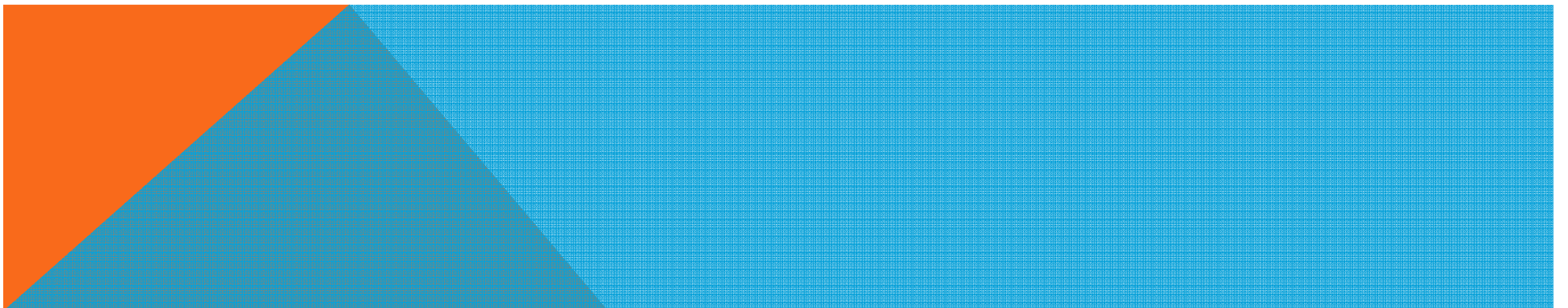


Arden Courts

Memory Care Community



ALZHEIMER'S DISEASE STATISTICS

More than 5.3 million persons in U.S. today

1 in 9 people over 65 have Alzheimer's disease

5th leading cause of death among adults over 65 in the U.S.

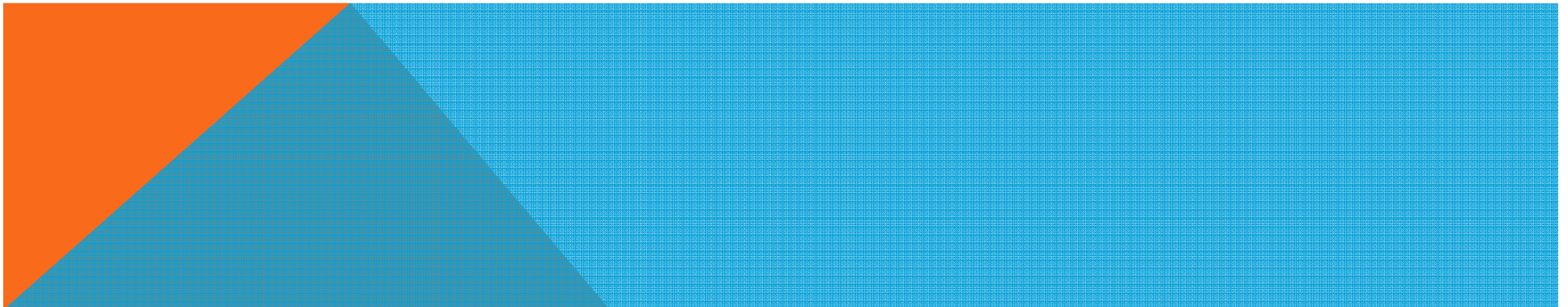
Projected to grow to between 11 - 16 million by 2050

Average life expectancy is 8 – 10 years from diagnosis

Costs the U.S. at least \$172 billion a year

70% of persons with Alzheimer's disease live at home

- Age 65-74 15%
- Age 75-84 44%
- Age 85+ 38%



MORE STATISTICS

200, 000 under 65 - Younger Onset Alzheimer's

7.7 million Alzheimer's cases in 2030

11-16 million Alzheimer's cases in 2050

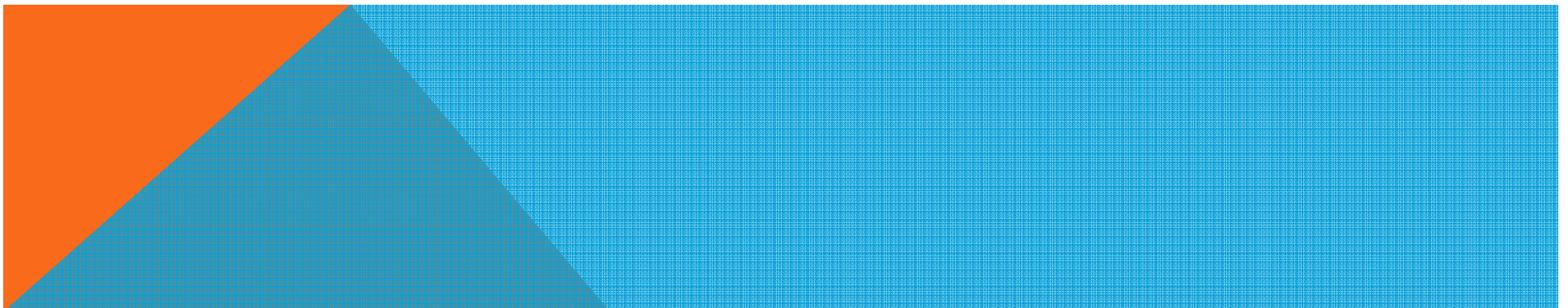
Now - new case every 67 seconds /every 33 seconds in 2050

15 million unpaid caregivers/17.7 billion hours of unpaid care

250,000 children between 8-18 are caregivers

Average Annual Healthcare/Medicare/Medicaid Payments - Age 65+

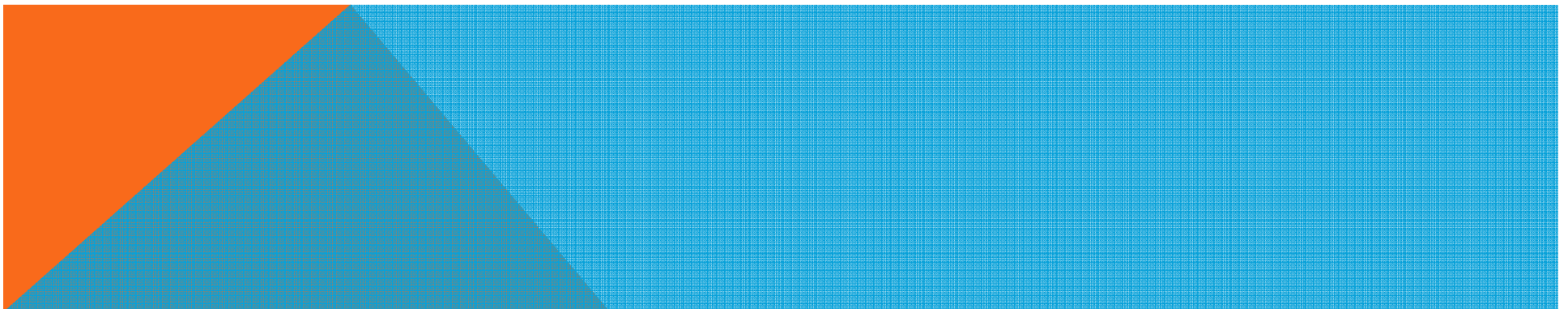
WO/Dementia \$14,772 W/Dementia \$46,669 (2013)



EFFECT OF CAREGIVING ON WORK

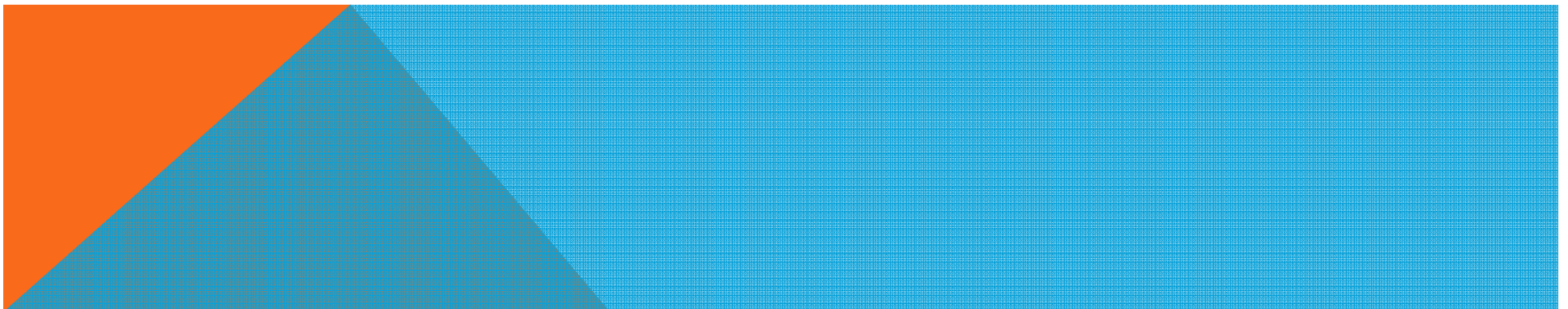
Take time off 54%	LOA 15%
FT to PT 13%	Less demanding job 13%
Give up work 9%	Lost job benefits 8%
Job performance suffered 8%	Early retirement 8%
Turn down promotion 7%	

Annual \$61 billion in costs to businesses, including lost productivity and health, LTC, hospice cost (2002)



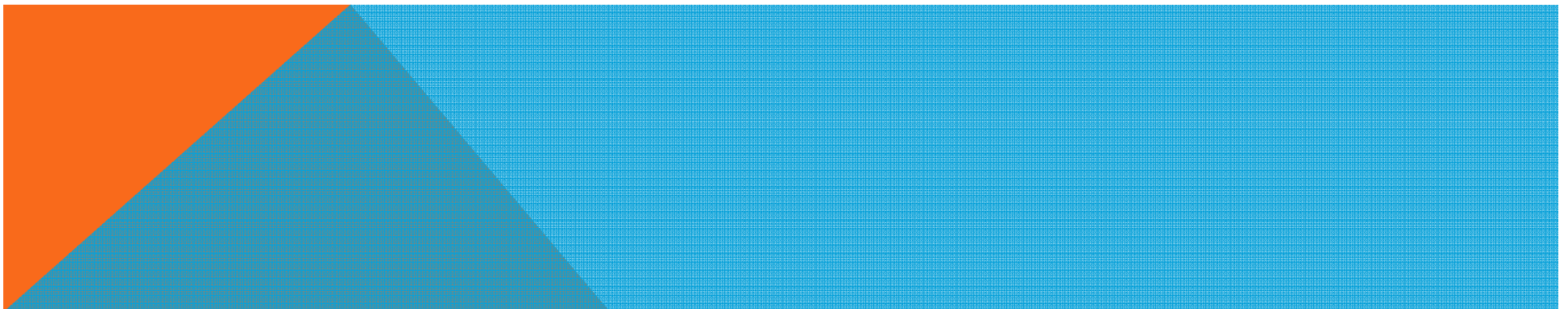
CAUSES OF DEATH 2000 - 2010

Heart Disease	-16.0%
Breast Cancer	-2.0%
Stroke	-23.0%
Prostate Cancer	-8.0%
HIV	-42.0%
Alzheimer's	+68.0%



COEXISTING MEDICAL CONDITIONS W/ALZ

Coronary Artery Disease 30%	COPD 17%
Diabetes 29%	Stroke 14%
Congestive heart failure 22%	Cancer 9%
Chronic kidney disease 17%	



RUSH MEMORY AND AGING PROJECT

Current national estimates :

83,000 Alzheimer's deaths per year (2010)

After analyzed data from two studies:

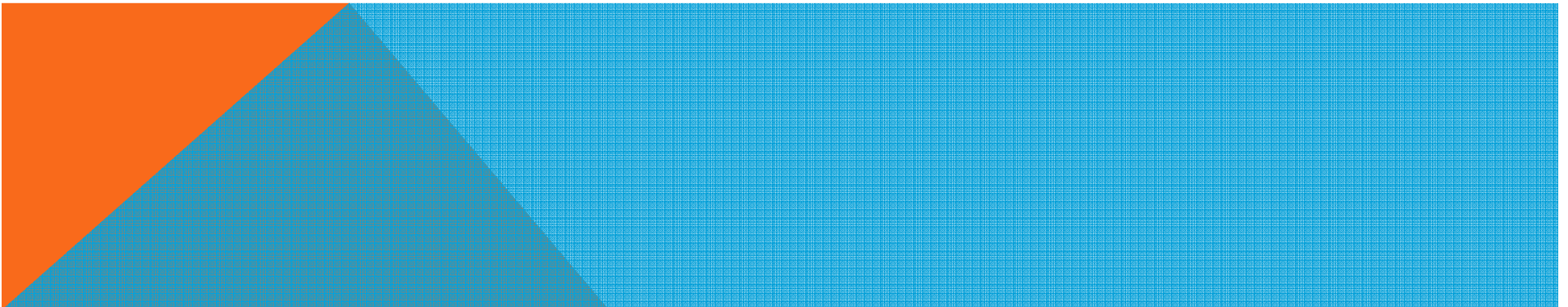
Nuns and Priests

Residents of Senior Housing

New estimate of 503,000 Alzheimer's deaths @+75

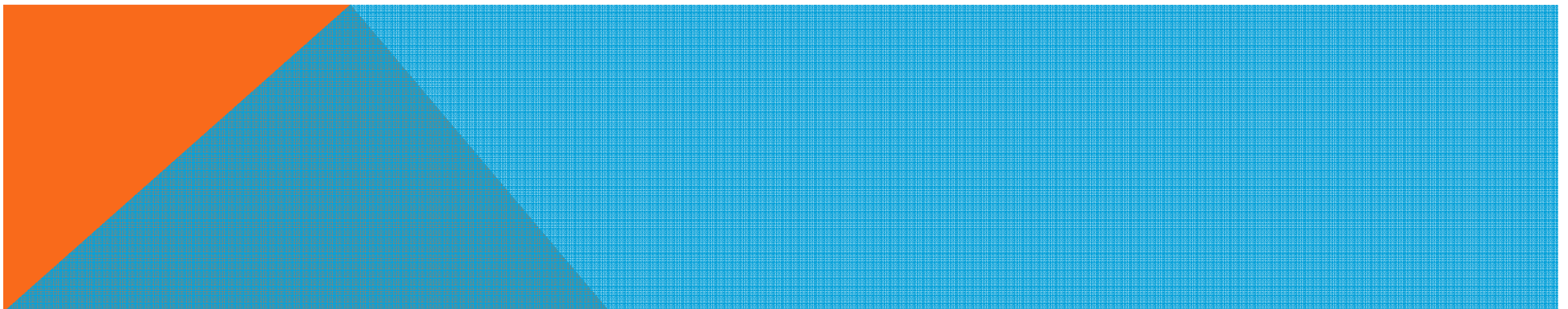
3rd Leading cause of death behind

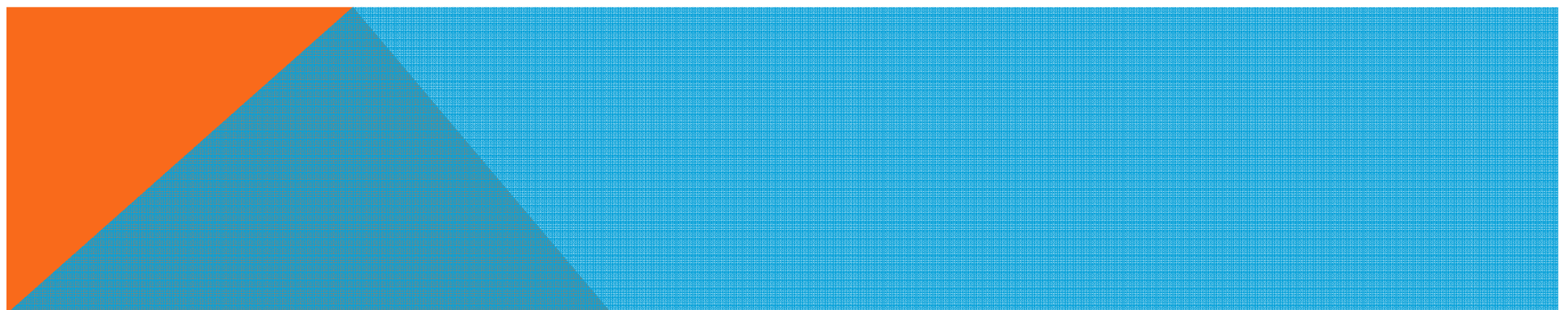
Heart Disease and Cancer



YEARLY RESEARCH DOLLARS SPENT

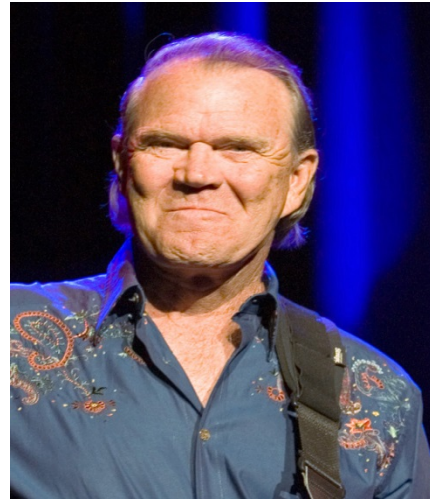
Cancer	\$5.7 Billion
Cardiovascular	\$2.0 Billion
HIV/AIDS	\$3.0 Billion
Alzheimer's	\$550 Million







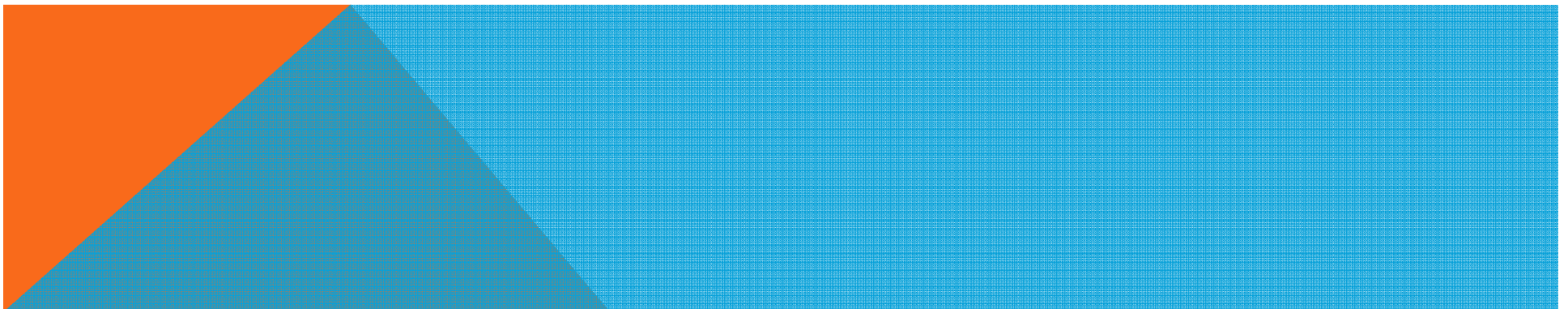
Charlton Heston
Ronald Reagan

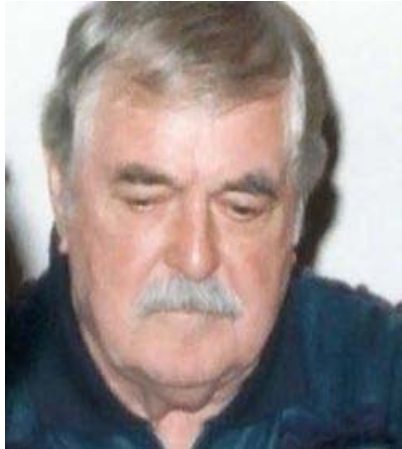


Glenn Campbell



Malcolm Young





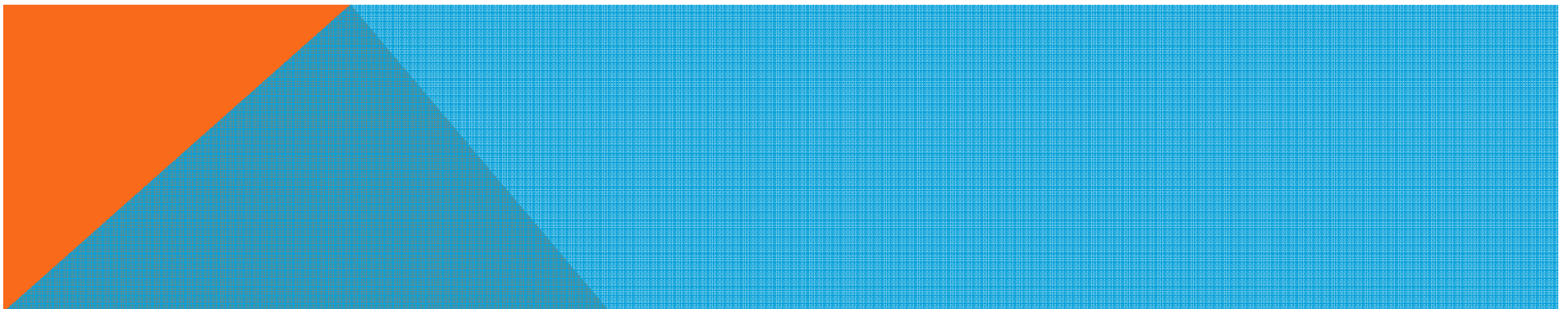
James Dobson



Pat Summit



Jimmy Stewart

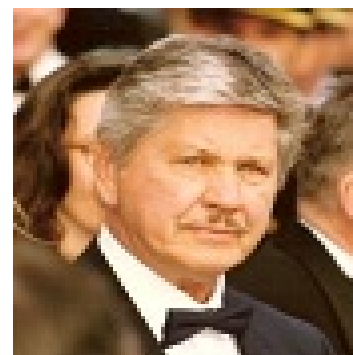




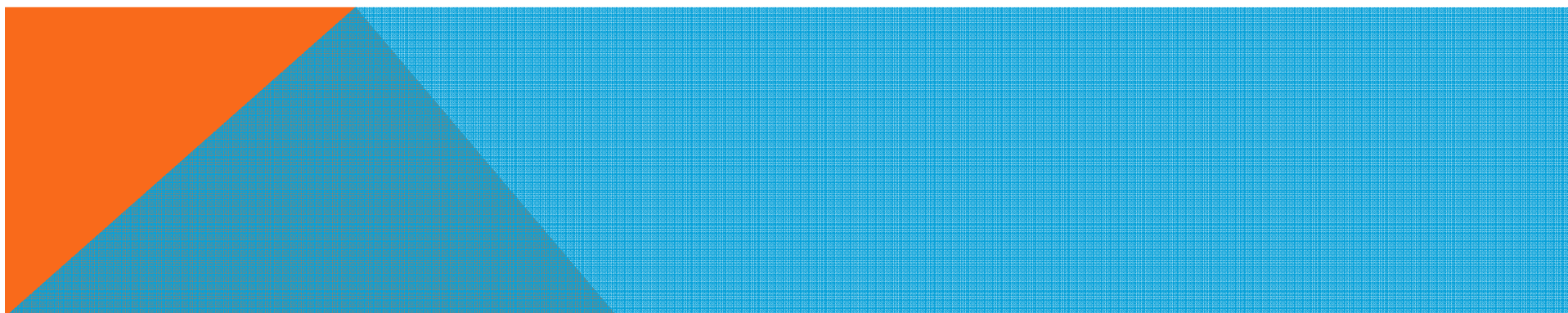
Burgess Meredith



Peter Falk



Charles Bronson





WORKING WITH PERSONS

WITH MEMORY LOSS

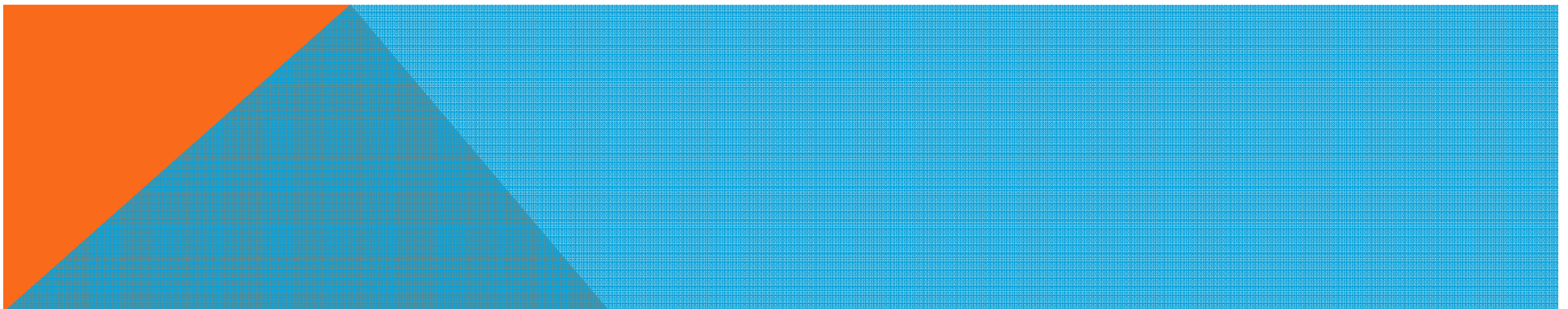
HOW DO I GET MY MESSAGE ACROSS?

DEMENTIA

A decline in cognitive abilities affecting at least two areas

Loss of intellectual abilities severe enough to interfere with social and occupational functioning

- Memory
- Orientation
- Language
- Judgment
- Perception
- Attention
- Ability to perform tasks in sequence



TYPES OF DEMENTIAS

Irreversible Dementias

Alzheimer's Disease

Vascular/Multi-Infarct Dementia

Lewy Body Dementia

Front temporal Dementia/Pick's

Reversible Dementias

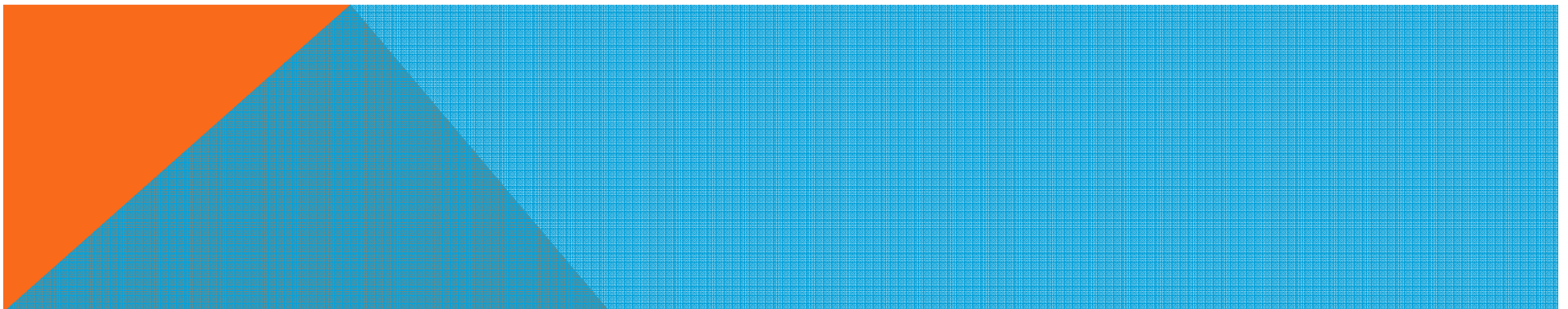
Infections

B₁₂ deficiency

Major depression

Normal pressure hydrocephalus

Toxic effects of medications



WARNING SIGNS

Short term memory loss

Difficulty performing familiar tasks

Problems with language

Disorientation to time and place

Poor or decreased judgment

Problems with abstract thinking

Misplacing things in unusual places

Changes in mood and behavior

Changes in personality

Loss of initiative



From: The Alzheimer's Association

The background features a large orange shape on the right and a blue textured triangle on the left, both set against a white background. The text is centered over the intersection of these shapes.

How Dementia Impacts Communication

COMMUNICATION IN EARLY STAGE

Tip of the tongue phenomenon

Loses train of thought

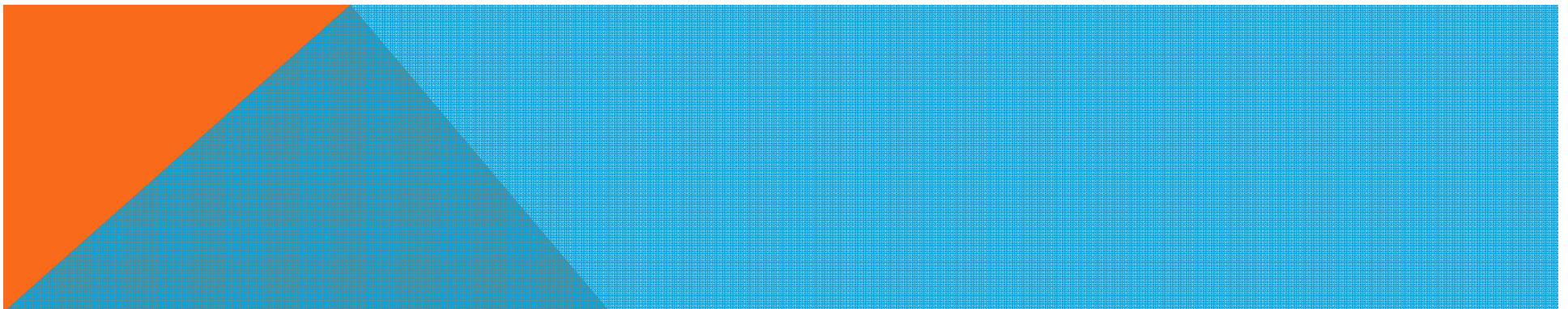
Repeating words and phrases

Using “cover phrases” and standard responses

May speak less and retreat to avoid embarrassment

May not understand and/or respond appropriately

May have difficulty following more complex
directions



COMMUNICATION IN MIDDLE STAGES

Looses or forgets words

Hears words, but has difficulty understanding

Makes up words

More gaps in speech when can't remember

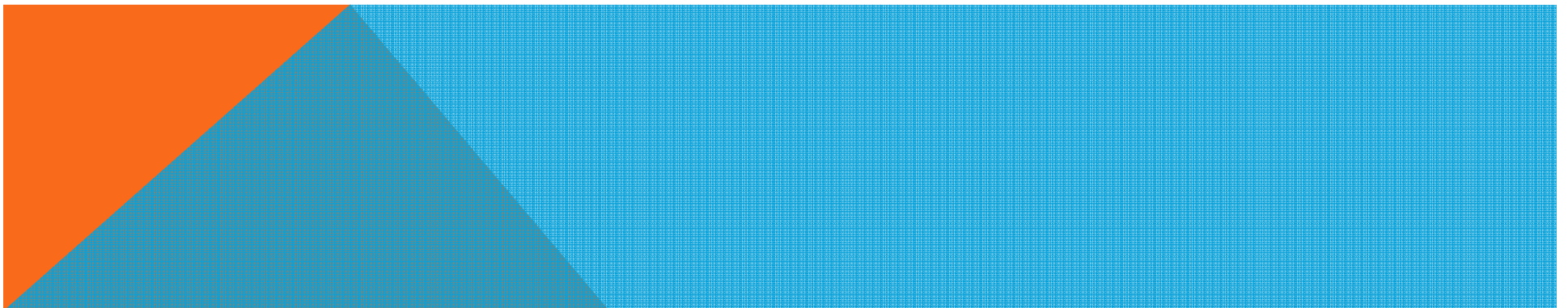
Can't always form full sentences

Can't organize words logically

Can read but not always understand meaning

Reverts to native language

More difficulty following directions

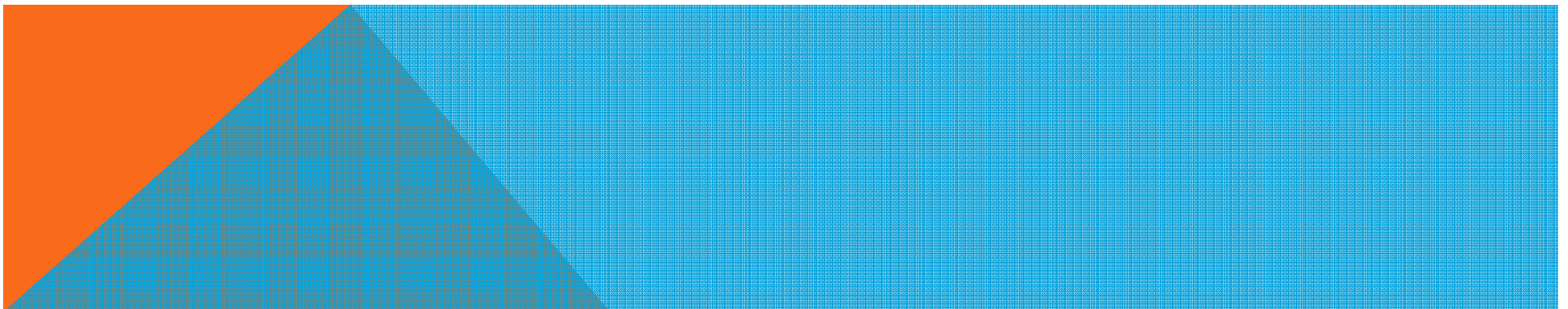


COMMUNICATION IN LATE STAGE

Limited to just a few words

Relies on expressions and gestures to communicate needs

May still be able to understand and benefit from communication from others



COMMUNICATION 101

Treat as an adult – with respect and dignity

Always approach from the front

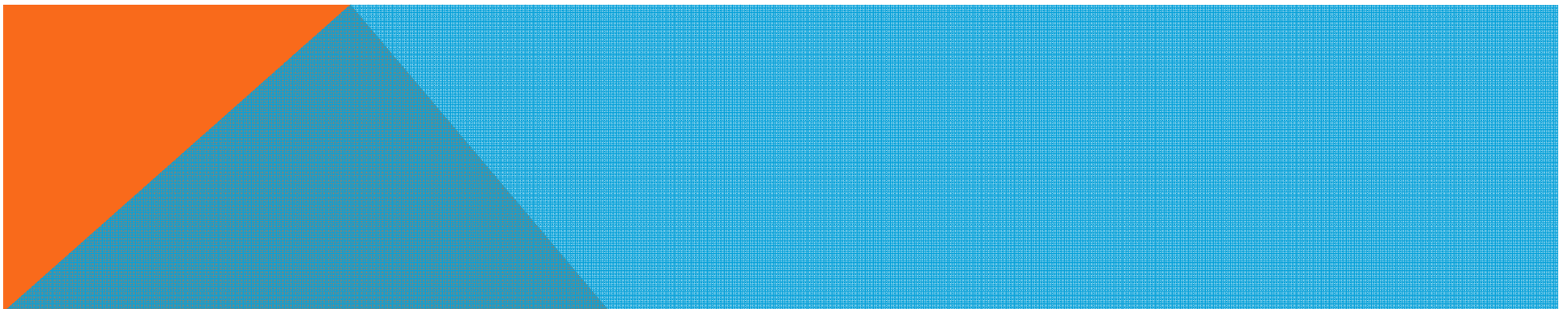
Use their name

Identify yourself

Maintain good eye contact

Listen!

Don't talk about them like they are not there





IT TAKES TWO

THE KEY TO EFFECTIVE COMMUNICATION

HELPING THEM COMMUNICATE

Be patient and supportive

Maintain eye contact

Reassure them

Be patient...they need time

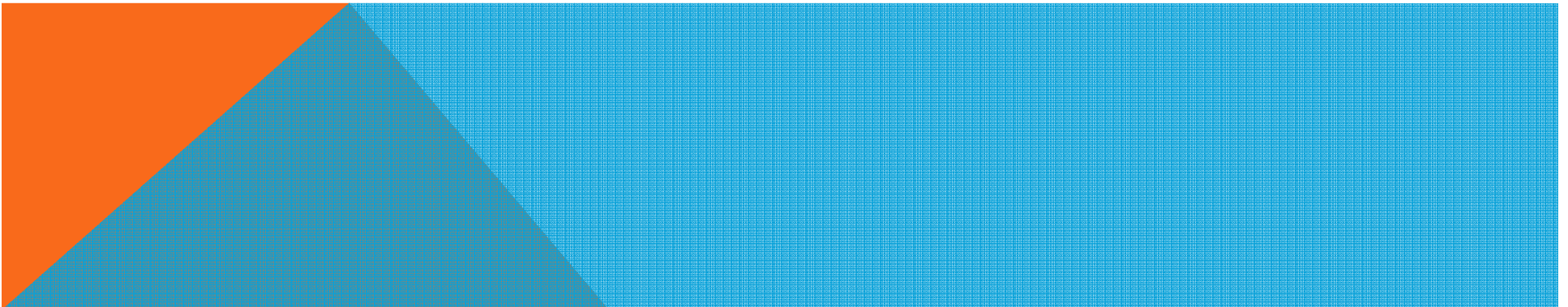
It's ok to guess

Avoid criticizing

Go someplace quiet

Read their body language

The Golden Rule – Do Not Argue



BEING BETTER UNDERSTOOD

Use a calm, non-demanding approach

Choose your words carefully

- Use familiar words
- Short, simple statements
- One-step directions

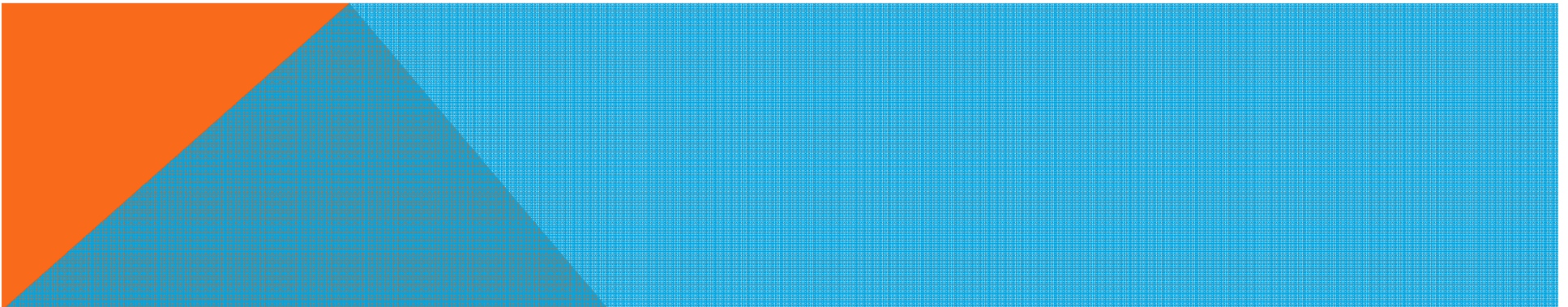
Speak and move slowly

Ask one thing at a time

Patience is a virtue

Repeat information or questions

Do not argue, confront or correct



BEING BETTER UNDERSTOOD

Be specific

Turn questions into statements

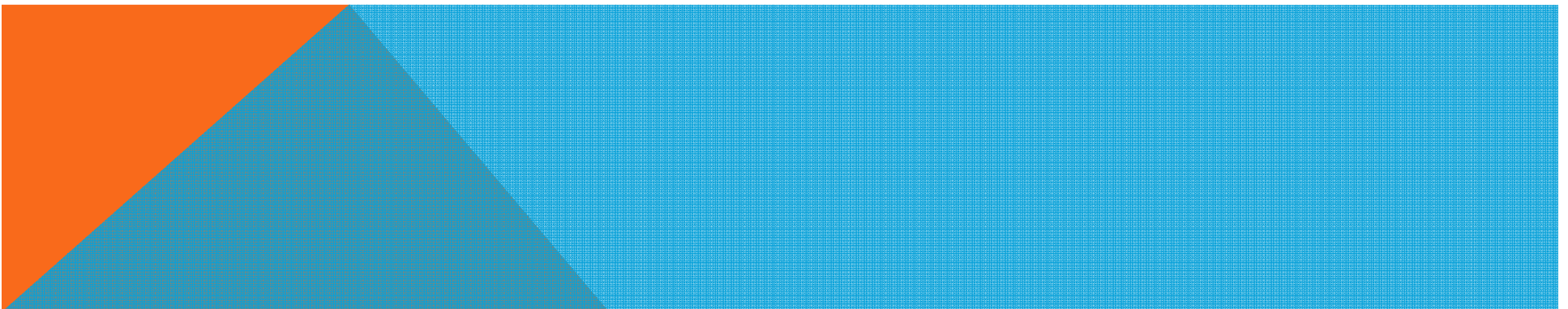
Be positive – not negative

Cue them

Don't test them

Write it down

Golden Rule #2: Keep it simple.

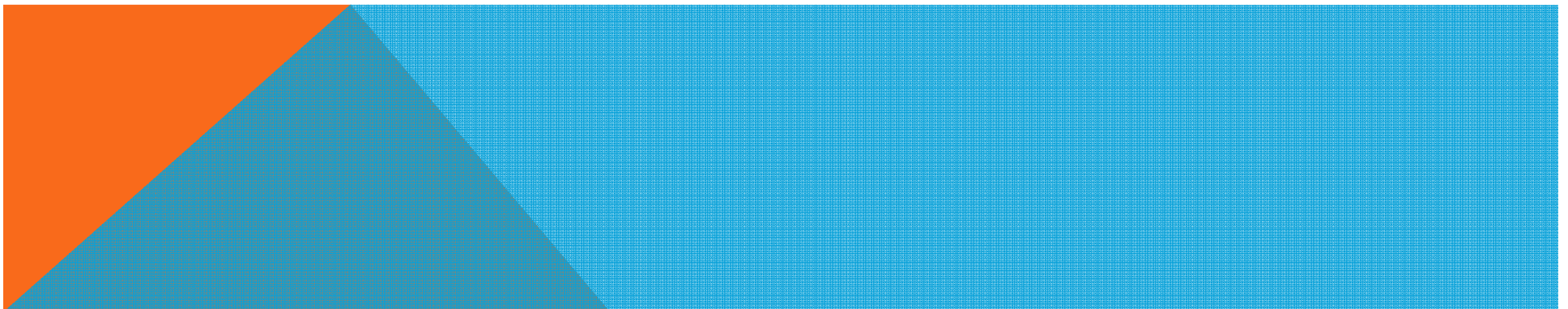


TRICKS OF THE TRADE

Reality Orientation Vs. Validation Therapy

Therapeutic fibbing

- Withhold the truth
- Apologize
- Agree
- Play dumb



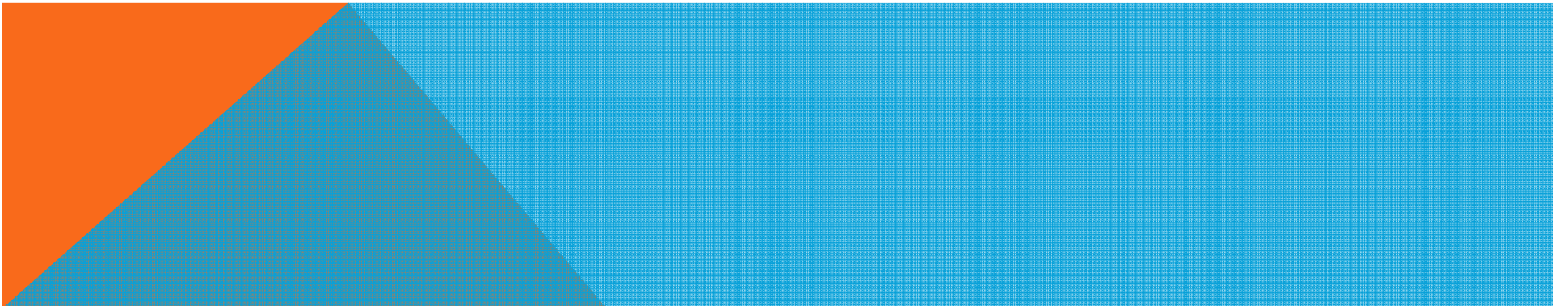
THE FOUR S'S

Simple

Slow

Show

Smile



TEN ABSOLUTES

Never argue. Agree.

Never reason. Divert.

Never shame. Distract.

Never lecture. Reassure.

Never “remember”. Reminisce.

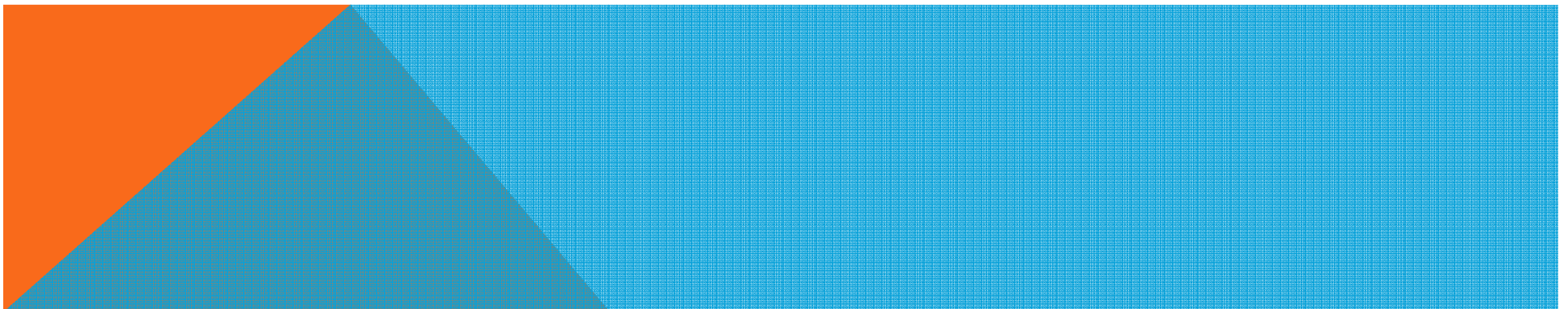
Never “I told you.” Repeat.

Never “You can’t.” “Do what you can.”

Never command or demand. Ask or model.

Never condescend. Encourage or praise.

Never force. Reinforce.

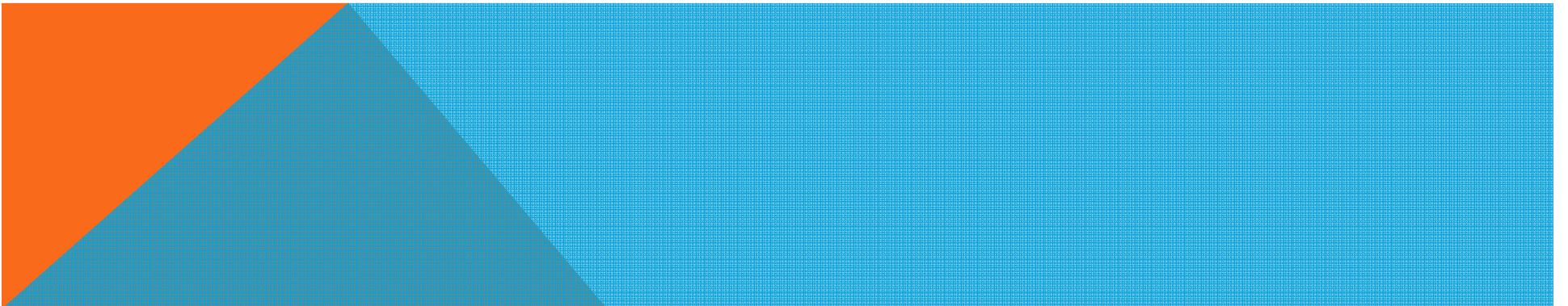


UNDERSTANDING BEHAVIOR

The action or reaction of persons or things in response to unmet physical, emotional, social or environmental needs

ALL BEHAVIOR HAS MEANING!

It's their way of telling us something –
how they feel or what they need



CHALLENGING BEHAVIORS

Wandering/pacing

Anxiety/agitation

Catastrophic reaction

Aggression

Sundowning

Screaming

Repeated movements

Exit seeking

Layering or stripping clothing

Hallucinations

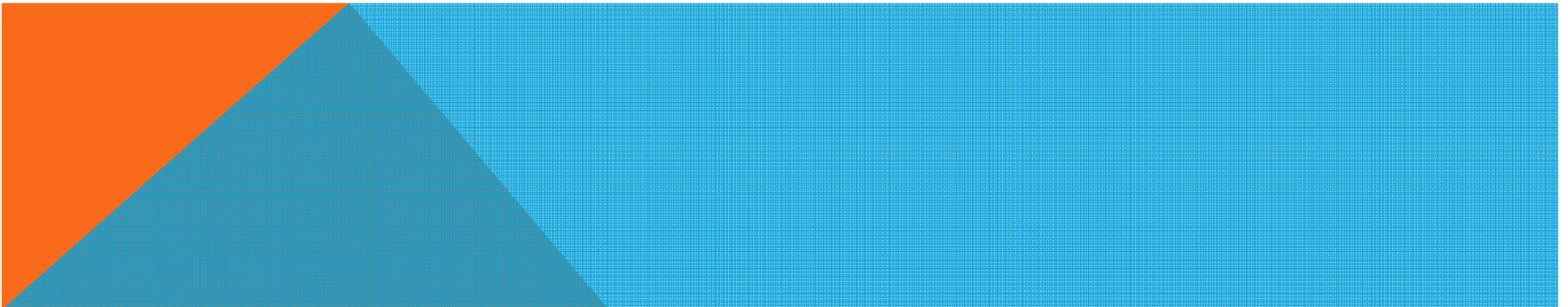
Delusions

Withdrawal/apathy

Sleep disturbances

Rummaging

Sexual Behavior



COMMON TRIGGERS FOR CHALLENGING BEHAVIORS

Inappropriate approach

Environment

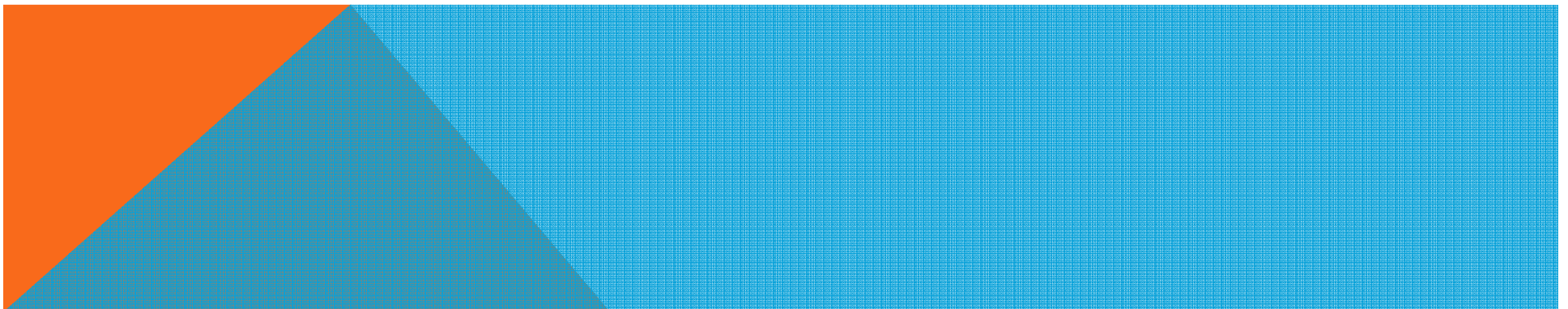
Physical discomfort

Unmet needs

Overstimulation

Complicated tasks

Communication difficulties



THE SIX W'S

WHAT is happening?

WHY is the behavior happening?

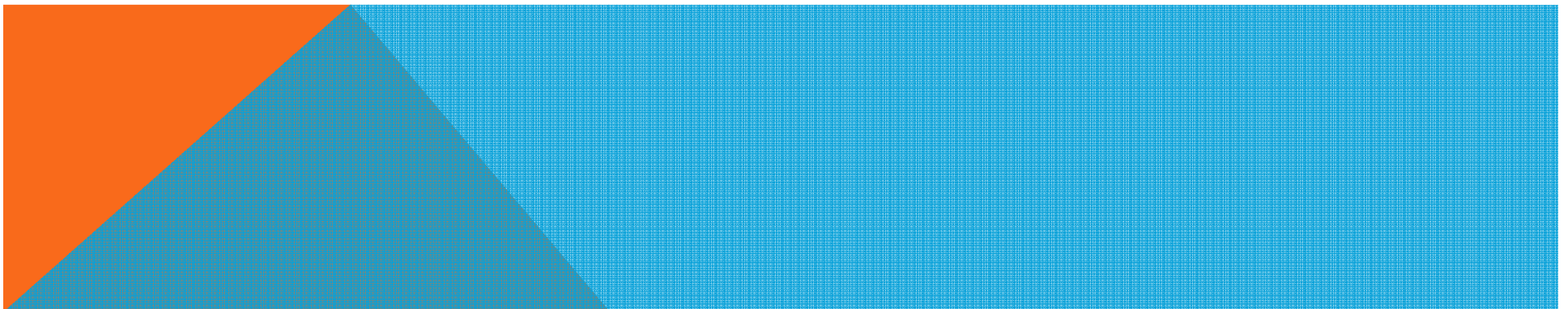
WHO is involved?

WHERE is the behavior happening?

WHEN does the behavior usually happen?

WHAT's NEXT?

- Ignore
- Reinforce or support
- Redirect (or restrict if danger)



STRATEGIES FOR MANAGING BEHAVIORS

Change or simplify environment

Simplify tasks and routines

Always use appropriate communication

Validate feelings

Redirect/distract

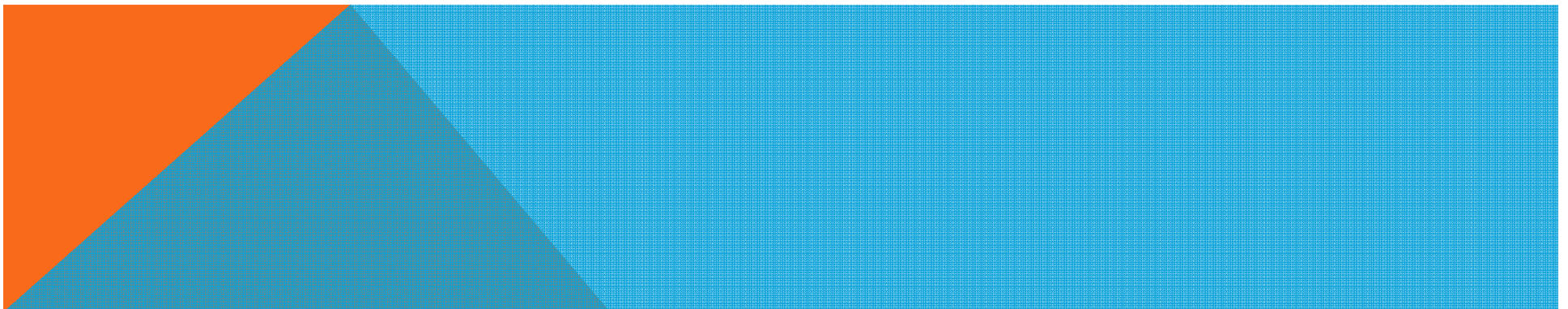
Offer reassurance or praise

Stay with the individual until behavior subsides

Allow adequate rest between stimulating events

Remove individual from situation

Use lighting to reduce confusion and restlessness at night





**FOLLOW THE GOLDEN RULE
AND
STEP INTO THEIR REALITY**

