



Annual Report 2017-2018

Société Alzheimer Society

NEW BRUNSWICK /
NOUVEAU BRUNSWICK

A Message from our Director and Board President

This year, for the purpose of highlighting the last year of our work, we chose the theme of “telling the story.” Story telling has been a part of the human experience since the beginning of time. It is how we share wisdom, how we pass history from one generation to another, and it is how we teach and learn about the experiences of others. Our stories connect us, and make us feel like we are a part of something bigger than ourselves. Stories are incredibly powerful.

Our story over the past year has been one of investing in the future, through growing programs and services, developing and implementing the first phase of an operational restructuring, and hiring new team members with key skill sets. Our story has also been one of investing in the sustainability of the quality of our programs given the unprecedented growth we have experienced in the number of clients we serve in communities around the province each year.

In the following pages, you will hear the stories of families and those with dementia who are living the journey with this disease, and who are participating in our programs while learning from and connecting with others on the same journey. You will read the stories of some whose experience with dementia has led them to advocate for change, fundraise or volunteer for the Alzheimer Society. These voices and experiences are the stories of the ASNB. The passion of our staff, volunteers and donors is the heartbeat of this story.

Stories have the power to move the masses. We hope that by reading through the stories in this report, you will be moved to take action by lending your experience and time, donating, or reaching out in support to a family member, friend or neighbor living this journey with dementia. The story of dementia is not someone else’s story, it is interwoven into each and every one of our stories, and we all have a role in impacting real change.



Chandra MacBean - Executive Director



Ashley King - Board President

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Canada’s National Dementia Strategy

On June 22, 2017, Canada became the 30th country to launch a national dementia strategy. The passing of Bill C-233, An Act respecting a national strategy for Alzheimer’s disease and other dementias, means the Government of Canada will address the overwhelming scale, impact and cost of dementia.

We celebrate this news with all Canadians affected by dementia, who repeatedly tell us they want better integrated care and support. The Alzheimer Society has long called for a national dementia strategy to enhance research efforts and ensure access to quality care and support, so that Canadians with dementia can have the best quality of life.

The Act not only brings Canada in line with many other countries around the world who have made dementia a priority, but also commits our government to action with definitive timelines, targets, reporting structures and measurable outcomes.



Federal Health Minister Ginette Petitpas Taylor speaks at the National Dementia Conference in Ottawa on Monday, May 14th, 2018.

What is a national dementia strategy?

A national dementia strategy is the single most powerful tool to transform dementia care and support. Twenty-nine countries and seven of Canada’s provinces currently have some form of dementia strategy. They vary significantly, but all serve to elevate dementia care as a priority.

Common elements of dementia strategies include raising awareness, coordination of care, research funding, enhanced training for healthcare professionals, and sharing of best practices.

Now that Canada has committed to such a strategy, work begins on implementation. The Alzheimer Society and its federation partners look forward to continuing to work collaboratively with government, stakeholders and, above all, people living with dementia, to create and implement Canada’s first national dementia strategy.

What does it mean for you?

A national dementia strategy means that all Canadians living with dementia, their caregivers and their families, have access to the same level and quality of care, no matter where they live. It will maximize effectiveness of existing programs and services, focusing attention on priority areas. Dementia research will be better coordinated.

The overall impact of a national dementia strategy will be better local management of dementia, resulting in improved quality of care and life.

National Strategy for Alzheimer's Disease and Other Dementias Act

On June 22, 2017, Bill C-233 received Royal Assent and became an Act of Parliament, one of the laws of Canada.

The National Strategy for Alzheimer's Disease and Other Dementias Act was first introduced to Parliament as a Private Member's Bill calling for all levels of government to work together to coordinate research, promote prevention and improve care.

The Act directs the federal Minister of Health to develop and implement a comprehensive national strategy to address Alzheimer's disease and other forms of dementia.

The strategy will:

- develop specific national objectives;
- encourage greater investment in research;
- coordinate activities with international Alzheimer organizations; and,
- help provinces develop clinical guidelines for treatment and best practices in dementia care that can be shared across the country.

The Minister of Health must convene a conference within 180 days of the Act's adoption to develop the strategy in collaboration with provincial and territorial health officials, researchers, healthcare professionals, family caregivers, people living with dementia, the Alzheimer Society and other dementia advocacy organizations.

The Act also contains provisions for establishing an advisory board to guide the Minister of Health on matters related to dementia care. This board will consist of up to 15 members who would hold office for a three-year renewable term and meet at least twice annually. The Minister must report to Parliament on the effectiveness of the strategy within two years of the Act's passage and on annual basis.

Bill C-233's co-sponsors, the Honourable Rob Nicholson, MP Niagara Falls, and Rob Oliphant, MP Don Valley West, are to be commended for their leadership and support, as is the Standing Senate Committee on Social Affairs, Science, and Technology. They have been dedicated champions of the Bill on behalf of Canadians living with dementia, their families, and caregivers.



1 in 11 Canadians over the age of 65 have dementia

Provincial Dementia Strategy

In January of 2017, the Council on Aging submitted their final report containing 77 recommendations to Government.

The 17-member council, was asked to develop a strategy that addresses short-term sustainability and long-term changes in order to balance the needs of the aging population with rising costs and pressures on the health-care system.

The strategy focuses on independent living and person-centred care for seniors. Proposed actions include making the province more age-friendly and establishing New Brunswick as a leader in aging research and social innovation. The Alzheimer Society was thrilled to learn that the strategy also included a key recommendation to develop and implement a Provincial Dementia Strategy. All 77 recommendations were accepted by the Premier in September of 2017, and provisions were included in the 2018-2019 provincial budget, including development of a provincial dementia strategy.

In order to accomplish the implementation of all 77 of the council's recommendations, the government established an aging secretariat and created a roundtable on aging to oversee the implementation of the recommendations. The secretariat will provide support to the provincial roundtable and government departments on issues relating to seniors.

In its report, the council urged families, communities, municipalities, private and non-profit sectors, and the government to work collaboratively to implement the strategy's recommendations over the next 10 years.

The roundtable, co-chaired by the deputy ministers of social development and health, is comprised of key stakeholders and senior government officials. It will collect and share information among various groups involved in the aging sector. The Alzheimer Society is a key voice at this roundtable, providing support and guidance to the delivery of the aging strategy.

Donor Appreciation Event & Pauline Spatz Award

2017 Recipients

In 2015, Mike and Jane Wilson started what has become a ten year commitment to the Alzheimer Society of New Brunswick providing a significant gift each year to support our growth and development. The initial years of this gift have been designated to be able to bring the First Link® program to New Brunswick.

The support we received from the Wilson family has meant a great deal to this organization.

Their trust in us when we were struggling to meet the need of a growing number of people with dementia empowered us to do more, to be more, and to expect more of ourselves. Our successes in the implementation of the program were precipitated by their decision to make a significant contribution to our organization.



The inaugural recipients of the Pauline Spatz Leadership Award are Mike and Jane Wilson, pictured with Chandra MacBean, Executive Director of the Alzheimer Society of New Brunswick. The Wilson's received this award at a donor appreciation event hosted by the Alzheimer Society at the Beaverbrook Art Gallery.

Awareness Campaign

Awareness Breakfasts

During the spring of 2017, the Alzheimer Society held an Awareness Breakfast in Fredericton, Rothesay and Moncton, in order to raise awareness of the severity of Alzheimer's disease and its systematic impact, as well as the role of the Alzheimer Society of NB. These events featured a presentation by a local geriatrician on "What is Alzheimer's Disease" and an outline of the programs and services provided by the ASNB by Executive Director, Chandra MacBean, while attendees enjoyed a wonderful buffet breakfast provided by our generous sponsors. These events were a huge success with 61 people in attendance in Fredericton, 113 in Rothesay and 95 in Moncton.



New Directions for Dementia Management: A Conversation with Dr. Linda Lee

On April 6, the Alzheimer Society of New Brunswick held an evening dinner and learning opportunity with Dr. Linda Lee in partnership with the Medical Society of New Brunswick. This event brought together 29 clinicians, policy-makers, and key stakeholders to learn about the Primary Care Memory Clinic model and training program developed by Dr. Linda Lee. This model is firmly rooted in primary care, and is aimed at improving capacity within the system for dealing with those impacted by dementia. The goal of the event was to create a clear understanding of the model and the potential benefits for New Brunswick, and to start a conversation regarding what is possible in New Brunswick.

Walk for Alzheimer's & Barb Hatfield



This is the family of Barb Hatfield, resident of Hanwell, born and raised in Harvey N.B., and a long-time supporter of the Alzheimer Society.

May 28th, 2017 marks the 13th year that Barb will participate in the Walk for Alzheimer's, and to date, has raised over \$35,000.

Barb's motivation to support the Alzheimer Society comes from a very personal connection to dementia. She has already lost her mother, 3 sisters and both brothers to Alzheimer's disease. She is now caregiver to a sister who was diagnosed last year.

Her grandmother, many aunts, uncles and cousins have also developed dementia. A research study at the National Institutes of Health in Bethesda in Maryland traced Alzheimer's disease in her family as far back as 1795. It is a truly devastating situation.

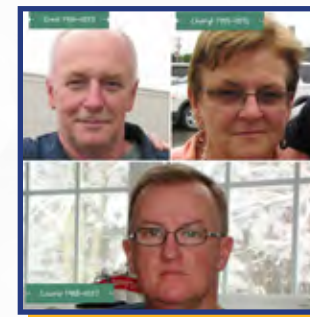
When her second sister was diagnosed with Alzheimer disease, the Society was there to help. Always available when needed, the Alzheimer Society connected Barb to free services and programs offered to families affected by dementia. Barb is grateful for the support she receives from staff and from the Society's caregiver support groups; groups which have helped so many

people she has encountered.

With only her and her youngest sister left out of 8 children, she is the only one to have reached the age of 60 without having developed dementia. Barb participates in the Walk for Alzheimer's because it's the only way she knows how to help. She wants to give hope and resources to young members of her family who may one day need the research, programs and services that the Alzheimer's Society offers. When Barb's mother passed away 34 years ago, she truly believed that a cure would be found at this point. Now she is hopeful that a cure is found before it affects the next generation of her family.



Barb's best advice to those in similar situations is to first get all legal matters in order. As someone who has been responsible for 4 siblings with the disease, she stresses how crucial this is. Secondly, Barb recommends contacting the Alzheimer's Society for information on the free services they provide. The information they provide is so helpful in knowing what to expect when a loved one is diagnosed with Alzheimer's disease.



Barb is thankful to the Alzheimer's Society, who has been very helpful through this very difficult experience. Barb strongly encourages people to get involved with the Alzheimer's Society, and specifically the Walk for Alzheimer's to raise money and awareness which could truly make a difference for families around the province just like Barb's.

The Walk for Alzheimer's had 120 more walkers in 2017



The Maston Family, Minto, NB

A son, a brother, a best friend, a dad, and a husband of 59 years. Frank Maston, affectionately known as “Papa Maston”, was known as a hard worker who loved nature, exercise, hunting, and the Toronto Maple Leafs. Papa Maston was a member of the Minto Country Music Wall of Fame and passed his love for music down to his grandchildren. He was a church man, and those who knew him would describe him as “jolly” and “the life of the room”. Papa Maston was a great man – a man with vascular dementia.

Those in the Grand Lake and surrounding area knew Papa Maston, his wife Rita, and grandchildren Katelyn and Christopher as avid volunteers. They helped raise money for those who were sick, for those in need of shelters, for churches and gospel festivals, for special care and nursing homes, and for Christmas functions.



Papa and Katelyn also enjoyed performing at the New Brunswick Country Showcase at the Fredericton Exhibition.

“Cognitive Impairment – No Dementia?”

“Early Vascular Dementia – Subcortical Type”

“Passed Mini Mental”

What do these terms actually mean? For those not in the medical field, the definitions can be unclear. If you were to pass a cognitive test (mini mental), are things really okay?

On July 4th, 2016 – Frank “Papa” Maston took his own life at his beloved hunting camp. He became ashamed and frustrated with his decline in memory and cognitive function. He was unable to cope with forgetting names, forgetting how to operate his lawn tractor, not remembering where to insert the key to drive his vehicle, or even how to cast a fishing rod. He forgot the right chords to play on his guitar, and the rhythm of the songs he was trying to play. He would become lost while travelling to the local health centre and would sit in the bathroom while his wife showered because he was afraid.

I am his youngest child. I am a nurse who commits to furthering my education and knowledge in the dementia field. It is frustrating to attend conferences and information sessions, only to realize how far behind the province of New Brunswick is in regards to dementia care. The Council on Aging has done a tremendous job of creating an “Aging Strategy for New Brunswick” – an action-oriented plan designed to create a sustainable system that will respond to the challenges associated with an aging population. The goal is to have individuals remain independent and engaged in their community for as long as safely possible.

This is more important now than it ever has been before to ensure that others do not have to go through the same things.



Tenley’s Story, Fredericton, NB

I am too young to know and understand this yet, but dementia has already impacted my life in many ways. It has already taken two of my great-grandmothers, ripping apart a wide path of heartache like a tornado in its wake. I am too young to understand it now when I visit my only living great-grandmother when she lights up when I enter the room, but has difficulty telling me that she loves me, and does not recognize my daddy. I am also too young to understand the ongoing ripple effect that dementia will have on my life, not just in the absences of very important people in my life, and in the life of my parents, but the memories left behind of the impact of living with and loving someone with dementia. It is a long goodbye, and it ends often with a sad relief.

What I will know in my lifetime is that I have a role to play in making communities dementia-friendly. I will learn about this disease so I can better understand how to be a good neighbor and friend to those who will undoubtedly be in my life and living the journey of dementia. My parents pray that I never have to watch my grandparents, or either my mommy or daddy live with dementia. I will also hopefully be a part of the first generation who never have to know what it is like to hear the words, “you have dementia” because it is my hope that researchers will find the answer for which they have been searching for over 100 years. Imagine, a world without Alzheimer’s disease for me and all of the children of my generation. That is something I really hope I get to understand in my lifetime.



Anne-Marie’s Story, Dieppe, NB



My name is Anne-Marie Ouellette and my 45 year old husband, Todd, has dementia. Todd and I live apart, as he lives in a long term care facility. I have lost my best friend, my partner, and the person that I was supposed to grow old with to a very cruel disease.

I have seen my husband and the father to my two daughters change from a man

that could command a room with his personality into the shell of a man. I have seen him flip a table, call people names, and forget where he lives or what he was going to do next, proving that this disease does more than just take memories and mobility. People often assume that because Todd knows who I am that he is not in

the advanced stages of the disease. My response to this is yes, he does recognize me, but he doesn’t really know me anymore. I have lost the man that could finish my sentences, the man I leaned on for support and the man I laugh with.

However, this disease has shown me what unconditional love really is. No matter what has happened, it is still he and I pushing through life’s challenges together. If I had known that I would be helping him bath and reminding him to brush his teeth and how to put his pants on, I still would not change my decision for the world. I have my memories to hold on to and keep me doing whatever I can for him.

When we received the diagnosis, we had no idea what came next. When I called the Alzheimer Society, I found compassion, guidance, and people who understood and listened. Unfortunately, we had to find our way to it on our own. I think that it should be a service that is more widely recommended, to help those who are on a journey similar to ours. We need the support that the Society offers.



I have always admired how my mom was able to maintain all the friendships she has made all her life. She was sure to meet up regularly with the folks she didn't otherwise see in her regular travels about town. She took the time to connect with people and really know them. Active in the community as a volunteer, attending social events of all kinds, and active in sports as well – skating, golfing and curling being her favorites. She never missed an opportunity to spend time with family, friends, co-workers, and other volunteers.

When she was diagnosed with dementia a few years back, she was very concerned about what the future might hold. She saw doctors for testing, and took prescriptions to slow the progress.

Our family went to Memory Cafés to educate ourselves, and met old friends there as well. Friends who knew her, but were not as far along in the disease, feared for their future as well. They could see the difference in such a vibrant friend. If it could take away so much from mom, they wondered about how they would be in a couple of years.

After a year and a half, the medication no longer seemed to be having much of an effect, and it seems like overnight, she went from where she was, to where she would have been, had she not been taking any pills at all.

Mom was able to stay at home for quite a while, until it was just no longer safe. We had a motion detector on the bathroom lights, so she could find her way there in the night. It also alerted her caregiver (Dad), that she was up and on the go. We had to add a lock to the inside of the front door to prevent her from heading out into the nearby intersection.

My dad and I attended the education series “Alzheimer Journey” which proved invaluable to us. It helped us understand what we were facing, prepared us for what was coming, and gave us great advice as how to be ready. The programs offered by the Alzheimer Society were a great help to the whole family.

In addition to my taking mom for drives a few evenings a week to give dad some much needed relief, we also had help coming to the home a few hours twice a week. This meant Dad was able to golf in the summer and curl in the winter, which was also very good for him; to get away and breath a sigh of relief if only for a couple of hours at a time.

When Mom did end up in hospital, she was only there a few days. Due to the work we had already started, (medical and financial assessments), she was approved for placement and put on the waiting list. A few days later we were extremely lucky and she was placed at a home about 12km away. We then added her to the transfer list to our preferred home, and she was able to be transferred within a month or so. We do know, and appreciate, just how lucky we were and how rare it is to get her placed at our #1 selection so quickly.

Now Dad visits daily and the rest of us several times a week. She seems happy and aware, smiles and kisses, but not very many words anymore; however, she still seems to connect with people like she always has.

Minds in Motion®

Minds in Motion® is a free program that combines light physical exercises as well as mental and social stimulation for individuals living with early to moderate stage dementias and their care partners.

In partnership with the YMCA Fredericton and volunteers from Eastern College we were able to offer a 6 week program running two hours per week. This program is structured to offer a 45-minute fitness program led by a certified fitness instructor, and a 45-minute brain health activity following a break for refreshments and socialization.

We had a total of 64 participants at the Minds in Motion® program and hope to increase that number in the next stage of the program.



Creative Minds Art Program

The Creative Minds Art program was launch in partnership with The Alzheimer Society of New Brunswick and the Beaverbrook Art Gallery. Creative Minds is a therapeutic program promoting brain health, stress management and a creative outlet for people living with early stage dementia. The 3 month pilot saw a group of 10 people spend time viewing current art gallery displays and then create individual art pieces with instruction from The Beaverbrook Art Gallery staff.

Prior to initial program delivery, The Alzheimer Society facilitated an education session for the staff that focused on understanding the disease and communication. In addition, The Beaverbrook Art Gallery was connected with one of our federation partners about the benefits to support brain health through art.

The pilot program have given both parties great insight to further improve the program. ASNB is very excited to continue this partnership and have committed to ongoing educational support and program collaboration as the program evolves.



Memory Café

This program is a social program that involves persons with dementia and their families, and others from the general public who are interested in learning about dementia. The program occurs monthly, and focuses on socialization but also features an educational component. The café includes a presentation on a different topic each month, followed by entertainment and refreshments. This program is geared towards people of all ages, and along all stages of the dementia journey. Last year we were able to offer a total of 82 Memory Cafés with a total attendance of 877 participants.

Caregiver Support Network

Each month, groups of men and women get together to share experiences, support and learn from one another. In 2017, the Alzheimer Society held 58 support groups and were able to provide information and support services for 554 individuals caring for loved ones.

Alzheimer Journey Family Education Series

All 3 parts of this education series is offered annually in various regions across the province, with 727 attendees participating last year. The consecutive weeks of education introduces families to important topics that will help guide them through the process of learning how to live with dementia.



On April 7, the Alzheimer Society of New Brunswick held its third annual Enhancing Care Conference for health care professionals. Keynote speaker, Dr. Linda Lee, spoke on the Primary Care Memory Clinic model and training program that she developed in her presentation *Building Capacity to Care for Persons with Dementia: The Central Role of Primary Care*. Other presentations included *Person Centred Culture: We all Have a Role to Play* by Cindy Donovan of Loch Lomond Villa and Judy Lane of Kings Way Life Care

Alliance, *Dementia-Managing Responsive Behaviours* by Holly Jones of Kiwanis Nursing Home, and *Appropriate Use of Anti-Psychotics Project Update: Non-Pharmaceutical Intervention & Strategies* by Julie Weir of the New Brunswick Association of Nursing Homes. The event was a huge success with 105 delegates in attendance.



Program Growth in 2017

Caregiver Support Network +38%

Alzheimer Journey Education Series +22%



Services Growth in 2017

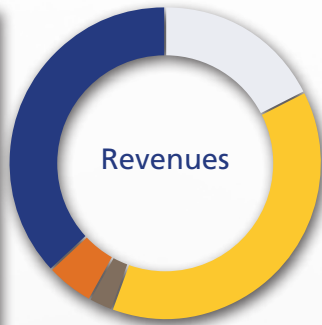
Number of successful family contact touch points/family support contacts +86%



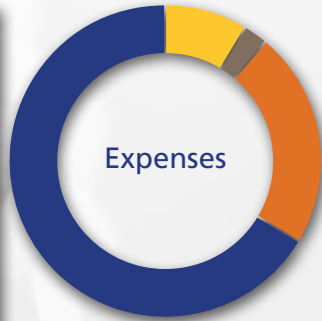
Outreach Growth in 2017

Community Partners +27%

Revenues	2018	2017
Memorials & Bequests	\$130,265	\$164,599
Public Support	\$281,219	\$343,345
Investment Income	\$17,189	\$34,116
Education	\$340	\$190
Government Employee Programs	\$36,797	\$26,324
Project Funding - First Link	\$272,166	\$267,882
	\$737,976	\$836,456



Expenses	2018	2017
Amortization	\$686	\$1,237
Administration	\$72,011	\$70,795
Board of Directors	\$21,140	\$11,747
Fund Development	\$185,547	\$215,146
Service Delivery	\$550,400	\$515,920
	\$829,784	\$814,845
EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES FROM OPERATIONS	(91,808)	21,611
OTHER INCOME		
Alzheimer Society of Canada Revenue*	251,296	200,968
Alzheimer Society of Canada Assessments*	(99,589)	(110,676)
	151,707	90,292
ACCESS OF REVENUE OVER EXPENSES	\$59,899	\$111,903



My name is Carl Goold. I am a retired nurse and have been a volunteer with the Alzheimer Society since 1995. I do group facilitating for the family support groups and some public speaking on behalf of the Society.

The Society was a light for me at a very dark time in my life and a hand to hold during my journey with my mother and her passing in 1993 at age 66.

I became a volunteer with the Society in Ottawa, first helping with the family support groups, then running a group and doing public speaking. The Society became more than a place to volunteer; they became friends. Moving back to New Brunswick five years ago, I found a very caring and dedicated group of people at the Society in Fredericton and knew that I wanted to be part of it and continue what I was doing in Ottawa.

Being a volunteer with the Alzheimer Society has changed my life. To say I get more out of volunteering than I put into it would be an understatement. I get to meet some amazing people, not just at the Alzheimer Society, but family members and loved ones. I was once told that everything you do and say makes a difference to someone.

I cannot imagine not being some part of the Alzheimer Society.



Société Alzheimer Society

NEW BRUNSWICK /
NOUVEAU BRUNSWICK



Resource Centres

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

Fredericton

320 Maple St., Suite 100
Fredericton, NB E3A 3R4
Phone: (506) 459-4280
Fax: (506) 452-0313
kwatson@alzheimernb.ca

Saint John

Senior Wellness Centre, Loch Lomond Villa
221 Ellerdale Street
Saint John, NB E2J 2M1
Phone: (506) 634-8722
Fax : (506) 648-9404
mharris@alzheimernb.ca

Moncton

1070 St George Blvd., Unit 2B
Moncton, NB E1E 4K7
Phone: (506) 858-8380
Fax: (506) 855-7691
jrichard@alzheimernb.ca

Miramichi

1745 Water Street
Miramichi, NB E1N 1B2
Phone: (506) 773-7093
Fax : (506) 773-7093
bmccormack@alzheimernb.ca

Edmundston

296 rue Victoria
Edmundston, NB E3V 3K7
Phone: (506) 735-4248
Fax : (506) 735-8982
vlagace@alzheimernb.ca

Tracadie

399-105 rue du Couvent,
Tracadie-Sheila, NB E1X 1E1
Phone: (506) 600-7000
Fax : (506) 600-7001
hduguay@alzheimernb.ca

