


Memory Sunday National Awareness Campaign



**Memory Sunday:**  
**“Mama’s not Senile”**

*Understanding Alzheimer’s Disease in African Americans & the Role of Faith*

Memory Sunday is an initiative of The National Brain Health Center for African-Americans, a program of The Balm In Gilead  
Supported by: The Centers for Disease Control and Prevention’s Healthy Brain Initiative

#balmingilead/memoriesunday [www.balmingilead.org/memoriesunday](http://www.balmingilead.org/memoriesunday)

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**Acknowledgements**

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The Balm In Gilead wishes to acknowledge the Sanders-Brown Center on Aging at the University of Kentucky as the developers of the original Book of Alzheimer’s and the development of Memory Sunday as a local effort in the State of Kentucky.

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**History & Mission of The Balm In Gilead**

Celebrating 30 years of service, the mission of The Balm In Gilead is to prevent diseases and to improve the health status of people of the African Diaspora by providing support to faith and other institutions in areas of program design, implementation and evaluation which strengthens their capacity to deliver programs and services that contribute to the elimination of health disparities.

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**The National Brain Health Center for African Americans**



**Objectives:**

- Raise awareness of the issues affecting cognitive health among African Americans via the capacity development of African Americans congregations to become an integral partner in:
  - ✓ educating African Americans about Alzheimer's & dementia,
  - ✓ educating the community on behaviors that support risk reduction and healthy aging,
  - ✓ increasing awareness about the need for early diagnosis, and
  - ✓ how to effectively support caregivers.
- Provide trainings and information to healthcare & public health professionals regarding specific issues affecting cognitive health among African Americans
- Develop culturally tailored, faith-based tools and resources to be utilized by the health ministries to raise awareness about brain health and caregiver needs among African Americans within their congregations and communities

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**What Do We Know About Alzheimer's Disease and Dementia**

1. How many seniors die from dementia?
2. Between 2000 and 2014 what was the percentage increase in deaths due to Alzheimer's?
3. Which state has the highest rate of death due to Alzheimer's?
4. What is the average of an African American caregiver?
5. What is the life expectancy after being diagnosed with Alzheimer's?

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**Why do we need a Memory Sunday?**

*Cognitive health issues like dementia and Alzheimer's disease create a heavy burden on African Americans, their families, caregivers and the community*

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**Cognitive health** encompasses emotional functioning and is the ability to:

**THINK  
REASON  
REMEMBER**

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**Characteristics of Normal Aging**



- Intelligence remains intact
- Normal performance on mental status examination
- Occasional complaints of memory loss
- Memory loss can be experienced by healthy people at any age
- Some memory loss may be more noticeable with age

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**Normal Aging vs. Dementia**

➤ Dementia is **NOT a NORMAL** part of aging!!!

➤ Dementia is characterized by a progressive **decline** in not only memory but the following cognitive functions **that interfere with activities of daily life:**

- Language
- Problem-solving
- Judgement
- Occurs due to damaged or destroyed nerve cells involved in cognitive function caused by disease, illness, or injury

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**Normal vs. Abnormal Cognitive Decline:**

| Normal memory loss as we age                         | Possible signs of dementia                            |
|--|---|
| Occasionally making the wrong decision               | Frequently showing poor judgement and decision making |
| Forgetting to pay a bill                             | Not being able to manage money and household finances |
| Not remembering what day it is but remembering later | Not knowing the date, year, or season                 |

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**Causes of Cognitive Impairment**

- **Acquired Causes** (*can be related to illness, disease state, and/or other biomedical factors*)
  - Traumatic Brain Injury, Drugs & Alcohol, Chronic Stress
- **Degenerative Causes** (*these causes are related to diseases that have no cure and will continue to progress*)
  - Alzheimer's, Parkinson's, Multiple Sclerosis
- Cognitive impairment related to acquired causes may be corrected once the underlying cause is properly treated and/or managed

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**What is Alzheimer's Disease?**

*Memory Sunday, June 9, 2019 is focused on Alzheimer's Disease and its impacts within the African American Community*

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### Alzheimer's Disease & African Americans

- Alzheimer's disease is the sixth leading cause of death in the United States, but the **5<sup>th</sup> leading cause of death for older African Americans**
- African Americans are generally diagnosed at later stages of Alzheimer's disease limiting the effectiveness of treatments
- The risk of developing Alzheimer's is **2-3 times higher** for African Americans

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### Alzheimer's Disease & African Americans

- African Americans have higher rates of chronic disease like diabetes and heart disease that significantly increases risk of developing Alzheimer's
- Persons with a history of either high blood pressure or high cholesterol are **twice as likely** to get Alzheimer's
- Those with both risk factors are **4 times as likely** to become demented

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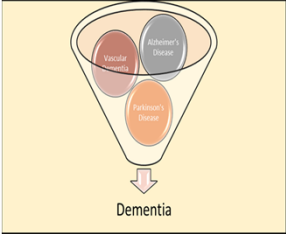
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### Alzheimer's Disease

- Most common form of dementia & accounts for 60 – 80% of all cases
- Progressive, degenerative and irreversible
- Alzheimer's disease-related brain changes may occur 15-20 years prior to symptom onset
- African Americans are generally diagnosed at later stages of Alzheimer's disease limiting the effectiveness of treatments



Dementia

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### Signs of Alzheimer's Disease

- Memory loss that disrupts daily life
- Challenges in planning or solving problems
- Difficulty completing familiar tasks
- Confusion with time or place

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### Signs of Alzheimer's Disease

- Trouble understanding visual images or spatial relationships
- Misplacing things and losing the ability to retrace steps
- Withdrawal from work or social activities

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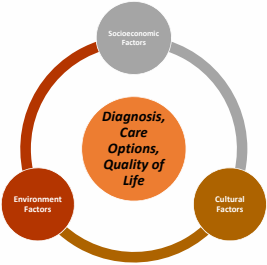
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### Challenges of African Americans & Alzheimer's Care

- There is **no cure** for Alzheimer's
- Available medications & non-drug options work to slow the progression and treat other symptoms of the disease
- Many factors can impact African Americans in getting diagnosed earlier, accessing & utilizing available care & services, and overall quality of life once diagnosed



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**Why Should the Faith Community Get Involved?**  
*The African American church is the oldest and most influential institution within African American culture*

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**Memory Sunday: a Mobilization Campaign**

- **Memory Sunday** promotes national mobilization and education of faith communities to take a greater role in increasing the awareness and understanding of Alzheimer's and supporting persons living with Alzheimer's and their caregivers
- The goal of **Memory Sunday** is to utilize the influence and impact of every African American pulpit to engage in activities that contribute to reducing the risk of Alzheimer's, early diagnosis, care options, and provide compassionate support to those who are living with Alzheimer's and their caregivers

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**MEMORY SUNDAY**  
**June 9, 2019**




The Book of Alzheimer's is a resource guide for congregations serving African Americans who desire to help families and individuals cope with dementia, including Alzheimer's.



**The Book Of Alzheimer's**  
For African American Congregations

*In partnership with the Sanders Brown Center of the Aging of the University of Kentucky*

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### Memory Sunday: How to Get Your Congregation Involved

- ✓ Register your congregation's participation at [www.balmingilead.org/memorysunday](http://www.balmingilead.org/memorysunday)

When you register your congregation, you will receive the following:

- (1) A free download copy of The Book of Alzheimer's and Memory Sunday Toolkit
- (1) pack of Purple Ribbons
- (1) pack of Memory Sunday Wristbands

- ✓ Stand Up and Speak Out - Incorporate the facts about Alzheimer's throughout the worship experience! Spread the Word through sermons and activities about the facts of Alzheimer's among African Americans

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### Memory Sunday: How to Get Your Congregation Involved

- ✓ Encourage your community & congregation members to talk with a local healthcare providers to discuss early signs and concerns about changes in their cognitive function .
- ✓ Download your Memory Sunday Toolkit and visit [www.balmingilead.org/memorysunday](http://www.balmingilead.org/memorysunday) to find out more about the importance of talking with your doctor about any changes with you or your loved one's memory.
- ✓ Create a Caregiving Retreat. Download your Memory Sunday Toolkit and visit [www.balmingilead.org/memorysunday](http://www.balmingilead.org/memorysunday) to learn how to host your own "Caregivers' Retreat" to provide support and respite for caregivers in your congregation and community.

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### Memory Sunday: How to Get Your Congregation Involved

- ✓ Wear Purple! on Sunday, June 9, 2019 to show your support and participation in Memory Sunday. Visit [www.balmingilead.org/memorysunday](http://www.balmingilead.org/memorysunday) to order your additional purple ribbons today.
- ✓ It takes a village! – Partner with other organizations addressing Alzheimer's in your community to increase awareness.
- ✓ Join the conversation! Use social media to raise awareness about Alzheimer's.
  - Download Social Media Guide for sample Facebook and Twitter post

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## Slide 23

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- ML(1)** CDC and the scientific community do not support memory screens in a non-health care environment. Please remove this from all materials for all memory sundays  
McGuire, Lisa (CDC/DDNID/NCCDPHP/DPH), 2/21/2019
- PP7** This is the same language that was changed in the Book of Alz and the Memory Sunday Toolkit, it was missed in the slide deck; however, all discussions related to memory sunday screenings are related to encouraging participants to reach out to their healthcare provider to get screened.  
Pamela Price, 2/21/2019

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National Brain Health Center for African Americans



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Visit our website for more information and resources  
<http://brainhealthcenterforafricanamericans.org>

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