

*Soci  t   Alzheimer Society*

# Alzheimer Society of Simcoe County

Who We Are and What We Do



# About us

- Provide programs & services to assist those living with a **progressive** dementia and/or their care partners to:
  - Become educated about the disease
  - Manage symptoms
  - Manage stress resulting from the disease / build resiliency
  - Access support in the community to assist with coping
  - Plan for future care needs
  - Understand grief and loss
  - Connect with others/ grow informal supports



# About us

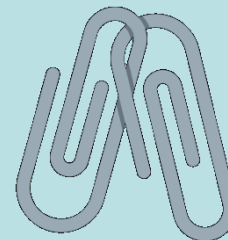


**10,000** people  
living with dementia in  
Simcoe County

**1,086**  
clients served  
in 2020/2021



**44**  
referrals  
a month  
(Average 2020/2021)



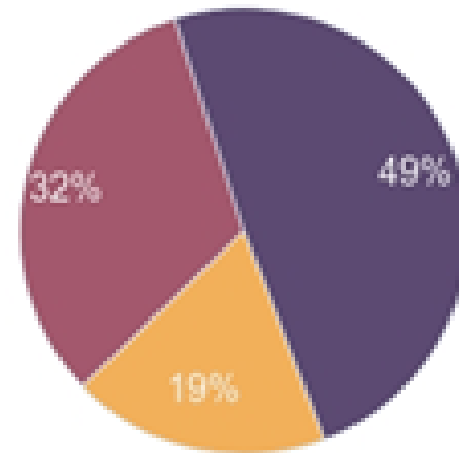
**79%** direct  
referrals, resulting  
in services 11  
months sooner<sup>1</sup>

<sup>4</sup> McAiney CA, Hillier LM, Stolee P, Harvey D, Michael J. 'Throwing a lifeline': the role of First Link™ in enhancing support for individuals with dementia and their caregivers. *Neurodegen. Dis. Manage.* 2(6), 623–638 (2012)



# Société Alzheimer Society

## Clients by Gender & Age





# Dementia in Canada



Once considered a normal part of aging, Alzheimer's disease and other dementias are now seen as distinctive diseases that are seriously affecting 546,000 Canadians.



# What is dementia?

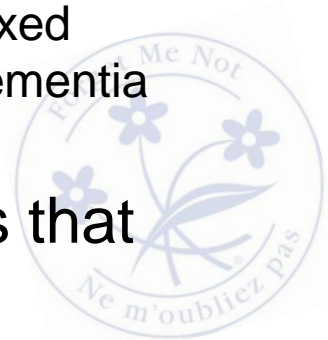
Dementia describes a set of symptoms including:

- Loss of memory, judgment & reasoning
- Changes in mood & behaviour
- Decline in cognitive functioning





Dementia – not a disease, but a set of symptoms that accompanies a disease.



## 10 Warning Signs

Memory loss affecting day-to-day function

Difficulty performing familiar tasks

Problems with language

Disorientation of time and place

Poor or decreased judgment

Problems with abstract thinking

Misplacing things

Changes in mood and behaviour

Changes in personality

Loss of initiative





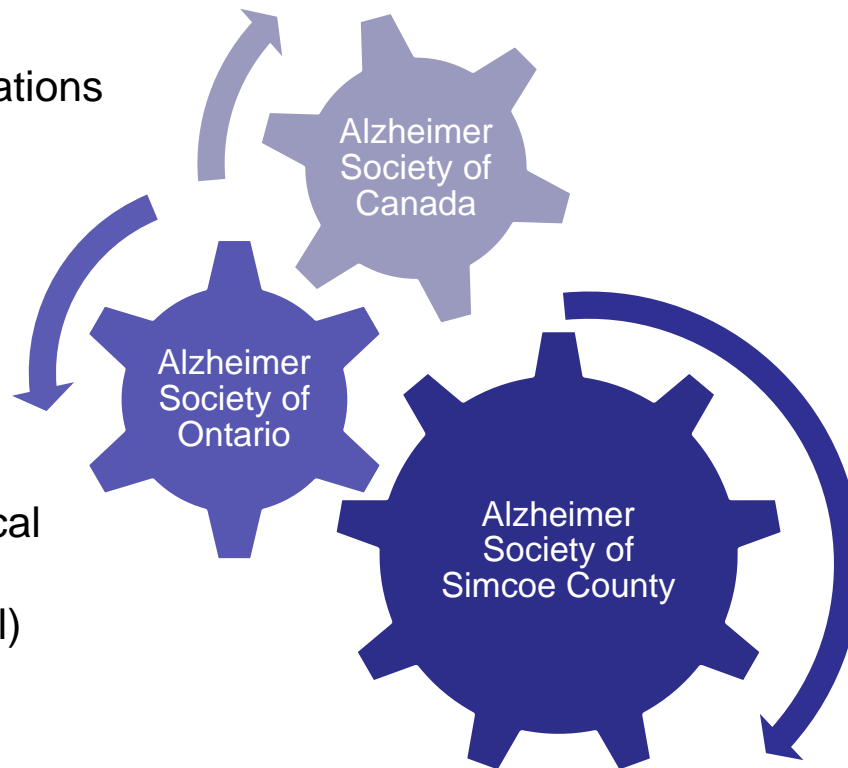
# Alzheimer Societies in Canada

## ASC (1978)

- 10 Member Provinces
- Main provider of publications
- Public Policy (Federal)
- Largest funder of AD research in Canada

## ASO (1983)

- Federation agreements with 29 independent local societies
- Public Policy (provincial)
- Education & training resources



## ASSC (1985)

- Delivers and facilitates local programs
- Regional advocacy



# Vision, Mission & Values



## **Mission**

To improve the quality of life of persons living with dementia, and care partners, through the provision of support services, education, social programs, and research support.



## **Vision**

Persons living with Alzheimer's disease and other dementias, and their care partners, live well and thrive in their community.



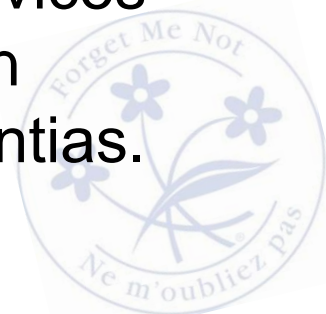
## **“C.A.R.E.”**

Collaboration  
Accountability  
Respect  
Excellence



# Person-Centred Philosophy

- Programs and services are based on **person-centered philosophy**, recognizing that each individual has unique values, personality, personal history, and a right to dignity and respect.
- We believe that persons living with dementia have a right to participate in decisions that guide their life.
- This person-centered concept of unconditional positive regard is woven throughout all programs and services and works to counteract the stigma that has been attached to Alzheimer's disease and other dementias.



# Person Centred Language

- Person living with dementia
- Care Partner
- Person who.....
- Effects of caregiving



# Our Funding

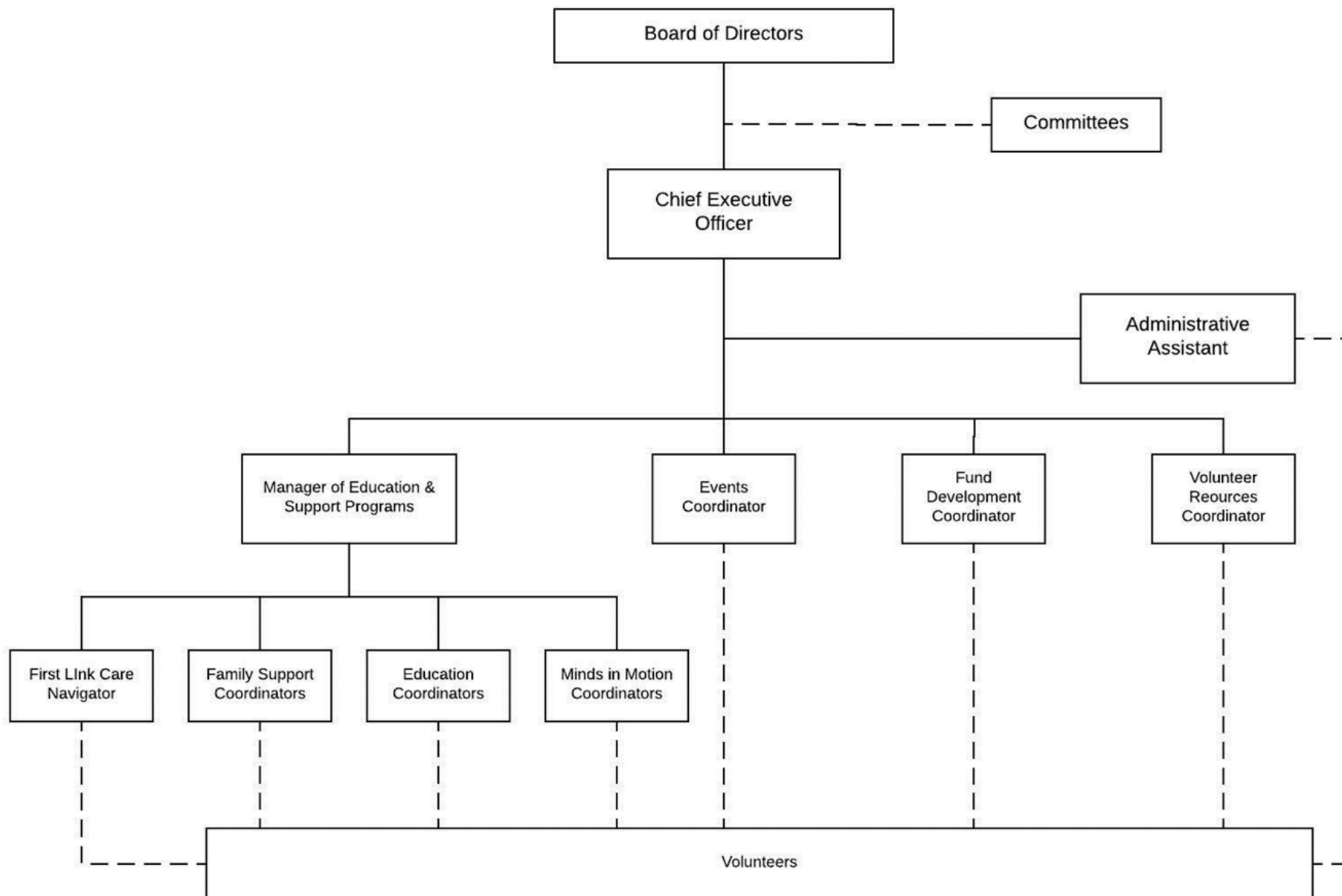
- Donations and fundraising events cover 40% of total expenses year over year.
- Our fundraising events meet only part of this goal, so we rely on individual, memorial and corporate donations, as well as third party fundraising events for the rest.





# Alzheimer Society of Simcoe County

## ORGANIZATIONAL STRUCTURE



# Our Programs & Services

- First Link<sup>®</sup> Care Navigation
- Supportive Counselling
- Intensive Case Management
- Enhancing Care CARERS\*
- Support Groups
- Social Groups
- First Link<sup>®</sup> Learning Series
- Minds in Motion<sup>®</sup>



## First Link<sup>®</sup>

- Program that **connects people** living with dementia and/or their care partners to the **information, supports and services** they need, **as early as possible**, throughout the continuum of the disease



# First Link<sup>®</sup> Care Navigator

- Assists clients in connecting with internal and external dementia support and services
- Simcoe's focus – client with a new dx, dx is pending and/or no supports present



# Our Support Services

- 1:1 supportive counselling
- 9 monthly support groups for care partners
- 2 monthly social gatherings for persons living with dementia and care partners
- Information & referral





# Intensive Case Management

- Person living with dementia with limited to no support\* and living with risk in one or more of the following areas:
  - Housing
  - Finances
  - Medication Management
  - Health & Wellness (nutrition, medical)
  - They may/may not be living alone.
- \*limited to no support – client does not have a primary care partner or primary care partner is not willing or able to support the client.



# First Link<sup>®</sup> Learning Series

- Progressive learning series that consists of 5 specific programs:
  - **First Steps**
  - Next Steps
  - Care Essentials
  - Options for Care
  - Care in the Later Stages

## Additional Education

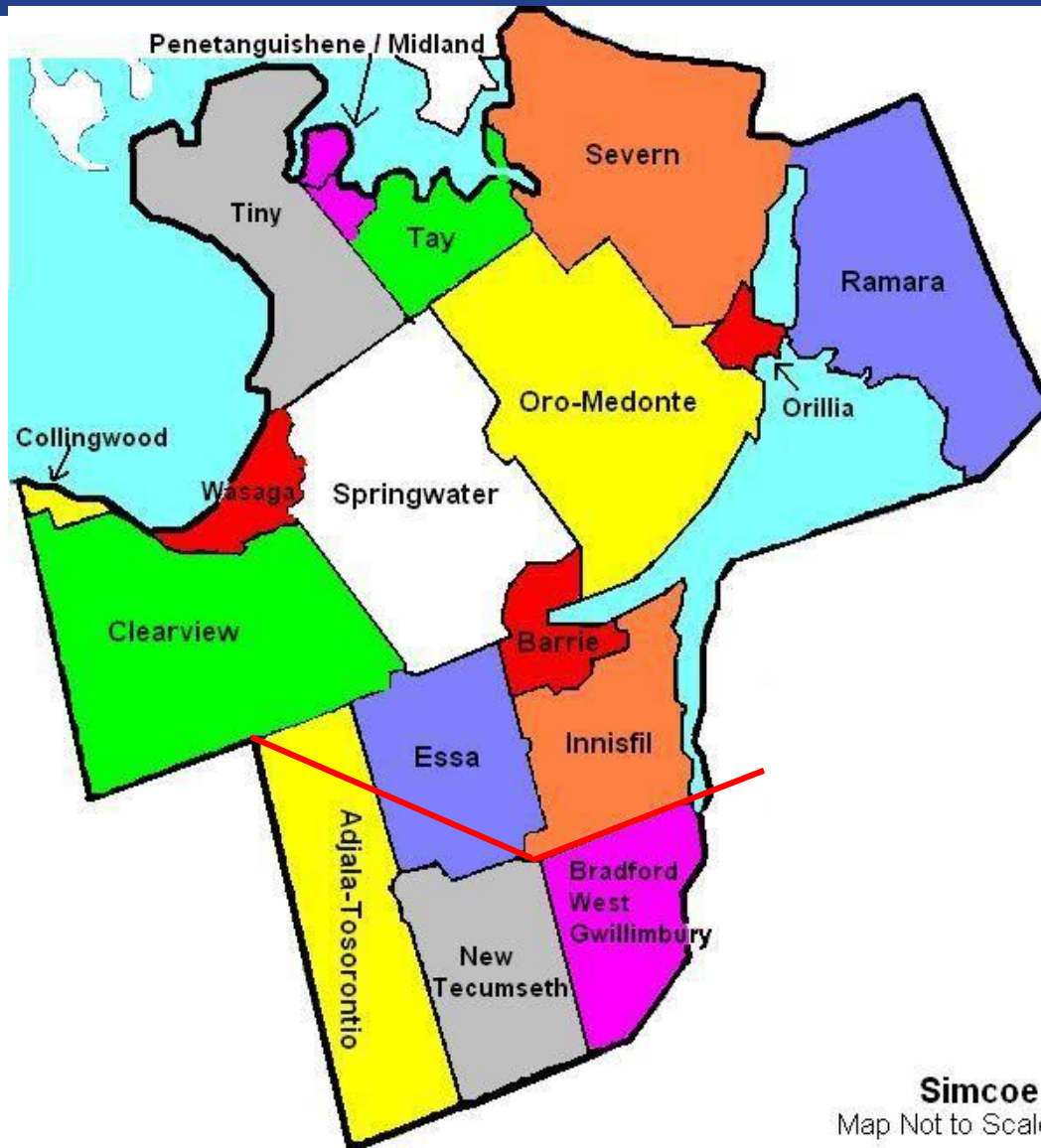
- **Taking Care of Our Lives – 8 Week Self-Mgmt**
- Ambiguous Loss
- PAC



# Minds in Motion®

- 8- week exercise and cognitive stimulation program for persons living with dementia and their care partners
- \$20/pp
- Pilot evaluation found:
  - Participants' endurance improved by 20% and strength by 15%
  - Participants reported decreased social isolation and an increase in informal networks of support





Simcoe County falls  
under the Central  
Health Team

Funding comes  
through Ontario Health



## Barrie Sub-Region



- 14% seniors
- 39% of client base
- Barrie,  
Springwater,  
Innisfil and ½ Essa  
Township





# Couchiching Sub-Region



- 22.1 % seniors
- 20% of client base
- Orillia, Oro-medonte, Severn & Ramara



## North Simcoe Sub-Region



- 24.1% seniors
- 8% of client base
- Midland,  
Pentanguishene,  
Tiny & Tay  
Townships



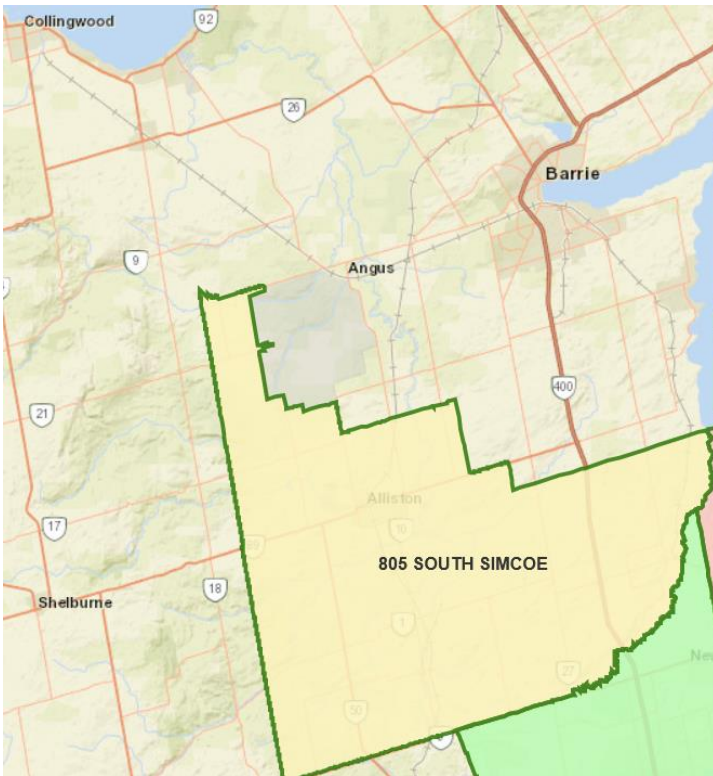
# Southern Georgian Bay



- 26.7 % seniors
- 12% client base
- Collingwood,  
Wasaga Beach,  
Clearview Township



## South Simcoe



- 14.9 % seniors
- 11% of client base
- Alliston, Bradford, ½  
Essa, New  
Tecumseth, Adaja-  
Tosorontio



# Referrals

- First Link<sup>®</sup> referral form

<https://alzheimer.ca/sites/default/files/files/chapters-on/pklnh/fl%20referral%20forms/referral%20form%20-%20new.pdf>

- Referrals are processed and go through intake
  - Disseminated to staff based on reasons for referral & sub-region; staff triage based on risk assessment
  - Current wait time (support): 2-4 weeks





## Ways you can help...

- Treat persons with dementia with dignity and respect
- Don't make assumptions
- Learn the facts
- Be a friend!
- Speak Up



# Ways you can help...



Participants of all ages at the  
2013 Walk/Skate for Memories in Barrie

- Participate in a fundraising event
- Volunteer your time
- Make a donation



## Contact us...



Barrie Office: 705-722-1066 or 1-800-265-5391  
Orillia Office: 705-329-0909 or 1-855-529-0909



[www.alzheimer.ca/simcoecounty](http://www.alzheimer.ca/simcoecounty)



[www.facebook.com/AlzheimerSocietySimcoeCounty](http://www.facebook.com/AlzheimerSocietySimcoeCounty)



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