

# GORDIE HOWE C.A.R.E.S.

CENTER FOR ALZHEIMER'S RESEARCH  
AND EDUCATION SOCIETY

## Impact Report 2019



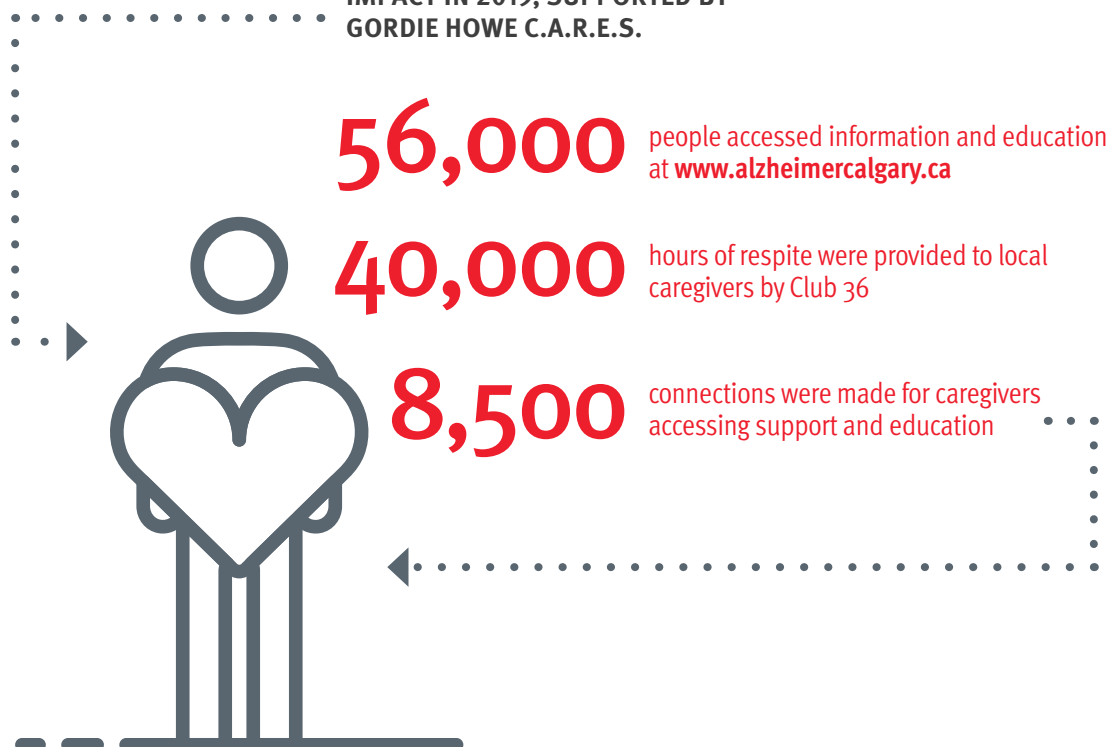
Alzheimer Society  
CALGARY 30+

## Serving the Growing Need, Together

In 2019 the Alzheimer Society of Calgary connected with caregivers more than 8,500 times, delivering customized support to families to help them build resilience and access information and resources. **At a critical time for the Calgary community impacted by dementia, support from Gordie Howe C.A.R.E.S. helps ensure Alzheimer Calgary can meet the growing need.**

Alzheimer Calgary delivered education and training to more than 2,500 individuals in 2019. With demand for reliable information about dementia at an all-time high, support from Gordie Howe C.A.R.E.S. ensured caregivers, families, community groups and health care workers could access the highest quality of education, knowledge and skills, through Alzheimer Calgary programs and services.

### IMPACT IN 2019, SUPPORTED BY GORDIE HOWE C.A.R.E.S.



## Responding to the Increased Need in 2019

### Customized Support for Caregivers

Demand for Alzheimer Calgary support services was extremely high in 2019. Thanks to our partnership with Gordie Howe C.A.R.E.S., our social work team was able to deliver customized support to thousands of local caregivers and families, over the phone and in person.

Alzheimer Calgary saw a **105% increase referrals from doctors**. In response to this, our team of social workers followed up, developed tailored plans, and maintained relationships with caregivers throughout the year. Our team also saw an increase in the number of **complex cases** (caregivers working with multiple issues/conditions simultaneously) emerging in 2019, and was able to apply its expertise to respond accordingly.

**“Making that first call was hard. I was scared and confused. But minutes into my conversation with Leanne a sense of relief came over me. I knew I’d come to the right place for help.”**

A LOCAL CAREGIVER, AFTER CONNECTING WITH ALZHEIMER CALGARY SUPPORT TEAM.



**81%** of support group clients feel less isolated



[56,000]

people accessed dementia  
education on the  
Alzheimer Calgary web site

As requests for training and education  
grew from community groups and  
professionals, Alzheimer Calgary was  
able to meet the rising demand

With greater demand for public education,  
Alzheimer Calgary increased the number and  
range of events it delivered in 2019



Alzheimer Calgary doubled the  
number of Caregiver Education  
sessions it delivered in response  
to increasing waitlists



# Education

## Education

In 2019 a greater number of caregivers required quality, credible information about dementia. This was demonstrated by the number of individuals accessing all Alzheimer Calgary education programs in 2019.

Alzheimer Calgary's partnership with Gordie Howe C.A.R.E.S. enabled us to expand the reach of our education programming, so that more caregivers, families and members of the public could develop their knowledge and skills to build their own capacity and resilience and care for people with dementia. The following describes the different methods we used to broaden our educational reach in 2019.

### 1. DIGITAL EDUCATION

To reach a wider audience, Alzheimer Calgary began filming a series of short videos featuring popular, dementia-related topics, and disseminated the videos to a wide audience online for free. Over the course of the year, the videos reached more than **40,000 VIEWERS.**

Visit [www.facebook.com/alzheimercalgary](https://www.facebook.com/alzheimercalgary) to see the videos.

### 2. CAREGIVER EDUCATION SESSIONS

At the end of 2018, Alzheimer Calgary's popular Caregiver Education sessions (held monthly with on average 16-20 caregivers in attendance) were being waitlisted due to rising demand. As a result, Alzheimer Calgary doubled the number of sessions in 2019, ensuring more caregivers had access to vital information, knowledge and tools.

### 3. COMMUNITY EDUCATION

With requests for community education growing, Alzheimer Calgary's Community Education Coordinator delivered education to 800 community members in 2019. Churches, rural communities, people working in care facilities and nursing students gained important knowledge about dementia and practical strategies to help them work with and include people with dementia in their communities.

### 4. PUBLIC EDUCATION SESSIONS

In response to the evidenced desire for knowledge about dementia, Alzheimer Society of Calgary hosted additional public education events in 2019, with renowned speakers discussing pertinent topics such as quality of care, and how dementia disproportionately affects women.

**"Every information session and support group I attend adds a layer of knowledge I wouldn't otherwise have. I feel prepared for changes in behaviours as a result."** A LOCAL CAREGIVER

**84%** of public education attendees reported an increased understanding of dementia



## Featured Dementia Education Events in 2019

At each of the following Alzheimer Calgary events, Gordie Howe C.A.R.E.S. received recognition across all promotional and event materials.

### TALKING ABOUT DEMENTIA WITH DR. TIA POWELL

On October 19, 2019, Dr. Tia Powell – internationally renowned physician and leading dementia expert from New York – came to Calgary to discuss the topic of quality of care for people with dementia at the Glenbow Museum.

### WESTERN CANADA MOVIE PREMIERE OF CRACKED: NEW LIGHT ON DEMENTIA

On World Alzheimer Day Alzheimer Calgary and Dementia Network Calgary hosted Western Canada's premiere of the movie *Cracked: New Light on Dementia*. The film, an innovative, research-based production, challenged the stigma associated with dementia and inspired a different way of thinking.

### DEMENTIA REIMAGINED: CONTINUING THE CONVERSATION

Following the success of the first Dementia Reimagined symposium in 2018, international experts Daniella Greenwood and Dr. Allen Power came back to Calgary to discuss new and noteworthy breakthroughs in the field of dementia care at Mount Royal University.

### WOMEN AND DEMENTIA

With women disproportionately affected by dementia, Alzheimer Calgary delivered a free presentation to members of the public in November, discussing the impact of dementia on women, latest gender-specific research, and risk reduction strategies.

## TECHNOLOGY AND DEMENTIA GATHERING

In May, Dementia Network Calgary hosted a gathering with local experts, discussing latest developments in technology for people living with dementia. The event, which explored digital tools, virtual reality devices and more, provided opportunities for community members to learn and share their own feedback and ideas.

### ADVOCACY EVENT

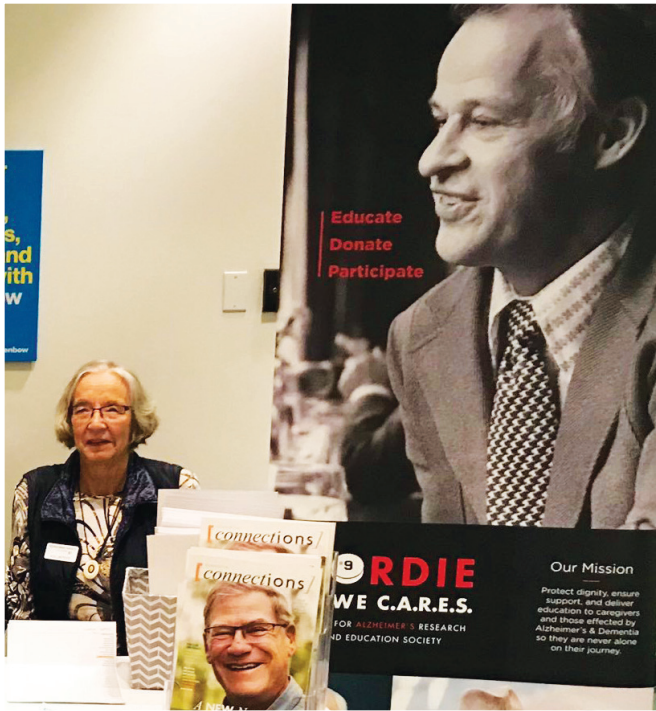
Just before the Alberta provincial election, Dementia Network Calgary hosted a political forum with representatives from the four major political parties, addressing the community's questions and concerns about the future of dementia care.

## Social and Peer-to-Peer Networks

**Conversation Cafés** spread rapidly in 2019. The popular format, first introduced by Dementia Network Calgary in 2017, offers caregivers and people with dementia with a safe, agenda-free space to get together over a cup of coffee and form friendships and support networks. Since the first Conversation Café, Dementia Network Calgary has supported partner organizations to start their own Cafés. As a result, there are now 10 Cafés in and around Calgary.

**Dementia Network Calgary subscribers increased by 78% in 2019.** With an increasing number of individuals expressing an interest in becoming involved, the Network created new engagement opportunities for local people including **gatherings, toolkits, surveys and digital engagement.**

2,000 people responded to a Dementia Network Calgary survey in the fall, helping shape the future of the Network.



**Respite for Caregivers**

40,000 hours of respite were delivered to local caregivers at Club 36, the Alzheimer Society of Calgary’s Adult Day Program in 2019. In addition, Gordie Howe C.A.R.E.S. funding enhanced creative programming, including improv theatre, story telling, art, yoga, music therapy, provided social, cognitive and physical benefits to people with dementia.

**GORDIE HOWE C.A.R.E.S. PRO AM TOURNAMENT HOCKEY TEAMS AT CLUB 36**

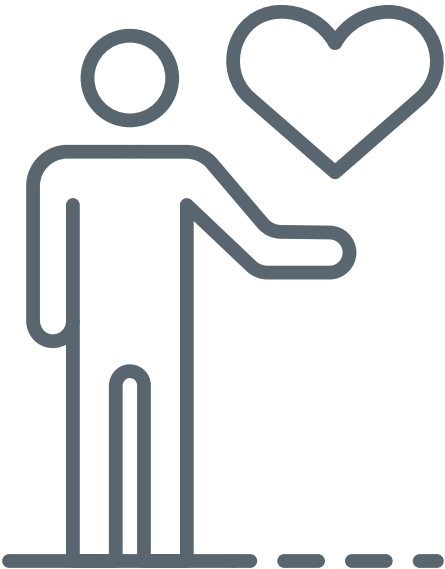
Alzheimer Calgary also offered opportunities for Pro Am hockey teams to experience a day at Club 36. We were thrilled to host The Extraordinaires at our Harvest Hills location. The team learned about dementia and developed new skills, working one-on-one with our club members through an art process.

**“I’m so blessed to have Club 36. It gives my husband some independence and a chance to meet other people. It gives me time for myself and I know he is well taken care of at Club 36.”** A CAREGIVER

**91%** of caregivers believe Club 36 makes a difference in their own life

**98%** of caregivers have experienced respite as a result of Club 36

**96%** of caregivers feel that Club 36 has allowed them to continue to care for a significant other for a longer period of time







The Extraordinaires at Club 36

## Brand Recognition for Gordie Howe C.A.R.E.S.



Gordie Howe C.A.R.E.S. branding was featured across key Alzheimer Calgary and Dementia Network Calgary digital and printed materials in 2019.

### DIGITAL BRAND RECOGNITION

Logo inclusion and live link on [www.alzheimercalgary.ca](http://www.alzheimercalgary.ca)  
(**56,000** visitors in 2019; **190,000** impressions)

Logo inclusion and live link on [www.dementianetworkcalgary.ca](http://www.dementianetworkcalgary.ca)

Social media mentions throughout the year, recognizing partnership  
(**4,000+** followers; average post reach of **2,500+**)

Logo inclusion on emails promoting education events  
(**12,000** subscribers)

### PRINT BRAND RECOGNITION

Feature article about the Gordie Howe C.A.R.E.S. Pro Am hockey tournament in Alzheimer Calgary spring newsletter (print version distributed to **5,000** constituents in Calgary)

Pop up banner displayed at all Alzheimer Calgary education events and Dementia Network Calgary events

Logo inclusion on all event materials including handouts, presentations slides, signage

Gordie Howe C.A.R.E.S. wall decals at **3** Alzheimer Calgary locations





# Brand Recognition





## Alzheimer Society of Calgary

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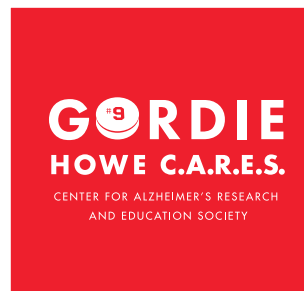
It's just over a month until the Gordie Howe CARES Pro-Am!

Are you looking forward to supporting a great cause while cheering on some of your favourite NHL alumni?

We can't wait!

Learn more about the Gordie Howe CARES Pro-Am and how you can pledge your support here:

<https://www.gordiehowecaresproam.ca/>



Alzheimer Society of Calgary @alzcalgary · May 10

We are thrilled to be here at the @GordieHoweCARES Pro-Am luncheon. What a great crowd!