

MEDIA ALERT

African American Caregiving and Wellness Forum on Alzheimer's Disease and Caregiver Resources

This program is put on by the Alzheimer's Association in partnership with the Alameda County Area Agency on Aging, UC Davis Alzheimer's Disease Center, West Oakland Senior Center and Supervisor Keith Carson.

WHAT:

The Alzheimer's Association is offering a caregiving and wellness conference to help the community learn more about Alzheimer's disease and how it is disproportionately affecting the African American community.

According to Alzheimer's Association Outreach Specialist Craig Wingate, "This conference will help our community understand risk factors for Alzheimer's, provide practical caregiving tips and offer individuals the opportunity to get help and support."

In addition to offering caregiver advice and support, experts will discuss Alzheimer's disease basics and explain the correlation between Alzheimer's and other diseases prevalent in the African American community, including diabetes and heart disease. Attendees will learn how to adopt a healthier lifestyle to lower their likelihood of getting Alzheimer's and other related diseases.

WHY:

- Today 5.4 million Americans are living with Alzheimer's disease. By 2050, as many as 16 million Americans will have the disease.
- There are more than 15 million individuals (1.5 million in CA) providing unpaid care for loved ones with Alzheimer's and other dementias
- Many caregivers experience high levels of stress and negative effects on their health, employment, income and financial security
- African Americans are 2 times more likely to develop Alzheimer's in comparison to other populations.
- Diabetes and heart disease are both prominent in the African American community and increase the risk of Alzheimer's disease.

WHEN: Friday, May 11, 2012, 8:30 am – 2:30 pm

WHERE: West Oakland Senior Center
1724 Adeline Street, Oakland, CA

REGISTRATION: Visit: www.alz.org/norcal or Call: 800.272.3900

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ABOUT: The Alzheimer's Association is the leading voluntary health organization in Alzheimer's care, support and research. Our mission is to eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health. Our vision is a world without Alzheimer's. For more information, visit www.alz.org.