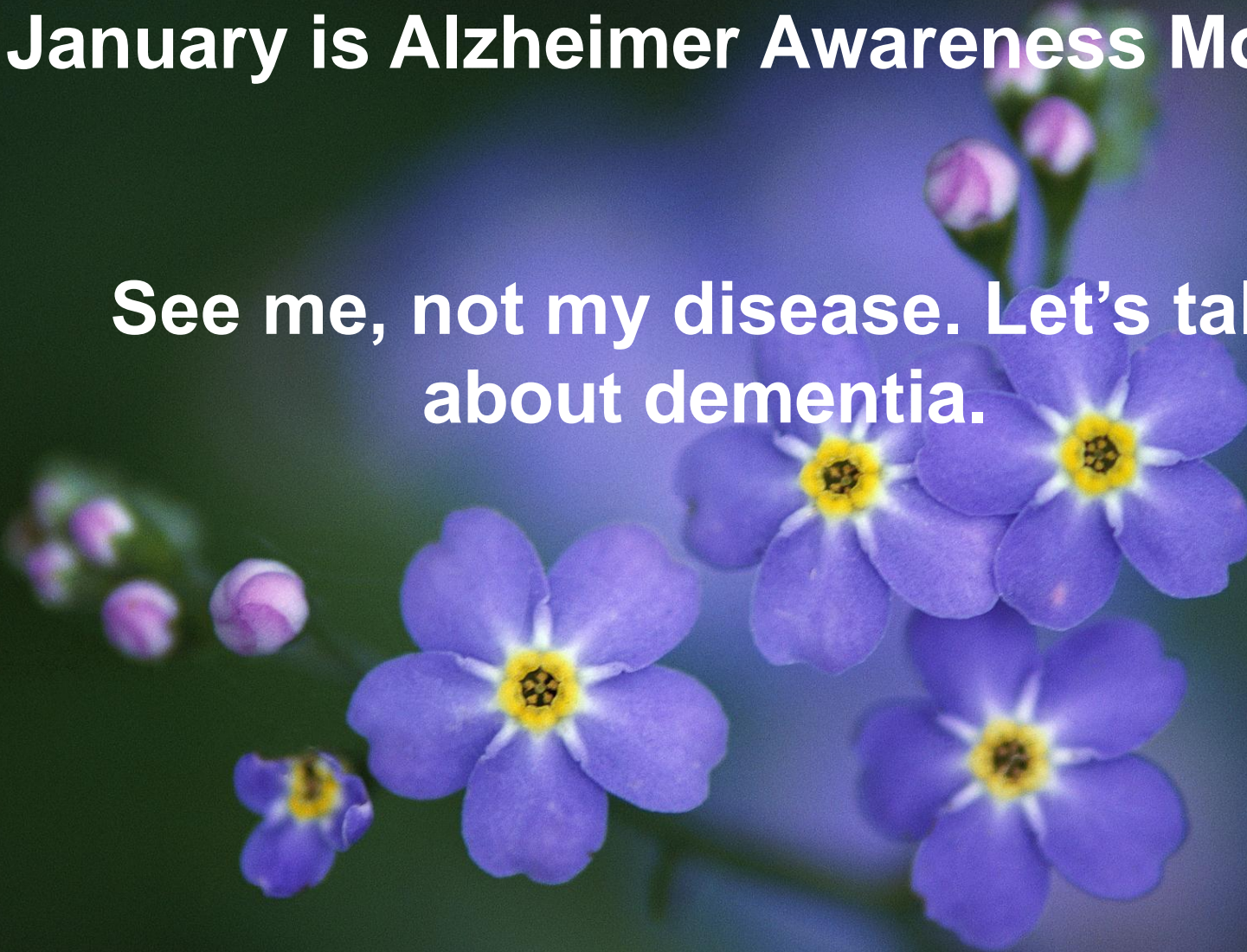


*Soci t  Alzheimer Society*

**January is Alzheimer Awareness Month**

**See me, not my disease. Let's talk  
about dementia.**



## What is at issue?

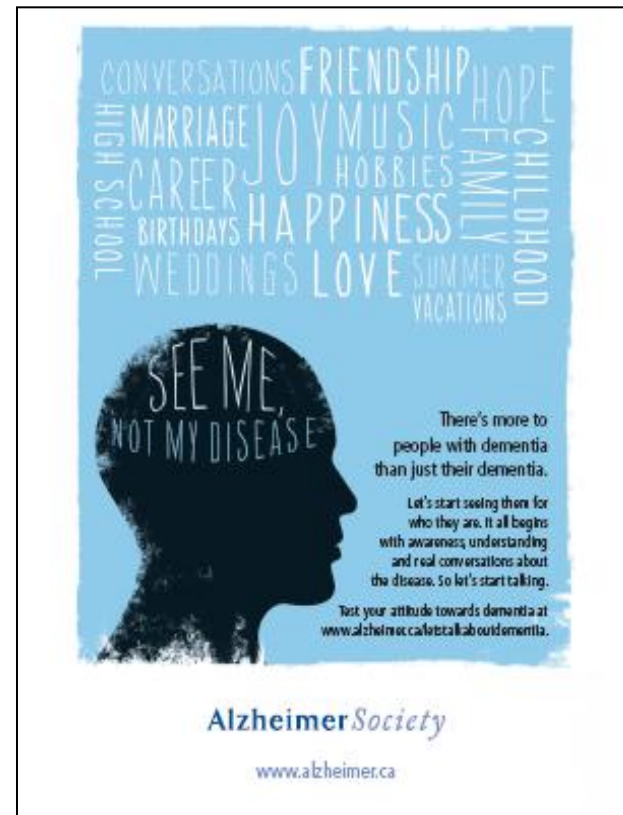
- A diagnosis of dementia doesn't define the person - it doesn't change who he is
- Yet, stigma is a major barrier
  - Not seeking help or disclosing diagnosis
  - Feeling excluded or treated differently by family and friends
  - Sensing shame or embarrassment
  - Loss of opportunities in the community, at work
- Stigma steals a person's sense of dignity
- It stops us from taking the disease seriously



## What is the Alzheimer Society doing?

Launched a nation-wide multi-media campaign –

See me, not my disease.  
Let's talk about dementia.



## **What does the Society want to achieve?**

- Dispel common stereotypes and myths about dementia by challenging Canadians to an online quiz
- Spark more open and honest conversations
- Encourage people with the disease to speak up and know there is help

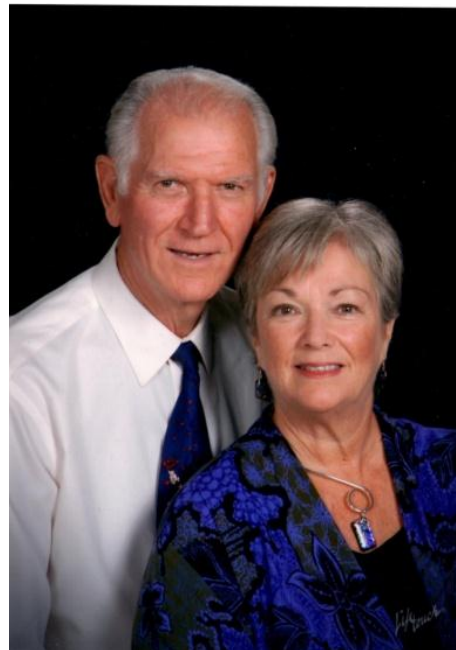


## What can you do?

- Test your own attitude!  
[www.alzheimer.ca/letstalkaboutdementia](http://www.alzheimer.ca/letstalkaboutdementia)
- Learn the facts about dementia; share these with colleagues
- Talk more openly about dementia
- Stop making jokes about the disease
- Get to know the person for who she is
- Visit [www.alzheimer.ca](http://www.alzheimer.ca) for more tips and information



Living with Alzheimer's disease:  
One day at a time  
By Roger and Mireille Bumstead  
January 16, 2013

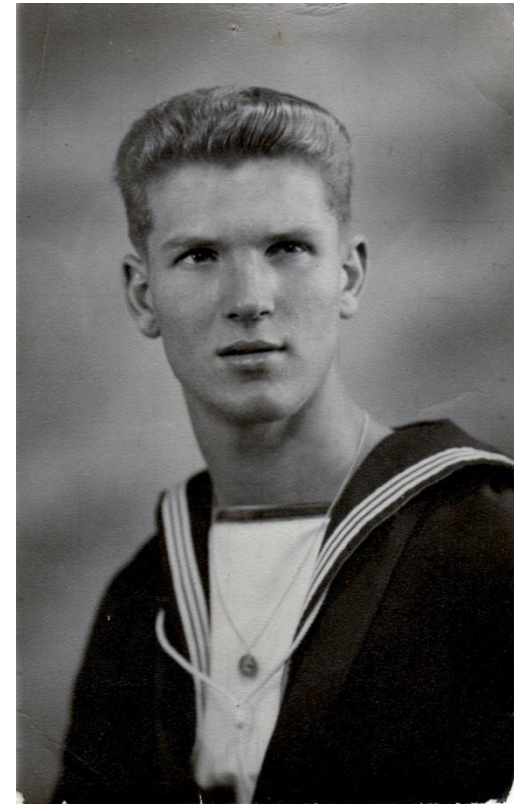


Roger retires from London City Police after  
35 years service



## British Royal Navy

- Joined February 1957 at 18 years of age
- Travelled around the world until 1968 when he immigrated to Canada
- Previously, was in the Merchant Navy for two years





Family background  
Both older brothers and parents had  
Alzheimer's disease

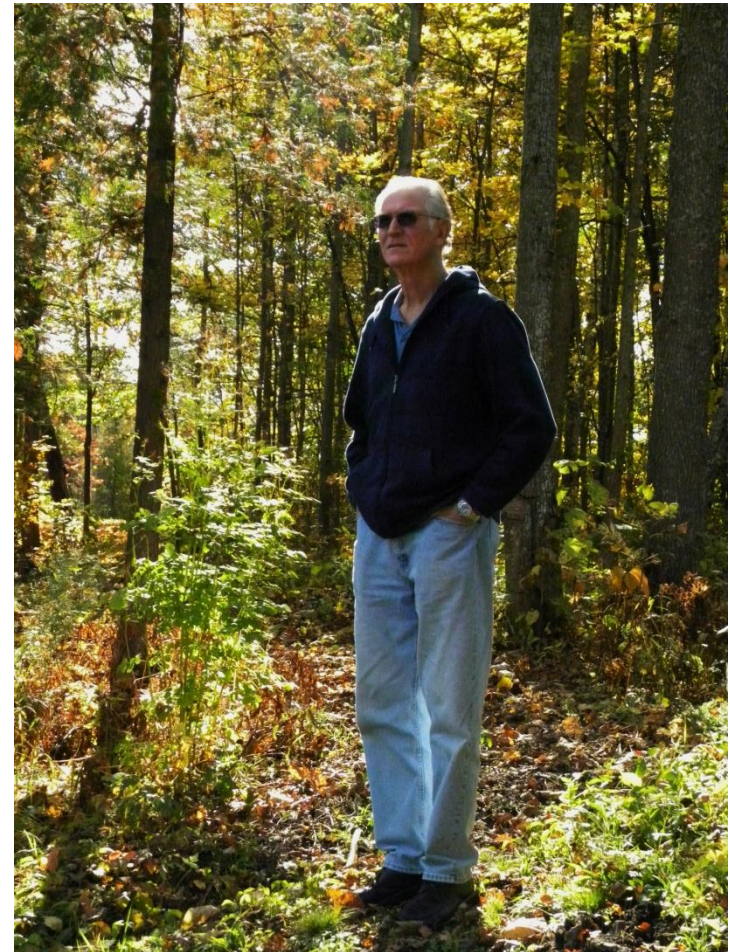


## Sport injuries

Rugby (Scrum), soccer, boxing



Travel and keep busy for as long as possible



# Alzheimer Society

HURON COUNTY



## Walk for your health and enjoy the outdoors



## Volunteer



# Alzheimer Society

HURON COUNTY

## Walking for Memories with Jim's Heroes – Exeter, Ontario



# Alzheimer Society

HURON COUNTY

## Walked from Exeter to Clinton 33 km





# Alzheimer Society

HURON COUNTY

Took about seven hours -  
and some blistered feet!



# Awareness Walk for Alzheimer's disease



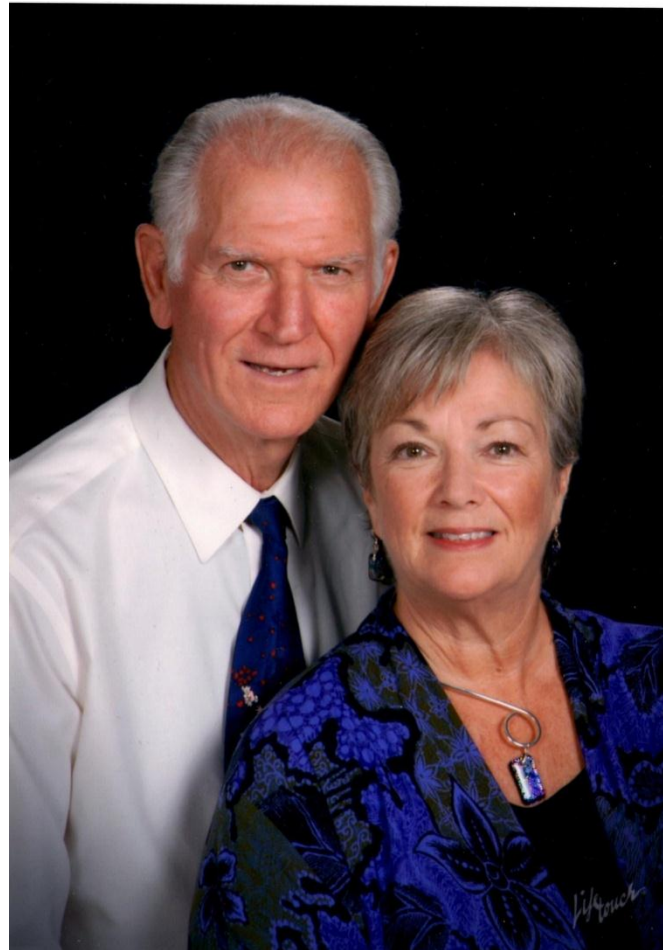
## End of Walk with friend Billy



**Appreciate every day !**



Share the Journey – you're not alone!



Questions?