



Memory Sunday TOOLKIT

A program of The Balm In Gilead's National Brain Health Center for African Americans



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MEMORY SUNDAY: AN ALZHEIMER'S & CAREGIVING AWARENESS CAMPAIGN FOR AFRICAN AMERICAN CHURCHES

ACKNOWLEDGEMENT

The National Brain Health Center for African-Americans is implementing *Memory Sunday: An Alzheimer's & Caregiving Awareness Campaign for African American Churches* on the second Sunday of June.

The Book of Alzheimer's for African American Congregations and the concepts of Memory Sunday were originally developed by the African American Dementia Outreach Partnership (AADOP) at the University of Kentucky's Sanders-Brown Center on Aging. The University of Kentucky, Sanders-Brown Center granted permission to The Balm In Gilead to adapt and utilize all materials related to Memory Sunday campaign, including the Book of Alzheimer's for African American Churches. Permission is granted to adapt this initiative, designed as a local initiative in the State of Kentucky, for a national Alzheimer's awareness campaign targeting African Americans across the United States.

The Balm In Gilead wishes to acknowledge the University of Kentucky, Sanders-Brown Center on Aging as the developers of the original *Book of Alzheimer's* and the development of *Memory Sunday* as a local effort in the State of Kentucky. Further, The Balm In Gilead wishes to thank the University of Kentucky, Sanders-Brown Center for its collaborative partnership to support the advancement and fulfillment of mutual goals related to Alzheimer's Disease and cognitive health issues among African Americans. The Balm In Gilead also wishes to thank all persons that contributed to the original guide and all of its success thus far.

As we enter this new season of great opportunities for new partnerships and collaborations to increase awareness in the African American community about Alzheimer's disease and other dementias, we wish to acknowledge the Center for Outreach in Alzheimer's Aging and Community Health at North Carolina A&T State University, the Alzheimer's Association, US Against Alzheimer's, the National Human Genome Center at Howard University, CDC Healthy Brain Initiative and all congregations who are committed to becoming a beacon of light that shines bright for Alzheimer's awareness; compassionate care for those living with the disease; and their caregivers.

The Balm In Gilead's *National Brain Health Center for African Americans* (NBHCAA), is the **new** home for The Book of Alzheimer's for African American Congregations, Memory Sunday and all related materials. *The National Brain Health Center for African Americans* (NBHCAA) is a training institute and online resource center designed to raise awareness of the issues of cognitive health among African Americans by working through existing networks of faith-based health awareness ministries/programs and by establishing new collaborations with academic institutions and organizations such as the National Black Nurses Association, National Medical Association, AARP and others.

The Balm In Gilead invites all organizations and individuals who desire to join our efforts to contact us at info@balmingilead.org.

Overview of National Memory Sunday Campaign

WHAT IS MEMORY SUNDAY?

Memory Sunday, the second Sunday in June, is a designated Sunday within congregations serving African Americans that provides education on Alzheimer's: risk reduction, treatment, research studies and caregiving.

Purpose

The purpose of **Memory Sunday** is to bring national attention to the tremendous burden that Alzheimer's and other Dementias are having on the African American community. Memory Sunday will utilize the power and influence of the African American pulpit to bring awareness through education and information sharing about Alzheimer's disease, raise awareness about ways to reduce the risk of developing dementia; and to support persons living with Alzheimer's and their caregivers.

Memory Sunday promotes national mobilization and education of faith communities to take a greater role in increasing the awareness and understanding of Alzheimer's, supporting persons living with Alzheimer's, and their caregivers.

TOOLKIT COMPONENTS

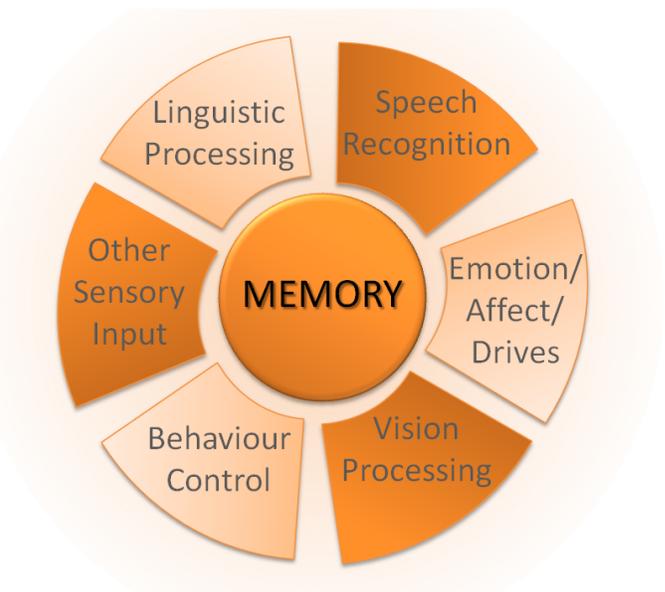
- Guide for Understanding Cognitive Assessments
- Guide on Creating a Caregiver's Retreat
- Caregiver and Family Resources
- Pastoral Resources
- Social Media and Communication Guide for Memory Sunday

For more information and resources, please visit www.balmingilead.org/memorysunday and register your congregation and/or organization today!

UNDERSTANDING THE IMPORTANCE OF COGNITIVE ASSESSMENTS

Why do we need to check our brains?

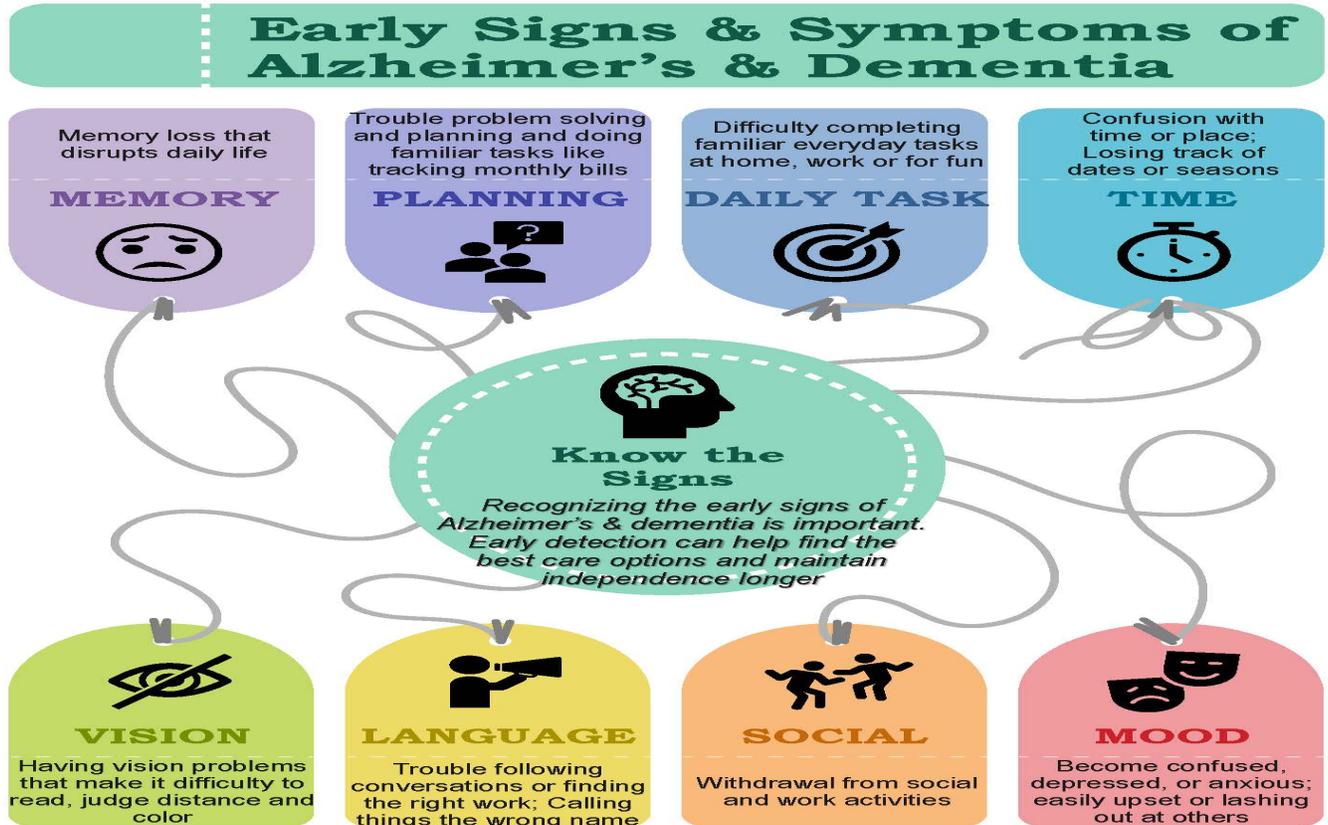
Many Americans dismiss the early warning signs of Alzheimer’s, believing that these symptoms are a normal part of aging. This is of even greater concern for African Americans, who are two times more likely to develop late-onset Alzheimer’s disease than whites and less likely to have a diagnosis of their condition, resulting in limited care options & time to plan. This increases the importance for families and faith leaders to be able to recognize the decline in cognitive ability early. Data and research also shows that African Americans are self-reporting memory problems that have gotten worse over the past year or *subjective cognitive decline*. These individuals are also impacted by other illnesses such as diabetes and high blood pressure, adding to the overall burden of healthcare needs and cost. Faith leaders and congregations can help address these challenges by raising awareness about Alzheimer's disease and dementia and the need to speak with a healthcare provider when there are concerns about cognitive decline or memory loss.



What is a cognitive assessment?

A cognitive assessment or memory screening is a safe, cost efficient medical assessment used by providers and clinicians that can evaluate cognitive function when a patient or their loved one reports signs of memory or cognitive decline. If these assessments indicate changes or decline in a person’s cognitive ability, they can be helpful in helping providers determine appropriate care options. Screening instruments, based on the method used can be completed in as little as five minutes. Memory screenings and other cognitive assessments are conducted by trained individuals in various healthcare settings and are recommended to include in annual wellness visits for Medicare beneficiaries. They can help to identify early signs of cognitive decline and support earlier diagnosis and care by your physician. It is important for faith leaders and their communities to talk with their provider about the early signs and symptoms of cognitive decline.

Early signs of dementia and Alzheimer's disease



Adapted from "Know the 10 Signs" checklist from The Alzheimer's Association <https://www.alz.org/alzheimers-dementia/10-signs>

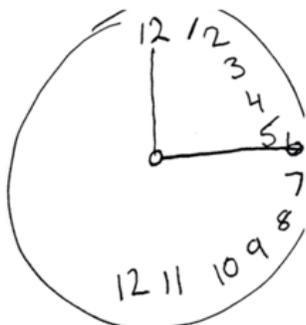
Types of Cognitive Assessments

Mini-cog 3 Assessment

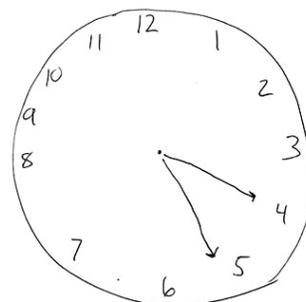
There are several types of memory screening exams used by healthcare professionals. One of these screenings is called the *"Mini-Cog"*. This type of memory screen is a three-minute test that can demonstrate the detection of cognitive impairment in mature adults with 80 % accuracy. It consists of two components, a three-item recall test for memory and a simply scored clock-drawing test.

(See examples below)

Possible Memory Decline

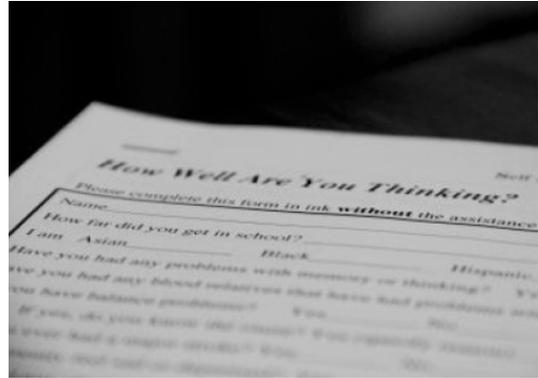


Normal Memory Recall



Montreal Cognitive Assessment Tool

Another type of memory screening is a **Montreal Cognitive Assessment Tool** also known as (MoCA), a 30 point test that takes about 10 minutes and is widely used by providers to check for cognitive impairment in their patients. The MoCA shown to be 90% effective in identifying mild cognitive decline. While the MoCA and other screening test do not definitely diagnosis problems like Alzheimer's, it does allow individuals to get a baseline of cognitive function which they can use to assess their memory over time and report changes to their doctor or loved ones.



What do I do if something is wrong?

If your cognitive assessment results suggests there is a concern regarding your memory or cognition, your provider or healthcare professional will talk with you and your loved ones about next steps. Some mild cognitive decline is attributed to modifiable factors such as medication interactions or underlying health conditions, that once corrected will improve your memory and cognitive function. Congregations and other community organizations are strongly encouraged to partner with local healthcare providers and supportive services for healthy aging to increase awareness about cognitive health, learn ways to reduce risk, and access available resources for persons diagnosed with dementia or Alzheimer's disease and their caregivers. Memory Sunday efforts help to stress the importance of talking with providers and working with the healthcare system to support optimal brain health function across the lifespan. Faith leaders can be champions and support "*Check-up from the Neck Up*" efforts in healthcare. Early detection is important and reduces anxiety about unknown problems.

Additional Resources & Information

There are a variety of resources and education regarding cognitive assessments. If you are interested in learning more information on memory tools, trainings, and other resources we encourage you to speak with your healthcare provider or contact the local chapter of The Alzheimer's Association for assistance. www.alz.org

Now faith is the substance of things hoped for, the evidence of things not seen.
Hebrews 11:1

CREATING A CAREGIVERS' RETREAT

What can churches do for caregivers?

The faith community can play a major role in the lives of caregivers. Churches might identify health care providers and special volunteers to begin education programs and support services that aid the caregiver. They might also consider the following:

- Host support groups and other educational events
- Develop a church respite program
- Offer alternative shorter services or home-visits to accommodate patient and caregivers
- Develop an adult day care program, if needed
- Utilize the services of early stage persons to keep them involved in church activities
- Encourage retired nurses
- Encourage congregation to adopt a healthier life style
- Encourage church leaders to learn about Alzheimer's disease and dementia
- Plan and host retreats for caregivers
- Build a relationship with the local Alzheimer's Association

As an example, in North Carolina, the Center for Outreach in Alzheimer's, Aging, and Community Health (COACH) at North Carolina A&T State University, assists congregations in continuing to lead the way to better healthcare practices and access to resources. The Center provides a monthly Lunch and Learn series and Support Group activities in which community participants gain valuable information and tools to assist with their caregiving responsibilities. COACH also hosts an annually caregiver education conference that provides experts on topics that are essential to caregivers. The conference increases caregiver knowledge and equips caregivers with tools that assist caregivers in their caregiving duties.

COACH provides various services to families affected by Alzheimer's. To learn more about this work, visit www.coachhealth.org or call 888-248-2808.



CENTER FOR OUTREACH
IN ALZHEIMER'S, AGING
& COMMUNITY HEALTH

Neither COACH nor any of its associated program activities mentioned in this toolkit are funded by The Balm In Gilead or its National Brain Health Center for African Americans. These activities are also not funded or supported by CDC. Information is being shared solely for educational purposes to local congregation and faith leaders.

Creating a Caregivers' Retreat

A major first step for churches might be to host a “Caregivers Retreat” in which caregivers can have the opportunity to take a break from their caregiving duties. Faith-based institutions can provide relief to congregants who are caregivers by providing respite, a short period of rest that will not only rejuvenate their mind but also revitalize caregivers’ spiritual wellbeing. This could be an event held at the church or other community venues. The word “retreat” does not necessarily mean leaving the walls of the church. Resources can be provided to create a relaxing and informative get-away for caregivers. For example, there may be church members or members in the community who have experience in gardening, cooking, massage therapy, and would be willing to donate to their church family. The retreat could be an evening, half-day, one day, or weekend event. The occasion should provide an opportunity for caregivers to have conversations with liked-minded people who understand what the caregiver is experiencing. It does not have to be grand to be great and sometimes the simplest gesture can bring the greatest reward.

Things to consider when planning a retreat for caregivers

- Engage sponsors (home health agencies, senior service providers)
- Use volunteers or church food ministry to provide refreshments
- Advertise the event throughout the community
- Include group discussion activities (breakout sessions by age, role, or topics)
- Share caregiving tips about meal preparation
- Provide respite so the caregiver can focus
- Invite speakers or use church members with expertise in areas such as the following areas:
 - Alzheimer’s disease awareness
 - Elder care law
 - Financial planning
 - Caregiving techniques
 - Healthy Living for the Caregiver
 - Community resources
 - Diabetes and Alzheimer’s
 - Healthy Eating
 - Oral Health Care
 - Understanding difficult behaviors in Alzheimer’s

Get feedback about the event from participants to make sure their needs and concerns are being addressed. This keeps the church engaged and responsive to the needs of the community.

What the congregation can do?

- Ask family members how they and their loved one are doing regularly
- Offer to assist the family to get the person ready for worship services or help arrange transportation
- Express willingness to spend time with the person so family members can run errands or take a break
- Help provide worship services at the family's home when they can no longer attend in person
- Share recordings of the service with the family if they cannot attend
- Send thinking of you notes and cards; include bulletins and newsletters from your place of worship to help the family
- Be a willing listener
- Provide ongoing prayer support for the person with Alzheimer's and his or her family members

CAREGIVERS – CREATING A SUPPORT SYSTEM

It takes a village....

Far too often caregivers struggle when faced with the many challenges they encounter while providing care for a loved one. Many African American caregivers feel that they are alone; others experience burnout, while many others succumb to personal illnesses due to increased stress and exhaustion.

A good support system with family members, friends, community and faith based

organizations, coupled with strategic planning can make all the difference in managing stress when caring for a loved one with cognitive impairment (Alzheimer's disease, memory loss). A good support system not only provides access to help and services beneficial to the person with dementia, but is key to providing the assistance caregivers need.



RESOURCES AND SERVICES GUIDE

FOR ALZHEIMER'S & AGING

National Association of Areas on Aging

www.n4a.org

Contact the local office of your Area Agencies on Aging (AAA). Area Agencies are regional offices that facilitate and support the development of programs to address the needs of older adults. They have Family Caregiving Specialist (FCS) who can help you find solutions to caregiving challenges. Services specifically for caregivers include:

- Respite services
- Home-delivered meals
- Meals for groups
- Adult day services
- Care management
- In-home aide services
- Information services for assistance
- Transportation services
- Housing and home-improvement services
- Health promotion services
- Medication management

Alzheimer's Association

www.alz.org/care

The Alzheimer's Association is the leading voluntary health organization that focuses on Alzheimer's care, support and research. They provide several online programs to help caregivers find additional tools for making decisions and care.

AARP, Inc.

www.aarp.com

AARP offers courses for caregivers to increase their caregiving ability. Find more information at www.aarp.org/relationships/caregiving/info-04-2012/care-givers-take-care-of-yourself-first-nc.html

An AARP Caregiving App that brings your caregiving tools right to your smartphone (<https://carezone.com/aarp>).

Caregiver Action Network

www.caregiveraction.org

This is the nation's leading family caregiver organization, working to improve the quality of life for the more than 90 million Americans providing care for loved ones with chronic conditions, disabilities, disease or the frailties of old age. Visit them on the web or contact them by calling 202-454-3970.

The Alzheimer's Disease and Health Aging Program works with public health and other organizations to provide data, information, & education that promotes brain health and empowers caregivers.

Additional Resources & Information

Financial Resources & Tools

Every day in America, millions of people are stepping into the role of caregiver for their loved ones and family members. This role can be challenging and create a burden on your finances and resources.

Being prepared and having an understanding of the resources available to those living with cognitive health issues and their families is essential to ensure financial security and stability.

Budgeting & Financial Planning

“Financial Steps for Caregivers: What You Need to Know About Protecting Your Money and Retirement” is a great resource that provides information and tips to caregivers on how understanding the cost of caregiving and how to plan for it in with a realistic approach. For more information about financial planning visit: www.wiserwomen.org

Covering the Cost of Care & Treatment

“Money Matters” is a brochure from our partners at the Alzheimer’s Association that provides information for caregivers and those living with dementia on how to identify resources to help cover the cost of care and treatment like Medicaid, managed care options, and other financial options. For more information visit the Alzheimer’s Association at www.alz.org

*Praise the Lord!
Praise God in His Sanctuary;
Praise Him in His mighty firmament!*
Psalm 150: 1

Legal Resources & Tools

When illness or disease strikes, a loved one knowing what legal documents you may need is important. Having these documents accessible and tailored to meet the needs of the family and the person living with dementia or other debilitating diseases can help to save time and reduce stress.

Wills & Power of Attorney

“Legal Plans: Assisting a person with dementia in planning for the future” This is another great resource from our friends at the Alzheimer’s Association that discuss how to navigate legal issues and challenges for someone with dementia or cognitive disability. It provides information about legal ability, consent, and how to identify and secure legal documents needed to help care for your loved ones as they age or their illness progresses. For more information this resources and others visit www.alz.org

Advanced Medical Directives

“Advanced Directives: A Family Caregiver’s Guide” – This guide from United Hospital Fund provides information about advanced directives and legal implications related to the actual medical care and services being provided to your loved one. It helps caregivers plan ahead for long-term and end of life care that may be needed for their family member(s). For more information visit www.nextstepincare.org

Community Support & Services

Caregivers have an unimaginable level of responsibility and they need to have the support of their family, the community, and others to help reduce stress, prevent burnout, and to be successful in caring for their loved ones living with dementia or other debilitating diseases like epilepsy and stroke.

Care Coordination

The *Care Coordination Guide* created by the United Hospital Fund is a great tool for caregivers. It provide realistic tools and information on how to manage and coordinate the duties and demands of caregiving. For more information and other resources visit www.nextstepincare.org

Eldercare & Other Services

Meal services, transportation, or just someone who can give caregivers a much-needed break is necessary and can be challenging to find if you don't know what's available in your area. The *Eldercare Locator* is a great tool to find these services and other in your local community to provide assistance to caregivers and their loved ones. Visit them on the web at www.eldercare.gov for more information

Taking Care of Yourself

Taking care of yourself is vital to meet the demands of caring for your loved one. Staying active, eating healthy, and getting rest are all ways to be a good caregiver.

Options to Get Active

Physical activity helps to increase your energy levels and is a great way to also reduce stress. The *National Institute on Aging's "Go4Life"* guide provides some quick tips on how both caregivers and their loved ones can get active and stay active. To learn more visit www.nia.nih.gov/Go4Life

Assessing Your Own Health

Some studies show that more than 50% of caregivers report a decline in their own health making it harder to care for their loved ones. This *Caregiver Health Self-Assessment* is a great tool to see where you are and if it's time to see your provider so that you can maintain the health of you and your family. See more videos and resources at www.caregiving.org

PASTORAL RESOURCES: SCRIPTURAL REFERENCE AND LITURGICAL RESOURCE

In moments of dealing with loved ones who are living with Alzheimer's disease, it is key to stand firm on the foundation of your faith during these challenging times. Alzheimer's disease not only affects the patient, but it also affects the family. The emotional, social, and financial costs of caring for someone living with Alzheimer's are insurmountable. Persons who are caregivers also often risk their own health in order to care for the patient at home.

What Can the Faith Community Do?

The faith community can be a source of strength and support for the caregivers and family. Various things can be done in addition to being a spiritual source.

- Meals can be provided, errands can be run, a listening ear can be offered, and intercessory prayer can be rendered continually.
- For the patient, the church's liturgical life, either during the complete liturgy or in the form of isolated hymns or prayers presented in the context of receiving Holy Communion outside of the liturgy, can provide a connection to familiar times and places.
- Repetitive reciting of familiar bible verses like "The Lord's Prayer" or singing familiar hymns can bring the Alzheimer patient to a point of remembrance of their faith and past religious experiences.

*The Lord is my light and my salvation; whom shall I fear?
The Lord is the strength of my life; whom shall I be afraid?*

Psalm 27:1

Caring for a loved one with Alzheimer's can be an overwhelming accomplishment.

Please find strength, comfort and inspiration in these uplifting Bible verses for caregivers.

- “Be strong and courageous, and do the work. Do not be afraid or discouraged, for the Lord God, my God, is with you. He will not fail you or forsake you until all the work for the service of the temple of the Lord is finished.” —1 Chronicles 28:20
- “Trust in the Lord with all your heart and lean not on your own understanding; in all your ways acknowledge him and he will make your paths straight.” —Proverbs 3:5–6
- “Create in me a pure heart, O God, and renew a steadfast spirit within me. Do not cast me from your presence or take your Holy Spirit from me. Restore to me the joy of your salvation and grant me a willing spirit, to sustain me.” —Psalm 51:10–12
- “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
- “I thank Christ Jesus our Lord, who has given me strength, that he considered me faithful, appointing me to his service.” —I Timothy 1:12
- “Come to me, all you who are weary and burdened, and I will give you rest. Take my yoke upon you and learn from me, for I am gentle and humble in heart, and you will find rest for your souls. For my yoke is easy and my burden is light.” —Matthew. 11:28–30
- “Cast all your anxiety on him because he cares for you.” —I Peter 5:7
- “Whatever you did for one of the least of these brothers of mine, you did it for me.” —Matthew 25:40
- “The Lord is good to those whose hope is in Him, to the one who seeks him; it is good to wait quietly for the salvation of the Lord.” —Lamentations 3:25–26
- “Since my youth, O God, you have taught me, and to this day I declare your marvelous deeds. Even when I am old and gray, do not forsake me, O God, till I declare your power to the next generation, Your might to all who are to come.” —Psalm 71:17–18
- “Speak up for those who cannot speak for themselves, for the rights of all who are destitute, speak up and judge fairly; defend the rights of the poor and needy.” —Proverbs 31:8–9
- “Let the words of my mouth, and the meditation of my heart, be acceptable in thy sight, O Lord, my strength, and my redeemer.” - Psalm 19:14

Prayers That Comfort

Prayer for Persons Suffering with Alzheimer's Disease

Loving God, Healer and Comforter,

We pray for those who suffer from Alzheimer's. In the days of changing memory and memory loss, be with them. Bless their families that surround them with love and patience. Give them peace, security and safety as within their dwelling places. Even in moments of uncertainty, we ask for your divine guidance and strength. Be the balm in Gilead to heal all of their infirmities.

In Your name we pray,

Amen.

Prayer for Caregivers of People with Alzheimer's Disease

Lord, we pray today the selfless people who care for men and women living with Alzheimer's. You know how difficult the work is, how limited the resources are, and how heavy the burden is. We ask You for strength in their weakest and most vulnerable moments.

Continue to give them assurance that You are wrapping your loving arms around them as they care for those individuals that they have loved for so long who may not be able to reciprocate the same love. Fill their hearts with your goodness and comfort, and their souls with love. Help them find ways to rest and take care of themselves. Give them peace in times of doubt, calm every fear and dry their eyes when tears began to fall.

Remind them that You are the ultimate Father who does all things well.

In Jesus Name,

Amen

Responsive Readings for Worship

Opening Litany: Psalm 130

Healing God, we come together in our brokenness,
to call to you in your mercy, to make us whole again.

Wholeness-giving God, listen to our prayers, we pray.

Restoring God, we gather to worship you, even as
we hopefully seek to be renewed and restored again.

God, our Quiet-Centre, listen to our prayers this day.

Foundational God, we come to praise and thank you!

In the depths of your Holy Being we find peace and rest.

God – our Beginning and our End, we hope always in you. Amen.

© 2012 Joan Stott – "The Timeless Psalms" RCL Psalm Year B, used with permission.

Healing for the World

O God of all creation, you have fearfully and wonderfully fashioned us and breathed your life into us;
from the crown of our heads to the soles of our feet, Lord, Reign.

Reign in us, Precious Savior, Reign.

As the Great Physician who healed the woman at the well, you are the same Wonder who finds us in
the uttermost parts of the world to heal us—mind, spirit, and body.

Awesome Healer, rescue and deliver, even now.

As the Master Potter and Crafter who takes broken things and mends them back together again, melt us
and mold us into the restored children, women, and men that you have destined us to be. Providing
Shepherd who charts the path ahead of us, who both precedes and follows us, place your hand of
blessing on our heads and shepherd our souls. We find refuge and rest in your care.

**We bless your Holy Name and we praise you for being the God who heals not only our bodies but
also our souls.**

Responsive Prayer for Healing and Wholeness
by Edward Fudge

Leader: Let us name before God those for whom we offer our prayers.

People: [Spontaneously name those for whom you now wish to intercede in prayer.]

Leader: God, Our Healer, your will for all people is health and salvation. We praise you and thank you, O Lord.

People: Son of God, you came that we might have life, and have it more abundantly. We praise you and thank you, O Lord.

Leader: Holy Spirit, you make our bodies the temple of your presence. We praise you and thank you, O Lord.

People: Lord, grant your healing grace to all who are sick, injured, or disabled, that they may be made whole. Hear us, O Lord of life.

Leader: Grant to all who seek your guidance, and to all who are lonely, anxious, or despondent, companionship, knowledge of your will, and an awareness of your presence. Hear us, O Lord of life.

People: Mend broken relationships, and restore those in emotional distress to soundness of mind and serenity of spirit. Hear us, O Lord of life.

Leader: Bless physicians, nurses, and all others who minister to the suffering, granting them wisdom and skill, sympathy, and patience. Hear us, O Lord of life.

People: Give to the dying peace and a holy death, and uphold by the grace and consolation of your Holy Spirit those who are bereaved. Hear us, O Lord of life.

Leader: Restore to wholeness whatever is broken by human sin: in our lives, in our nation, and in the world. Hear us, O Lord of life.

People: You are the Lord who does wonders. You have declared your power among the peoples.

Leader: With you, O Lord, is the well of life, and in your light we see light.

People: Hear us, O Lord of life. Heal us, and make us whole.

Leader: Almighty God, giver of life and health: send your blessing on all who are sick, and on all who minister to them, that all weakness may be vanquished by the triumph of the risen Christ, who lives and reigns forever and ever.

All: Savior of the world, by your cross and precious blood you have redeemed us. Save us and help us, we humbly pray, Amen.

SOCIAL MEDIA AND COMMUNICATIONS RESOURCES FOR MEMORY SUNDAY

Today, social media platforms like Facebook, YouTube and Twitter provide congregations with a powerful tool to disseminate health messages and connect with the community. As a component of Memory Sunday, congregations and others from the community can use social media to do the following:

- Share Alzheimer's and cognitive health information to members of your church and the community.
- Maximize existing networks to facilitate information and resource sharing to support caregivers.
- Connect and engage with your church and the community to raise awareness about Alzheimer's disease and the importance of clinical studies.
- Empower people to make safer and healthier decisions.

The Balm In Gilead has created the following tools to support the communications and social media activities of congregations participating in Memory Sunday:

- ✓ Sample Press Releases (for print and radio outlets)
- ✓ Sample Social Media Post (including hashtags)

SAMPLE PRESS RELEASES AND COMMUNICATIONS

FOR IMMEDIATE RELEASE – Print Media Outlets

{Month, Day, Year}

CONTACT

{Contact Name}

{Organization Name}

{Contact Telephone}

{Insert Your Church/Organization Name} Holds Memory Sunday Event to Bring Awareness to Alzheimer’s

{City, State} — {Your Church Name} will host Memory Sunday on {Event Date} at {Location: Street Address, City, State}. Memory Sunday brings attention to Alzheimer’s and to the tremendous burden that Alzheimer’s and other dementias are having on the African American community. The goal is to bring awareness and to distribute information about Alzheimer’s; encourage participation in clinical studies; to support persons living with Alzheimer’s and their caregivers and to utilize the power and influence of the African American pulpit.

Alzheimer’s affects the entire family not just the person with the disease. This is *why {Insert Your Church’s Name here}* family is helping to raise awareness about prevention, early detection, treatment and resources for the caregivers. Please join us.

{Your Church Name} is inviting the surrounding community to attend our free Alzheimer’s awareness event. We will be **{INCLUDE DETAILS OF EVENT or how your church will be participating}**.

The statistics support the **{Insert Your Church Name}**’s concern. Alzheimer’s is the most common type of dementia, affecting an estimated five million people in the United States. African American are more likely to be diagnosed with Alzheimer’s in the later stages of the disease or to be misdiagnosed due to other illnesses, a lack of awareness and a lack of access to appropriate medical care.

QUOTE FROM THE PASTOR GOES HERE! Sample quote: “There is no better time and no better place for our community to learn about Alzheimer’s that in the church.” according to {Insert Your Faith-leader’s name}.

Memory Sunday is a national campaign of The National Brain Health Center for African Americans, a program of The Balm In Gilead, Inc, a national organization entrusted to build and strengthen the capacity of faith-based organizations to become beacons of light for health promotion, disease prevention and health service delivery. To get your community or church organization involved, sign up at www.balmingilead.org for more information.

FOR IMMEDIATE RELEASE: Radio/TV Media Outlets

PSA, FIFTEEN (15) SECONDS

{Date the announcement can first be made} Through {Date it should last be made}

CONTACT:

{Contact Name}
{Organization Name}
{Contact Telephone}

SUBJECT: {Insert Your Church Name} Holds Memory Sunday to Increase Awareness of Alzheimer's

{Insert Your Church Name} will have Memory Sunday on {Event Date} to bring awareness to Alzheimer's in the African American community. Wear your purple to bring awareness to a disease that drastically affects the black community. Our event will provide resources and information for families and caregivers dealing with Alzheimer's. For more information, call {insert your church name, telephone number}. Brain Health Matters to Me!

SOCIAL MEDIA POST AND HASHTAGS



Use the hashtags #brainhealthaa, #MemorySunday and #thebalmingilead so we can track your social media promotion. We encourage you to customize your social media messaging as much as possible to bring more awareness to your specific event.

[Sample Facebook posts](#)

- Alzheimer's is a type of dementia that causes problems with memory, thinking and behavior. Symptoms usually develop slowly and get worse over time, becoming severe enough to interfere with daily tasks. Alzheimer's disease accounts for 60 to 80 percent of dementia. Join us for Memory Sunday on June 9th and wear your purple to church!
#memorySunday
- Alzheimer's Disease is the 6th leading cause of death. It kills more than breast cancer and prostate cancer combined. Join us for Memory Sunday on June 9th to bring awareness to this disease! (Provide information and/or link to your church event)

Sample Tweets

- Alzheimer's is the most common type of dementia, affecting more than 5 million people in the U.S. #memorySunday
- {Church Name} on Sunday, June 9 for an event to bring awareness to Alzheimer's in our community. Visit (website) for more information. #brainhealthaa #memorysunday
- 1 in 3 seniors dies with Alzheimer's or another dementia. #memorySunday #brainhealthaa
- Every 66 seconds someone in the United States develops Alzheimer's. #memorySunday #brainhealthaa



About The Balm In Gilead, Inc.

For over three decades, The Balm In Gilead, Inc. builds and strengthens the capacity of African-American faith communities in the United States and in the United Republic of Tanzania (East Africa) to deliver programs and services that contribute to the elimination of health disparities. The organization develops educational and training programs specifically designed to establish sustainable, integrated systems of public health and faith principles, which helps to improve health outcomes of individuals living in urban, rural and remote communities.

The National Brain Health Center for African Americans and the Healthy Churches 2020 National Campaign are two unique programs of the Balm In Gilead, which delivers science-based, health awareness, understanding and interventions through the tenets of cultural competence to a broad spectrum of African Americans across the United States.

The Balm In Gilead, a not-for-profit, non-governmental organization, has developed an international reputation for providing insightful understanding of religious cultures, values and extraordinary abilities to build strong, trusted partnerships with faith communities throughout the world. By working with national, regional and local faith-based partners, we establish grass-root health delivery systems; and increase the number of individuals knowledgeable to lead in areas of health promotion, disease prevention, screening, and disease management.

The Balm In Gilead acknowledges the University of Kentucky, Sanders-Brown Center on Aging as the developers of the original *Memory Sunday*, as a local initiative in the State of Kentucky.



The Sanders-Brown Center on Aging (SBCoA) was established in 1985, and received funding as one of the original 10 National Institutes of Health Alzheimer's Disease Centers. Internationally acclaimed, the SBCoA is recognized for its contributions to the fight against brain diseases that are associated with aging.

As a global pioneer in Alzheimer's disease research, the Center has over thirty years of published work and 700 study volunteers (some with the disease and some without). These individuals are studied over time and plan to donate their brains upon death. The cutting-edge research focuses on identifying problems as early as possible, before memory loss develops, so that Alzheimer's disease can be prevented or delayed.

The ultimate goal of the Center on Aging is to catalyze innovative and outstanding brain research while ensuring a more rapid rate of progress toward new therapies to delay or prevent age-related brain diseases like Alzheimer's disease, so that our volunteers, patients and caregivers become beneficiaries of our advances in knowledge.



Center For Outreach In Alzheimer's, Aging And Community Health At North Carolina A&T State University

COAACH was created to improve the health and wellbeing of aging communities by providing education, community empowerment and evidence-based research so that individuals, particularly the most vulnerable, can live life with quality, dignity and independence. COAACH is committed to promoting healthy aging for all communities across the lifespan through:

Education and Awareness: Increased literacy on healthy aging, Alzheimer's disease and community health that results in positive lifestyle changes for affected Individuals, care providers and community stakeholders

Family and Community Empowerment: Increased capacity for families and communities to improve health outcomes throughout life, particularly in most vulnerable populations

Research and Development: Generation of a knowledge base that informs best practices in disease management, caregiving, interventions, and new therapies for Alzheimer's and aging related conditions.

Special Thanks & Recognition

CDC's Alzheimer's Disease and Healthy Aging Program

Healthy Body, Healthy Brain: Promoting the Cognitive and Physical Health of Older Americans and Their Caregivers

The Alzheimer's Disease and Healthy Aging Program at the Centers for Disease Control (CDC) hosts the **Healthy Brain Initiative (HBI)**. HBI provides data, information, and education to promote brain health, including information on Alzheimer's disease and other dementias. Alzheimer's disease is currently the fifth leading cause of death for persons over the age of 65

Objectives of the program include:

- Promote Alzheimer's disease assessment, diagnosis, and care planning
- Minimize preventable hospitalizations for those with Alzheimer's disease
- Increase the number of people who discuss symptoms of cognitive impairment with a health care provider
- Investigate, communicate, and educate about Alzheimer's disease, caregiving, and healthy aging through the use of data-informed products

Visit <https://www.cdc.gov/aging/about/index.htm> to learn more about the program, get additional resources, and learn how you can get involved.

This publication was supported by the The Healthy Brain Initiative: Implementing Public Health Actions related to Cognitive Health, Cognitive Impairment, and Caregiving at State and Local Levels Cooperative Agreement Number, NU58DP006116-03-00, funded by the Centers for Disease Control and Prevention. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the Centers for Disease Control and Prevention or the Department of Health and Human Services