

EMDA

The Alzheimer's Association of Israel

December 2012

ABOUT EMDA

EMDA was founded in 1988 by volunteers and family members of patients with support from the Ministry of Health.

The Association's purpose is to provide information, support and assistance for over 120,000 people with dementia (PWD) and their caregivers/families in Israel.

The Association's activities, based to a large extent on volunteer help, focus on supporting PWD and their families in trying to cope with the many difficulties and burdens resulting from this progressive disease .

OUR VISION

EMDA is a national nonprofit Association that focuses its activities in the field of dementia diseases, and Alzheimer's disease in particular, to provide optimal quality of life for patients and their families.



PROJECTS & ACTIVITIES

Raising awareness

National Information center and hotline

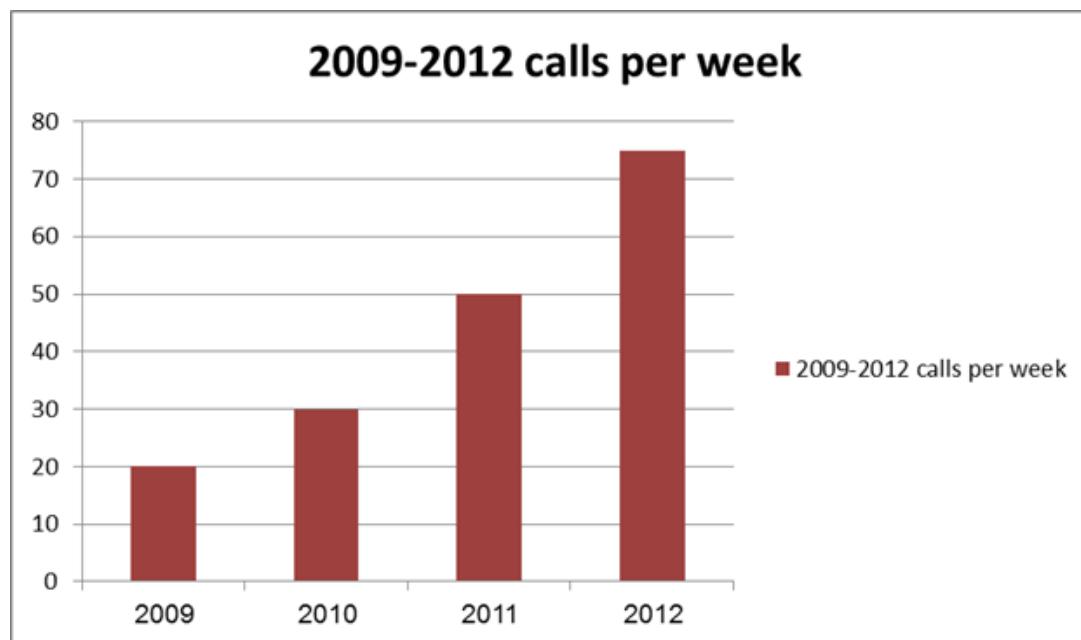
Provides information and support to caregivers and professionals.

Operates 5 days a week, from 8:00-16:00 by one full time information professional. The center provides a listening ear and extensive information on the disease: memory clinics, coping with behavior problems, legal rights, nursing homes and day centers, and more.

PROJECTS & ACTIVITIES

Raising awareness

**inquiries to the information center & hotline –
Distribution by year**



PROJECTS & ACTIVITIES

Raising awareness

Analysis of inquiries to the information center & hotline- 2012

Main topics

Emotional support, cognitive decline, employment / activity to the patient, nursing -At home or in an institution, rights and services.

Where from?

Five main localities: Tel Aviv, Ramat Gan, Petah Tikva, Holon, Haifa. In total –applications from 67 different localities across the country.

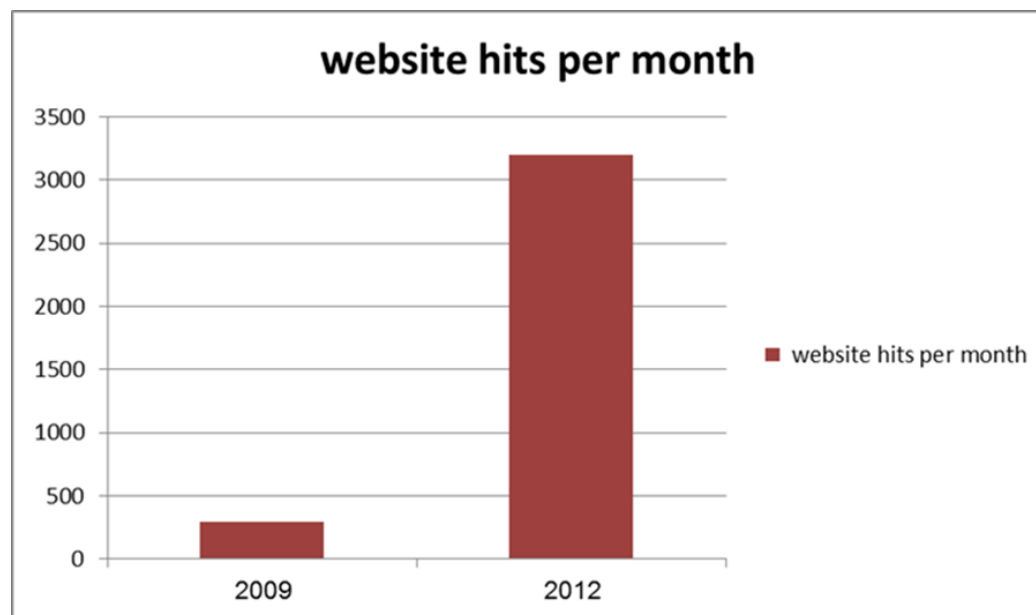
who calls?

In more than 50% of cases the caller is the daughter of a dementia patient

PROJECTS & ACTIVITIES

The Association's Website – www.alz-il.net

Hits to the website - Distribution by year



PROJECTS & ACTIVITIES

Raising Awareness

Professional Training

- Training staff at nursing homes, day care centers, nursing companies, regional councils and other institutions treating the mentally frail.
- Training staff and providing educational materials on dementia for the different sectors in the Israeli society in various languages: English, Arabic & Russian.
- Providing training for students in faculties for social work, gerontology and nurses.

PROJECTS & ACTIVITIES

Professional Training –continued

Training in 2011

- 180 volunteers in the “Activities for Health” project
- Providing training for staff at 5 nursing homes
- 200 aids at nursing companies

Training in 2012

- 130 volunteers in the “Activities for Health” project--Project has expanded to another 6 cities
- Providing training for staff at 3 nursing homes
- Expanding training for aides at nursing companies—Matav, Danel, ManpowerCare and more.

PROJECTS & ACTIVITIES

Raising Awareness- continued

Media & Campaigns

- Since 2010 the Association has run national campaigns to raise awareness among the general public. For example:
 1. International Alzheimer's Week, September 2011
 2. Radio campaign, May 2012
- PR Agency

Cooperation with the Academia

- Students volunteer at the “Activates for Health” project
- students volunteer at the information center & hotline

PROJECTS & ACTIVITIES

Activities among decision-makers

- EMDA takes an active part at the Health and Welfare Committee of the Knesset in issues related to the mentally frail.
- Recently we have initiated a comprehensive discussion about issues related to coping with the disease, and introducing the importance for the inclusion of the dementia diagnosis procedure at the national health basket
- EMDA participates in the Knesset sub-committee on foreign workers, and participated in drafting a regulation that requires nursing companies to provide training on dementia to foreign workers.

PROJECTS & ACTIVITIES

Annual Conferences

- **Since 2010: 5-6 conferences per year**
- **2006-2009: only one conference per year**
- Conferences are designed for professionals and primary caregivers
- Conferences are held throughout the country with an emphasis on the periphery

Key partners : JDC-Eshel, Ministry of Health, local authorities, the Ministry for Senior Citizens.

PROJECTS & ACTIVITIES

Annual conferences



**Mutual Learning for
professionals , Ramat –
Gan, September , 2012**



**The rights of Dementia patients and
their abuse, Tel-Aviv, November,
2012**

PROJECTS & ACTIVITIES

Support for families and the Primary Care-giver

Support Groups for family members

2006: 25 groups only

2012: 55 active support groups operating throughout the country – from Kiryat Shmone to Beer -Sheva.

Support Groups for patients

2006 : there were no groups

2012 : 10 support groups nationwide for patients at the beginning stages of the disease

PROJECTS & ACTIVITIES

LITUF Intervention Program

A special intervention program designed for couples who live together at home, when one of them has dementia.

The aim of this project is to provide the main caregiver with emotional and practical tools to cope with the disease. The professional assistance is for 2 years.

Recruitment to the program started December 2011

Today 72 families participate in the program

PROJECTS & ACTIVITIES

Quality of life projects

“Activities for Health”

Brining back activities into the home. A volunteer-based program with a specialized activity kit designed for people with MCI and dementia.

- Operates at 25 regional councils in Israel.

“Meet Me at the Museum”

Specially tailored museum tours for people with AD and their relatives. People with dementia and their families participate in a short tour at a local museum.

- 15 museums throughout the country participate in the project

PROJECTS & ACTIVITIES

Quality of life projects-continued

Nutrition and Exercise Program

Special program for training of patients with dementia and their families to exercise and proper nutrition in nursing homes and day centers.

- Program currently operates at 10 local councils.

Training Project for the use of music

Training professionals and family members for the use of music for pleasure, and as a tool for coping with behavior symptoms .

- First pilot training completed



PROJECTS & ACTIVITIES

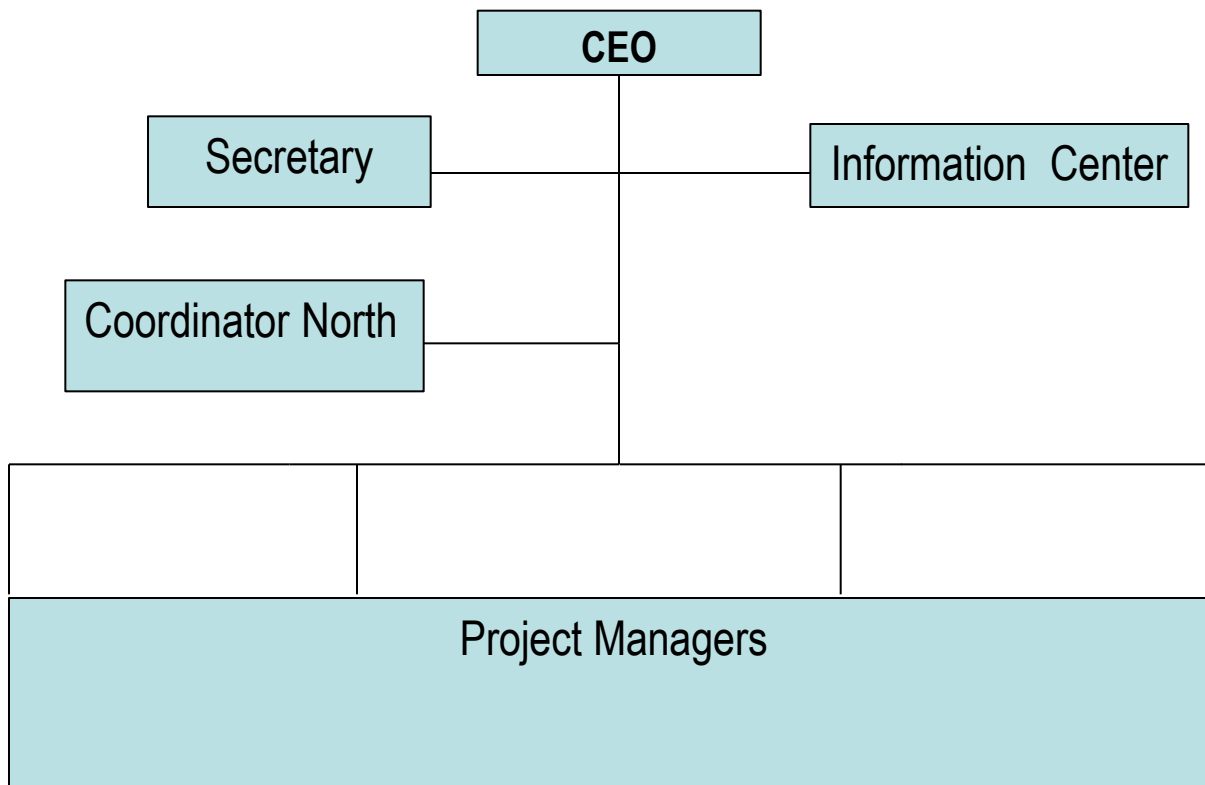
"On the Armchair with Picasso"

A special art kit developed at EMDA and intended to provide, through art, an experience which enhances emotional well being and the quality of life of the person with dementia and their caregiver.

- Since its launch in 2009 more than 600 kits were sold to families and professional staff.

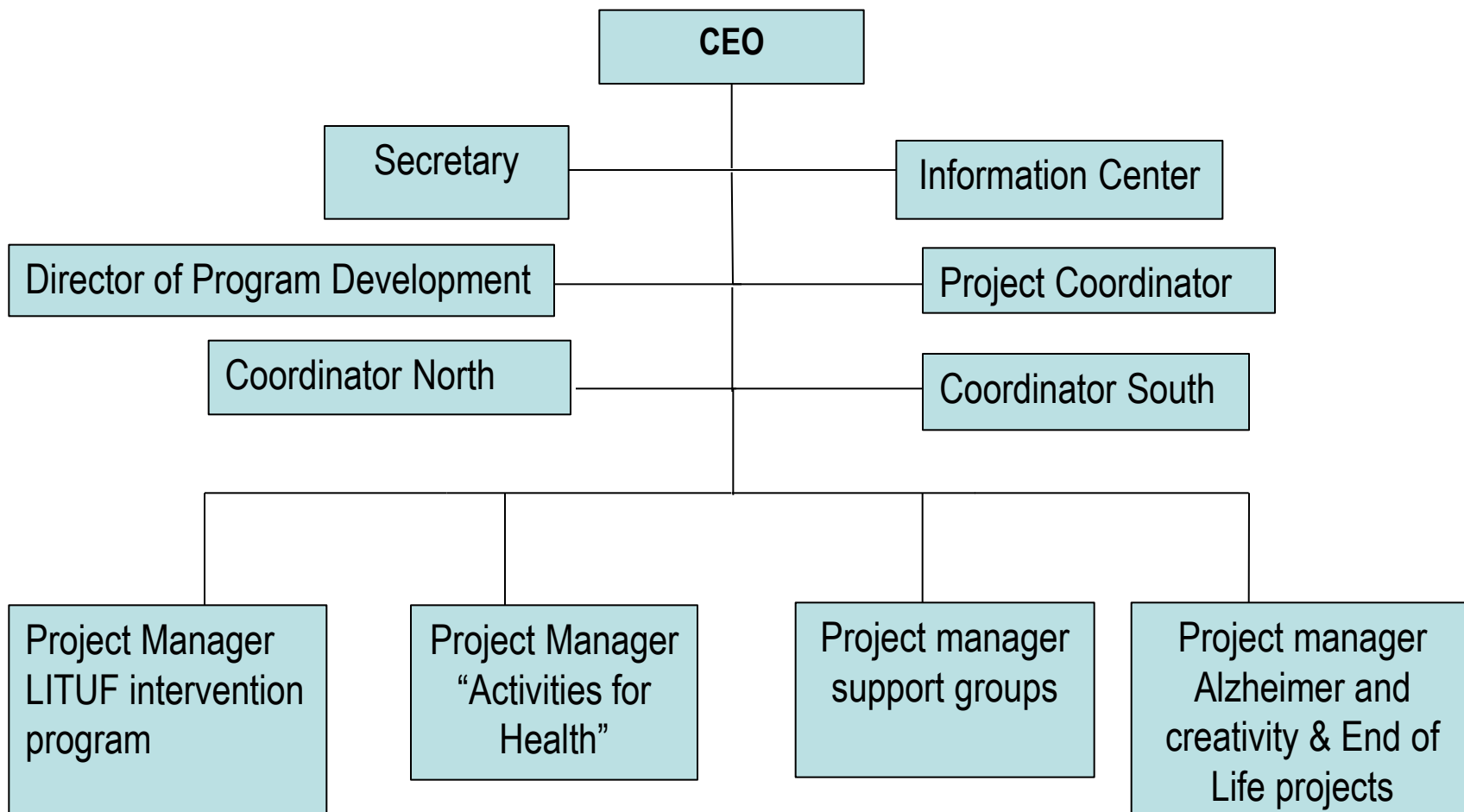


Human Resources 2011



Human Resources

2012



FUTURE DEVELOPMENTS

Raising Awareness

2006-2009- services for 3.000 people per year

2009-2012- services for 8.000 people per year

in the next 3 years we aim to gradually reach 15.000 people per year

Increase activity in the Arab, Russian, Orthodox and Amharic speakers

Development of activities designed to the social and cultural background of each population.

FUTURE DEVELOPMENTS

Institutionalization of support groups as a process of continuity care in patients with dementia

Responding to people with an MCI up to main caregivers accompanying patients in the final stages of the disease

Alzheimer's and creativity

Development of projects in the areas of psychodrama, music, gardening and other creative treatments for the patient and caregivers.

FUTURE DEVELOPMENTS

Through the Senses

“Nothing can cure the soul but the senses, just as nothing can cure the senses but the soul”.

Osacr Wilde



THANK YOU!