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 ROAD TO MEMORY SUNDAY
JUNE 12, 2022
PRESENTED BY THE BRAIN HEALTH CENTER FOR AFRICAN AMERICANS
Social Media Kickoff
Post Road to Memory Sunday Week of Events across all social media platforms.

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/.
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.

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

Broadcast can be viewed on Wednesday, June 8, 2022 via YouTube.com/TheBalmInGileadInc
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.
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.

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.
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