

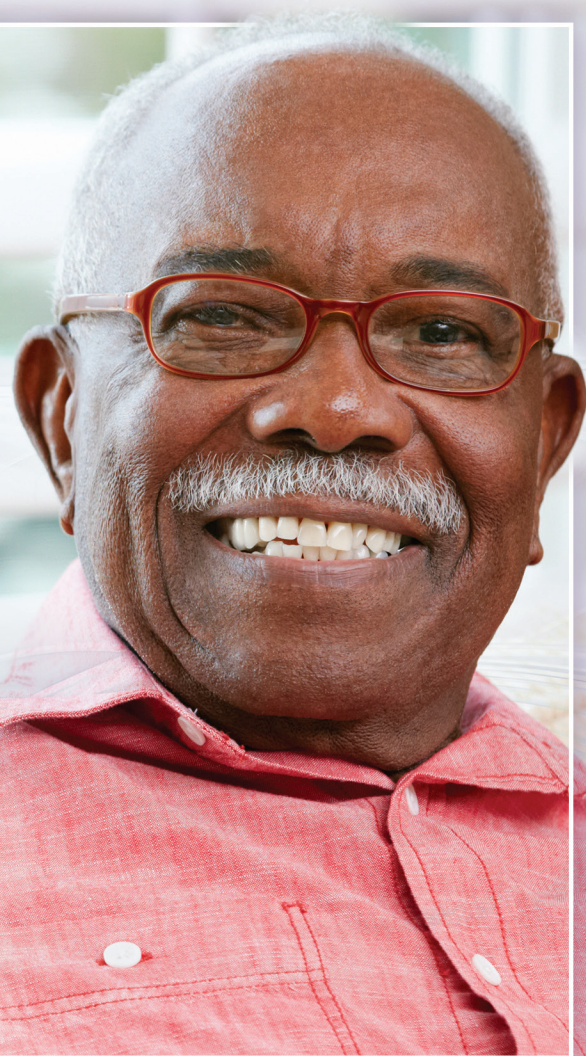


# MEMORY SUNDAY

JUNE 12, 2022

A FOCUS ON ALZHEIMER'S DISEASE  
AND ITS IMPACTS WITHIN THE  
AFRICAN AMERICAN COMMUNITY

DAY-BY-DAY | **PARTNER GUIDE**





THE BRAIN HEALTH CENTER FOR  
AFRICAN AMERICANS

# THE ROAD TO MEMORY SUNDAY

JUNE 12, 2022

PRESENTED BY



## Social Media Kickoff

Post Road to Memory Sunday Week of Events across all social media platforms.



@thebalmingilead | @brainhealthaa

Alzheimer's disease is a form of dementia that affects memory, thinking, and behavior. Symptoms typically appear gradually and grow with time, eventually becoming severe enough to disrupt everyday activities. Unite with #theBalmInGilead this #MemorySunday, June 12th, in the fight against #Alzheimers.

Alzheimer's disease is the sixth leading cause of death in the United States. It kills more people than both breast and prostate cancer put together! Join #theBalmInGilead on our road to #MemorySunday beginning June 5th to raise awareness for this incurable disease and gain information on what you can do in your community.

#BrainHealth is #HeartHealth! Exercising, staying hydrated, and eating healthy foods are all beneficial to the heart and brain. To discover more about how we can be #BrainHealthy and lower our risk of dementia, follow @brainhealthaa on Twitter or visit [www.balmingilead.org/memory-sunday-resources/](http://www.balmingilead.org/memory-sunday-resources/).




## Brain Health Equity and the Black Community

Join The Balm In Gilead for a community forum: Brain Health Equity and the Black Community.

Our expert panelist discusses how policy, including the Centers for Medicare & Medicaid Services (CMS) recent two-part National Coverage Determination and lack of minority participation in clinical trials, impacts the future of brain health equity and what faith leaders and communities can do.



Broadcast can be viewed  
on Wednesday, June 8, 2022  
via  YouTube

[YouTube.com/TheBalmInGileadInc](https://YouTube.com/TheBalmInGileadInc)

### Moderator:

Pamela Price, RN, Director of The Brain Health Center for African Americans

### SPEAKERS

**Monroe Butler, MD, PhD,**  
Neurologist, and Neuroscientist  
with Biogen Digital Health

**Terrie Montgomery,**  
Alzheimer's Survivor, and Advocate



## Caregiving in African American Families

GUEST: **Tina Thomas**, MHSP, BS, CDP, CADDCT

### BIO

*Tina Thomas* is a Dementia Education Master Trainer, she is the Director of Programs and Services for the Alzheimer's Association of Greater Richmond. She has over 25 years of clinical health care experience. Tina holds a B.S. in Health Care Administration and a M.S. in Hospice and Palliative Studies. She holds post graduate certificates in Gerontology, Bereavement, Addiction and Pastoral Care. Tina is dedicated to quality care, education, innovation and transformation.



Podcast video will be available  
Thursday, June 9, 2022 at 12 Noon  
<https://drponthepod.buzzsprout.com>

## Partner Spotlight

### Dr. Fayron Epps and the Alter Program

The Alter program's mission is to inspire and equip faith-based organizations anchored in African American communities to better support families affected by dementia and transform churches into Alter Champions.



Discover More At:  
[alterdementia.com](https://alterdementia.com)

## BIO


*Dr. Fayron Epps* is an Assistant Professor at Emory University, Nell Hodgson Woodruff School of Nursing and the Principal Investigator of the Faith Village Research Lab. Dr. Epps is also the Founder and Program Lead for Alter.

## Memory Sunday *Down By The Riverside Concert*

Directed by Gospel Artist *Dr. Stephen Hurd*, The Balm In Gilead is taking us through memory lane to the “down-home church” where the old songs of Zion stir our soul and joy for worship.

Gather with your intergenerational family members for this uplifting concert and let the phenomenal Balm Singers lead you in hand clapping and foot stomping worship.



Broadcast can be viewed  
on Sunday, June 12 @ 6 PM  
via  **YouTube**

[YouTube.com/TheBalmInGileadInc](https://YouTube.com/TheBalmInGileadInc)

# MEMORY SUNDAY

I LIFT MY EYES TO THE HILLS—  
WHERE DOES MY HELP COME  
FROM? MY HELP COMES  
FROM THE LORD, THE MAKER  
OF HEAVEN AND EARTH.

**PSALM 121:1-2**







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