Luc Pinard

VICE-CHAIR
community

Valérie Champagne

TREASURER
private sector

Mariève Héroux

SECRETARY
community

Charles Cyr-Gill

DIRECTORS

Marie-Hélène Lajoie
community

Anick Redburn
community

Diane Lalancette
community

Jacques Gravel
community

Shlomi Steve Levy
private sector

Jean-Denis Allaire
community

Diego Legrand
community

Louise St-Onge
community

Vacant

GOVERNING AND HUMAN
RESOURCES COMMITTEE (CGRH)
7 MEETINGS

Charles Cyr-Gill, Secretary, GHRC Chair
Luc Pinard, Chair
Shlomi Steve Levy, Director
Diane Lalancette, Director
Lisette Joly, External Member
Patrick Essiminy, External Member

FINANCE, AUDIT AND
INVESTMENT COMMITTEE (CFAI)
8 MEETINGS

Mariève Héroux, Treasurer, FAIC Chair
Luc Pinard, Chair
Valérie Champagne, Vice-Chair
Marie-Hélène Lajoie, Director

COMMUNICATIONS
COMMITTEE (CC)
8 MEETINGS

Anick Redburn, CC Chair
Valérie Champagne, Vice-Chair
Jacques Gravel, Director
Jean-Denis Allaire, Director
Marie-Ève Santerre, External Member

TRAINING, SERVICES AND
RESEARCH COMMITTEE (CFSR)
3 MEETINGS

Diego Legrand, TSRC Chair
Jean-Denis Allaire, Director
Anne Villeneuve, Outaouais Alzheimer Society Gen. Manager, External Member
Sonia Nadeau, Chaudière-Appalaches Alzheimer Society General Manager External Member

— This year, the Board of Directors appointed **Lisette Joly** as governing member in recognition of her support for the Federation's mission. —

OUR TEAM

MANAGEMENT AND ADMINISTRATION



Sylvie Grenier
General Manager



Martin Turbide
Deputy General Manager



Laura Babina
Senior Advisor, Financial
Affairs and Accounting



Laure Barnouin
Director of Communications,
Public Relations and Events



Julie Papin
Director of Philanthropy



Laurene Souchet
Communications Assistant



Antonella Morun
Philanthropy and
Administrative Assistant

RESEARCH, PROGRAMS AND SERVICES



Rachel Samson, PhD
Director, Research and
innovation



Christine Levesque
Training Advisor



**Marie-Christine
Laterreux**
Referral Advisor



Dominique Bouchard
Social Worker



Michelle Dolla
First Link Occupational
Therapist and Advisor



Maxime Leroy
Hestia Project Manager

FEDERATION OF QUEBEC
Alzheimer Societies

FEDERATION OF QUEBEC ALZHEIMER SOCIETIES

460, rue Sainte-Catherine Ouest, bureau 507

Montréal (Québec) H3B 1A7

Phone: 514 369-7891

www.alzheimerquebec.ca

