



JEWISH GENERAL HOSPITAL FOUNDATION Communiqué

URGENT NEED TO COUNTER A LOOMING ALZHEIMER'S EPIDEMIC

The Program for Alzheimer's Disease and Dementia (PADD)

Alzheimer's disease (AD) is a progressive degeneration of the brain, with symptoms of memory loss, disorientation and other intellectual impairment. Diagnosis and knowledge about the disease's progression have improved tremendously in the past 20 years. **However, what causes AD is still not entirely known today, nor can the disease be avoided or prevented – emphasizing the need for more research.**

Contrary to popular belief, AD is not a disease of the elderly. While the risk of suffering from this devastating illness increases with age, a growing number of patients under age 65 are also being affected. AD already has a huge impact on our society both in terms of its incidence and its economic and human costs. As baby boomers approach the stage of life with the highest risk for the ailment (65 and over), AD has the potential to turn into an epidemic of disastrous proportions unless appropriate, wide-ranging measures are taken now.

What is needed is a comprehensive program that provides better education and support for the public, physicians and caregivers across Quebec. Diagnosis and treatment of AD must be accelerated by promoting greater awareness in the

public and medical communities about the disease and its progression, coupled with improved access to the required services and support programs. It is also becoming increasingly important to train community family physicians to initiate preliminary diagnoses and treatments and to disseminate information to family medicine groups. Additional health professionals need to be hired and a whole new generation of clinicians and researchers to be taught and trained. Greater involvement in and support for basic and clinical interdisciplinary research into AD is a priority in order to develop



Dr. Howard Chertkow
assessing a patient

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UPCOMING EVENTS

THE AUXILIARY'S FALL FAIR

October 31 & November 1 - Samuel S. Cohen Auditorium (Pavilion A)
Funds raised to purchase equipment

Contact: 514-340-8216

2ND ANNUAL FESTA FAMILIARE DI COLLI A VOLTURNO

November 6 - Buffet Sorrento Benefiting the Dimitrios Banousis Pulmonary Hypertension Fund

Contact: Mary Etzitian - 514-340-8222 ext. 3986

GLORIA'S GIRLS PRESENT IT'S A GIRL THING

November 7 - Bâton Rouge restaurant on rue de la Montagne Benefiting the Gloria Shapiro Ovarian Cancer Endowment Fund

Contact: Mary Etzitian - 514-340-8222 ext. 3986

2ND DOCTORS GALA

November 18 - Shaar Hashomayim Synagogue
Co-Chairs: Sarah and Allen Rubin, Heather and Joseph Paperman
Benefiting the Department of Medicine

Contact: Annette Goldman - 514-340-8222 ext. 4602

THE AUXILIARY'S HOLIDAY BOUTIQUE DAY

December 9 - Samuel S. Cohen Auditorium (Pavilion A)
Benefiting the Centre for Child Development and Mental Health

Contact: 514-340-8216

Montrealers of all ages and origins are rising to the challenge by organizing or taking part in special community-led initiatives to help the Jewish General Hospital provide care of the highest quality in a humane and compassionate manner to thousands of patients who depend on our hospital in their time of need. Through their fundraising efforts and gifts-in-kind, children, adults and local businesses are contributing directly to the well-being and quality of life of JGH patients and their loved ones – by providing for enhanced comfort and safety, supporting programs for the most vulnerable segments of our community or simply brightening the day for visiting families and friends of patients. These initiatives bear witness to the fact that all gestures and donations, whether small or big, can make a difference for a significant number of people.

CHILDREN RAISE COINS FOR COMFORT

CRAZY HAT DAY AT ELIZABETH BALLANTYNE ELEMENTARY SCHOOL

On April 1, 2010, 200 students from all grade levels (kindergarten to grade 6) at the Elizabeth Ballantyne Elementary School in Montreal West participated in a Crazy Hat Day which raised \$200 for the JGH *Coins for Comfort* program. Each student paid \$1 to participate and got to wear funny hats to school. Children with the most creative/original hat in each class, as chosen by a committee of school teachers and prefects, were awarded a free TCBY to celebrate. Everyone came out a winner as each and every child discovered that raising money in support of a good cause can be fun and very gratifying as well. Congratulations to all and special thanks to teacher Sharon Friedmann for making it all possible!



BOOK SALE AT JPPS ELEMENTARY SCHOOL

For the second year in a row, the JPPS Elementary School in Montreal held a used book sale to raise funds for the purchase of new beds at the JGH. Close to 60 students from one grade 2 class and two grade 3 classes donated their books and DVDs to the event, which were then sold to their classmates for \$2 each. Organized by Courtney Sculnick and teacher Tilly Khazzam, the book sale took place on April 23 and continued on May 10 and 11, raising a grand total of close to \$450 for the *Coins for Comfort* program. We congratulate all JPPS students and staff for their hard work and generosity in helping JGH patients be more comfortable and safe.



BOOK SALE AT WESTPARK ELEMENTARY SCHOOL

March 19th and March 25th were very exciting days for Cycle 2 and Cycle 3 students at Westpark Elementary School in Dollard-des-Ormaux. With the help of teacher Freda Solman, students proudly turned into entrepreneurs as they displayed their used books and DVDs, to sell to fellow students for \$2 each. What a magnificent job they did as salespeople and cashiers when the final count of this used book sale came in at over \$1,000 raised for the benefit of the JGH *Coins for Comfort* program! In his article for the school's newsletter, Christopher Cinnelli-Faia conveys much better than we ever could the tremendous joy and pride felt by all of the students who took part in the event. It is a testimony to the success with which Westpark Elementary School encourages good citizenship and community involvement from its students.

Letter to the Editor

Extra, Extra, Westpark Elementary school raises over \$1,000 for beds at the Jewish General Hospital! Yeah, you heard right, we Westparkers raised over \$1,000 at a used book sale that took place on Friday March 19, 2010 (cycle three raised \$600) and on Thursday March 25, 2010 (cycle two raised \$400). I hope that the patients at the JGH like the beds because some of us know what it feels like to be stuck in bed not being able to do anything, etc. I hope the patients can find comfort and joy with these new beds. Leading this amazing fundraiser was a very ambitious woman named Courtney Sculnick. When she was younger she knew my teacher, Freda Solman so our class got to do it twice instead of once! I think that this fundraiser was amazing and I think everyone enjoyed it very much. I honestly hope that we get another chance to do at least one more fundraiser. Every time I look back at the fun we all had that day, I can't help but smile. So I want to thank our teacher Mrs. Solman, Courtney Sculnick and Larry Sidel (Director at the JGH Foundation). And when I look back at that number, \$1,000, it makes me proud for my friends, my classmates and most of all, Westpark.

Christopher Cinnelli-Faia

Cycle three student, Westpark Elementary School

THE PROGRAM FOR ALZHEIMER'S DISEASE AND DEMENTIA (PADD)

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better diagnosis and treatment tools and hasten a cure for the disease.

The Anna & Louis Goldfarb JGH/McGill Memory Clinic, run jointly by the Division of Geriatric Medicine and the Department of Clinical Neurosciences, provides unparalleled expertise in the early diagnosis and treatment of memory disorders and dementia. In partnership with the Bloomfield Centre for Research in Aging at the Lady Davis Institute for Medical Research, it is at the forefront of research efforts to achieve a better understanding of Alzheimer's disease (AD), its causes, what makes people susceptible and how it can be prevented.

1 in 11 *Canadians over the age of 65 are affected by Alzheimer's, the most common form of dementia.*

17,140 *Quebecers living with Alzheimer's disease or a related dementia are under age 65*

1 in 5 *One baby-boomer in 5 will develop Alzheimer's disease in his or her lifetime*

33% *Of all Canadians know somebody who has Alzheimer's disease*

5 *Every 5 minutes, someone is diagnosed with Alzheimer's disease and/or related disorders*

The clinic is already hard pressed to keep pace with the growing demand for its services and lacks the funding to develop in areas it does not yet address adequately. With increased funding, the Memory Clinic could extend its capacity by attracting clinical fellows to treat additional patients. It would also be able to hire a nurse navigator (infirmière pivot) to facilitate patients' access to treatment and services, organize public education initiatives, advance research projects and continue in its role as a model

for innovation and treatment in Alzheimer's disease and related dementia.

The creation of a JGH Program for Alzheimer's Disease and Dementia (PADD) is vital to bring together the clinical, teaching, research and educational activities around dementia and build the necessary synergy and momentum to avert an epidemic. Establishing the PADD will contribute to improving the lives of individuals with dementia and those looking after them in our community and across Québec.

"It's urgent we come up with better treatment or there will be an epidemic"

– Dr. Howard Chertkow, Director of the Memory Clinic and Director of the Bloomfield Centre for Research in Aging at the JGH Lady Davis Institute for Medical Research (LDI)

THE ANNA & LOUIS GOLDFARB JGH/MCGILL MEMORY CLINIC

- ▶ is the largest of its kind in Canada, treating 800 patients per year
- ▶ assesses 500 new elderly individuals with memory impairment each year
- ▶ is recognized as a leader in its field across Canada
- ▶ is the center for teaching of dementia at McGill
- ▶ has become the centre where the Quebec Dementia Registry was created
- ▶ is a major centre for recruitment of memory-impaired or AD subjects into studies of new therapies
- ▶ currently has a 12-month waiting list of 200 people in need of assessment

BENEFITS OF THE PADD

- ▶ **Shortening of the Memory Clinic's waiting list from 12 months to just two months.**
- ▶ **Advanced research into preventing and curing Alzheimer's disease.**
- ▶ Stable long-term support for the ongoing operation of the largest Memory Clinic in Canada.
- ▶ Optimized diagnosis and treatment.
- ▶ Improved access to treatment and services.
- ▶ Better public awareness materials on dementia prevention.
- ▶ Mentorship program and teaching materials for family physicians.
- ▶ Training and support program for caregivers.
- ▶ Increased attraction and retention of scarce researchers and clinicians.
- ▶ Development and support of a nurse clinician to become the link between the tertiary clinic and the primary care physicians.
- ▶ Support of two neuropsychologists and their students who provide essential clinical and research assessment of cognition in patients (evaluation unit).
- ▶ Improved quality of life of individuals with dementia and those looking after them across Quebec.

FROM STRENGTH TO STRENGTH



As one of the first meaningful actions in his adult life, Jeremy Herman proudly decided to give a portion of the cash gifts he received from his Bar Mitzvah to the JGH. In doing so, he wanted to honour the memory of the late Lawrence Lewin, who lost his battle against lung

cancer in 2007 but whose vision and spirit live on through his gift to the JGH Division of Pulmonary Diseases. Jeremy's gift was used to acquire a blood pressure monitor for the Treatment Centre on the 8th floor of the Segal Cancer Centre.

MILESTONE BIRTHDAYS THAT BENEFIT THE WHOLE COMMUNITY

Having survived breast cancer 27 years ago, Sheila Pearl knows how frightening and bewildering an experience cancer is for patients and their loved ones. It is important for them to be able to benefit from comprehensive care, guidance and support at all stages of their illness. Grateful for the care she received, she has been a volunteer for Hope & Cope at the JGH for over 18 years. She started at the old chemotherapy facility then at the Oncology Clinic on the 7th floor of the Segal Cancer Centre since its opening in 2005-2006. Sheila says "It is most gratifying to give back to the community even more than I received over the years. I know how much the patients appreciate just being there for them. If I can put a smile on their face and make them feel a little more at ease, then I know that I've accomplished my deed."

This year, Sheila went one step further by organizing three birthday events which raised a total of \$2,400 for the purchase of necessary items in the Segal Cancer Center's 8th floor (chemotherapy) and the 7 Northwest Cancer Ward. It all started with the 75th birthday of a friend in February. Seeing that her friend was not in need of any personal gifts, she suggested that money be donated instead for the benefit of all cancer patients. The idea caught on and when two other friends celebrated their 80th birthday in April, family and friends were most appreciative to have the opportunity to contribute to such a worthy

cause. "When all is said and done, we all know how fortunate we are to have the Segal Cancer Centre as part of the JGH. It means so much to so many people in the community," emphasized Sheila.



CHOCOLATES TO BRIGHTEN YOUR DAY

When Joe Neufeld, President of Regal Confections, a Canada-wide distributor of confectionary based in Montreal, was approached by the JGH Foundation over

three years ago to donate chocolates for distribution to JGH staff during Christmas, as a way to thank them for their dedication and hard work, he accepted without any hesitation. From then on, the distribution of chocolates and PEZ dispensers became a regular fixture all around the JGH during Christmas, to the great enjoyment of the hospital's staff and, starting in 2009, of visitors as well.

The response from patients, their families and visitors has been nothing short of extraordinary. "Chocolate manages to put a smile on your face even under difficult circumstances. It's nice to see smiles in a hospital," says Sheldon Davis of Regal Confections. It's also therapeutic, as smiling has been shown to relieve stress, boost the immune system, lower blood pressure, and make people feel better.

Seeing the rippling effects this initiative had throughout the hospital – smiling is highly contagious –, Regal Confections and the JGH Foundation agreed not to wait for next Christmas to do a repeat and make more people happy. So, on June 17, 2010 representatives from Regal Confections joined Larry Sidel of the JGH Foundation to distribute 1,800 liquid cherry filled chocolates to doctors, staff and visitors at the Segal Cancer Centre, in Emergency, Dermatology, Orthopedics, Gastroenterology and the Intensive Care Unit. "It is a very rewarding experience to see a small chocolate light up a big smile", says Angie Holcman, Assistant to the President, Regal Confections, at the conclusion of the two-hour tour.

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