

Soci t  Alzheimer Society

NEW BRUNSWICK / NOUVEAU-BRUNSWICK



ANNUAL REPORT 2021-2022

A MESSAGE FROM OUR DIRECTOR AND PRESIDENT

It is our pleasure to share with you in this report our activities and investments from the last year. The world around us continues to change and it has been especially impactful on those living with dementia in our province.

You will see the image of an umbrella throughout this report. We have chosen this symbol for several reasons. From an educational standpoint, we often refer to dementia as an “umbrella term” for neurocognitive diseases. Many of our educational presentations feature the image of an umbrella with the many different forms of dementia falling underneath.

For many families, dealing with a diagnosis of dementia is a storm for which it’s difficult to be prepared. In many ways, we feel that the Alzheimer Society can be the umbrella that shelters them from the storm. Connecting with a support system, with people who can help families navigate the diagnosis and prepare them for the road ahead can help to weather the storm, just like an umbrella in the rain.

In order to ready ourselves to support others as they weather the storm of dementia, the

ASNB has invested in evaluating our programs and services, piloting new programs that meet the needs of our clients, and beginning a governance renewal process. We have leaned heavily on the support of our Federation partners while also being change leaders within our organization.

In the ebbs and flows of the last year, the ASNB has been a reliable and constant support for the people that we serve, and we are pleased to be able to share with you the ways that your investments, either of time or resources, have helped us to help our clients weather the storm.



Chandra MacBean
Executive Director



Shelley Shillington
President

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COLLABORATION WITHIN THE FEDERATION

Strength in unity is one of the driving forces within the Alzheimer Society Federation. We share a belief that our ability to achieve our mission is enhanced through the federation and the collaboration associated with it. Working toward the same goal enables us to collaborate and share resources to create a bigger impact. In 2021, the opportunity arose to work together on a number of initiatives.

The experience of living with dementia, or caring for someone living with dementia, can differ across Canada, depending on culture, language, racial or equity barriers, and stigma. These barriers prevent people of all backgrounds from reaching out to a doctor or community resources for help and support. Unfortunately, BIPOC (Black, Indigenous and People of Colour) are not well-represented in dementia research, leaving a serious gap in information about diverse communities and their needs. The Alzheimer Society is leading several initiatives, including a national survey, aimed at closing the equity gap in dementia treatment and support. The experiences shared will support the development of new resources to ensure family physicians are equipped to support all Canadians living with dementia, and help to shape programs and resources provided by Alzheimer Societies across the country.

Within Atlantic Canada, the Alzheimer Societies work together to enhance the relationship with our national sponsor, IG Wealth Management. In the fall of 2021, we offered a Financial Confidence Workshop to our clients to share information on how to plan for their financial future with confidence. We also worked together on a number of

initiatives related to the IG Wealth Management Walk for Alzheimer's to share resources and grow the impact of this fundraiser.

In 2021, a partnership between the Alzheimer Societies of Canada, British Columbia, Saskatchewan, Manitoba and Ontario fostered the creation of dementia-friendly communities across the country. Together, they created the Building Dementia-Friendly Communities course, which includes free tools and resources to train Canada's workforce in the recreation and library, restaurant and retail, and public transportation sectors. This 75-minute interactive course provides a foundational knowledge of dementia, and outlines considerations that organizations can include in their social and physical environments in order to better support and include people living with dementia.





INVESTING IN COMMUNITY

Over the past year, we have embarked on a change journey with the support of experts in organizational design, change management, and aging care, funded through the Department of Post-Secondary Education, Training and Labour. This work started with an in-depth look at our community programs and the needs of people living with dementia in communities around the province. It connected us with both internal and external stakeholders and has resulted in a series of recommendations to help us maximize our impact for people living with dementia.

We are beginning to apply what we know, what we have learned, and what we envision to increase our impact and fulfill our mission. Although some of this work has begun, there will be new innovative approaches to our work over the next few years that will allow us to be more person-centred and to better meet the needs of those impacted by dementia. We have learned a great deal about what we do well and identified new and emerging gaps that need careful planning and consideration.

At every point in this process, we are focusing on persons living with dementia and their circles of care. Although we are already doing great work in communities across our province, there are ways we can improve. We are ready to do the work to ensure we are providing impactful services for people affected by dementia.



In an effort to foster a sense of connection and community, and to spread some cheer during the holiday season, we sent “kindnessgrams” to people living in long-term care in December of 2021.

We matched over 250 volunteers, students, and members of the community, with residents living near them, who each received a personalized letter or card.

Cards and letters were sent to people in Doaktown, Fredericton, Moncton, Saint John, and Pointe-Verte!

When someone is living with dementia, they can feel disconnected from their community because of the stigma attached to the disease. By doing acts of kindness, we strive to reconnect those with dementia to their community and create an



PARTNERSHIPS & ADVOCACY

One of the aspects of our work that we value at the ASNB is partnerships. We value having partners and we value being a meaningful partner. It is through these relationships that we feel we can support and positively impact the lives of more New Brunswickers living with dementia. The following are some of the partnerships we have been involved with this past year.

Collaborative for Healthy Aging and Care – New Brunswick Dementia Friendly Initiative

This project seeks to support and assist New Brunswick communities that have an interest in better supporting people living with dementia. The purpose of this project is to understand whether existing age-friendly communities provide a stronger foundation for dementia-friendly approaches.

COGNISANCE – Forward With Dementia

The goal of this study is to develop and evaluate behaviour change campaigns aimed at improving the dementia diagnosis process and post-diagnostic supports in New Brunswick and beyond.

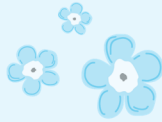
Horizon Health – Compassion Card Project

The idea for a Compassion Card came from a family care provider of a person living with young onset dementia. He believed that sharing a card explaining his reason for attending an appointment in hospital with his spouse living with dementia could protect their privacy and dignity.

Heart and Stroke Foundation NB – LiveWell

The LiveWell program is an evidence-based approach that uses best practices to support client-led health behaviour change. This professional health coaching service is offered in English and French, at no charge, to all New Brunswickers 19 and older. We have partnered with a Health Coach in our Fredericton Resource Centre offering free space to provide this program to our clients, as well as to the general public.





PILOT PROGRAMS

Tele-Counselling & Psychotherapy

In 2021, the Alzheimer Society of NB launched a tele-counselling program to provide free therapy to friends and family members of people living with dementia. Through this program, participants have the opportunity to connect one-on-one with a trained Counselling Therapist to discuss issues they are experiencing, learn coping strategies, and develop tools to help them along the way. In its first year, the program saw a total of 325 sessions with 93 participants.

People on the dementia journey often experience intense emotions. A core focus of this program is empowering clients through self-reflection, helping them learn coping strategies and setting realistic goals and expectations. We were able to respond to the unique needs of clients during the pandemic, such as helping them to maintain connections and identify what is within their control.

There are many barriers that prevent people from accessing traditional therapy services, such as transportation, income, location, stigma, and the inability to leave the home. Unfortunately, the pandemic has only exacerbated these challenges. To ensure our program is accessible, we deliver this service free of charge and offer remote sessions via phone, text, and video call.

As the program grows, we continue to look for ways to improve it. In March of 2022, in partnership with the University of New Brunswick, we received a New Brunswick Mental Health Impact Grant funded by Mental Health Research Canada and the New Brunswick Health Research Foundation to measure the impact of our program, examining its effectiveness and identifying ways it can be improved.

Minds in Motion®

In looking for new ways to connect and engage with persons living with dementia, we launched Minds in Motion®, a physical and mental stimulation program offered by Alzheimer Societies in several other provinces.

Offered in partnership with the Saint John YMCA, participants met weekly online for an hour of physical activity and mental stimulation in a social environment. A certified instructor from the Saint John YMCA led a low-impact workout followed by brain activities and conversation led by ASNB staff.

Minds in Motion® is for those with early to mid-stage symptoms of Alzheimer's disease or another dementia. As an added benefit, caregivers who participated and ASNB staff facilitators also really enjoyed this fun and uplifting program. It was a great way to connect with people, especially as restrictions had led many to feel socially isolated.

Two eight-week pilots were offered, in fall 2021 and spring 2022. Due to the success of these pilots, we will expand the program and deliver ongoing weekly sessions in 2022/23, funded in part by the Government of Canada's New Horizon's for Seniors Program.

Funded in part by the
Government of Canada's
New Horizons for Seniors Program

Canada

GENTLE PERSUASIVE APPROACH



Dementia is a complex medical condition that is often associated with behaviours that can be challenging for caregivers to manage. Family and friend caregivers state that one of the largest issues they face is a lack of education on how to effectively address these behaviours.

An education program, Gentle Persuasive Approach[®], has been shown to be effective in meeting this need for formal caregivers of people living with dementia.

Through this study, we adapted the program to create an online educational program called GPA Community. The project saw the implementation and evaluation of the training among 33 family and friend caregivers in NB.

Using surveys and group interviews, we assessed the impact of the training on caregivers in areas such as satisfaction with training, feelings of stress, how well behaviours were managed, life satisfaction, and other dementia experiences such as unplanned emergency department visits.

Funded by: the Government of NB and the Public Health Agency Canada's Healthy Seniors Pilot Projects.

Supported by: Horizon Health Network, Maritime SPOR SUPPORT Unit, Advanced Gerontological Education Inc., NB Continuing Care Safety Association, Bayshore HealthCare Ltd., Loch Lomond Villa, NB Home Support Association, and NB Special Care Home Association.



Findings suggest:

- ◇ GPA Community can improve family and friend caregivers' confidence in their ability to address behaviours associated with dementia.
- ◇ Participants reported a moderate to high level of satisfaction with the training.
- ◇ Delivery methods of the training were engaging.
- ◇ Participants liked meeting other caregivers during the group session.
- ◇ The majority of participants would suggest this course to other caregivers.

LEADERSHIP AWARDS



Pauline Spatz Leadership Award

The 5th annual Pauline Spatz Leadership Award was presented to Lilli Lin of Quispamsis, NB. A volunteer, community partner, and educator, Lilli demonstrates incredible leadership through her dedication to education and commitment to her community.

Lilli began volunteering with the Alzheimer Society in 2014, and quickly became an indispensable part of the team. She helped establish the Memory Café in the Kennebecasis Valley, and has continued to help run the program since its inception.

Through her work as an Occupational Therapist, Lilli helps people with dementia to maintain activities of daily living. She excels at helping families understand the progression of the disease and how to navigate the changes by using analogies and examples.

An incredible resource in her community, Lilli gives selflessly of her time and energy to help those living with dementia to live well with the disease.

5 Smooth Stones Award

The 2021 recipient of the 5 Smooth Stones Leadership Award, an achievement that recognizes the hard work and successes of our staff, is Adrienne McNair, First Link Coordinator for the Greater Fredericton Area.

Always willing to lend a hand, Adrienne's dedication to the team and the people we serve is undeniable. Adrienne combines her creativity and passion for the cause to advocate and educate all who are connected to the disease. She shows strong leadership, initiative, and drive, and has adapted to these not so normal times.

Whether she is organizing a holiday card campaign, having coffee with a client, or making a video for the ASNB to share, Adrienne is a true trailblazer. The team is always amazed at what she brings to the organization and looks forward to seeing what she will accomplish here at the ASNB in the future. Congratulations, Adrienne!

FUNDRAISING



IG Wealth Management Walk for Alzheimer's

We hosted our second virtual IG Wealth Management Walk for Alzheimer's in May of 2021 by introducing Walk Your Way, a month-long fundraising activity. Participants raised funds their own way, by choosing an activity they like and the date most convenient for them and their bubble. In total, we had 271 participants and several incredible sponsors who raised a total of \$179,732 by walking, biking, doing yoga, and even baking their loved one's favorite recipe.

In an effort to create a sense of community from a distance, we connected with people and communities with our new Light it Up in Blue initiative. We invited city halls, past Walk locations, businesses, and residents to turn on a blue light in support of dementia awareness. In addition to spreading awareness of the disease, we also wanted to light up the horizons during the last week of May on behalf of all who are travelling the dementia journey.

Anything for Alzheimer's

Even during the height of the pandemic, our supporters still managed to find unique and creative ways to raise funds for our cause.

Our 3rd annual Anything for Alzheimer's campaign saw a number of new fundraisers like a community "Shred Event," a sold-out golf tournament, a purse sale, a bake sale, a raffle for a handmade elephant head soapstone sculpture, and a "Triathlon to Remember".

We also saw the return of several fundraising favourites, like the annual book sale in the Acadian Peninsula. Now in its 3rd year, this event continues to grow and gain in popularity. Extra days were added to the event due to the demand and high traffic!

In total, the Anything for Alzheimer's campaign raised \$29,838!

A NEW ERA IN DEMENTIA RESEARCH

On June 7, 2021, the U.S. Food and Drug Administration approved aducanumab (Aduhelm) as a new treatment for Alzheimer's disease. This is the first time in nearly 20 years that a new clinical treatment for Alzheimer's disease has been brought to market.

Although the drug review process for Aduhelm is still underway in Canada, what makes this treatment notable is that this therapy is what is known as a disease modifying therapy (DMT). In Canada, there are currently only drug therapies that can treat the symptoms of dementia, whereas a DMT can potentially modify or impact the cause of the disease and therefore minimize cognitive and functional losses.

Having a first-of-its-kind intervention will both

incentivize and encourage research investments and competition, while also opening the door for a combination of clinical approaches to treating dementia. It is clear that regardless of the outcome of the approval process in Canada, Aduhelm presents a unique opportunity for potential future treatments as well as a new era for drug development for people impacted by dementia.

Regardless of what happens with aducanumab approvals in Canada, the Alzheimer Society remains committed to funding innovative dementia research focused on prevention, diagnosis, treatment, and finding cures for Alzheimer's disease and other dementias.

As of early 2021, there were over 120 agents in the drug pipeline for treating dementia.

Of these 120+ different potential agents in various stages of clinical trials, 28 had reached phase 3 clinical trials.

Of these 28 agents, 61% are potential DMT's.



We are proud to have invested \$176,363 into the Alzheimer Society Research Program last year.

FINANCIAL REPORT

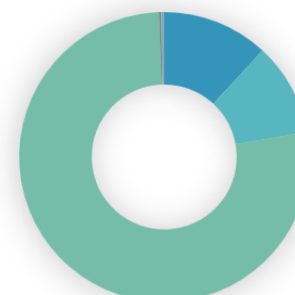
REVENUES

	2022	2021
Memorials and Bequests	\$164,613	\$134,559
Public Support	\$354,018	\$415,379
Investment Income (loss)	\$(5,789)	\$52,489
Government Employment Programs	\$3,662	\$192,858
Project Funding—First Link	\$545,151	\$534,994
	\$1,061,655	\$1,329,994



EXPENSES

Amortization	\$2,539	\$3,126
Administration	\$110,589	\$107,129
Board of Directors	\$3,595	\$7,159
Fundraising	\$126,895	\$125,134
Service Delivery	\$825,016	\$770,915
	\$1,068,634	\$1,013,464



DEFICIENCY OF REVENUE OVER EXPENSES FROM OPERATIONS

\$(6,979) \$316,531

OTHER INCOME

Alzheimer Society of Canada Revenue	\$118,495	\$255,672
Alzheimer Society of Canada Assessments	\$(205,295)	\$(199,220)
	\$(86,800)	\$56,452

EXCESS OF REVENUE OVER EXPENSES

\$(93,779) \$372,983

RESOURCE CENTRES

For more information on programs and services, volunteer opportunities, or ways you can donate, please contact the resource centre nearest you!

Fredericton

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