



NEWSLETTER

April 2017

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Local News from Leeds

SPRING EDITION



Welcome to our latest edition of our quarterly newsletter. It's lovely to see the leaves growing on the trees and the promise of good weather in the air. We hope you have a lovely Spring Time and look forward to the summer sun!

Contact Leeds@alzheimers.org.uk for a copy of our latest leaflet listing Dementia Cafes or Singing Groups in the Leeds area.

New Branding

On 26th January 2017 Alzheimer's Society launched its new brand and details of our 5 year strategy. Further details can be found on our website. We sincerely hope you like our new look

We rebranded because we know that:

- Not enough people are aware of dementia
- They don't understand the scale of the issue, so they don't support the cause.
- Too many don't come to us for help
- As part of our strategy over the next five years, we want to reach 100% of people diagnosed with dementia

Therefore we needed a brand that will:

- Enable more people to see themselves

as part of (relevant to all) us.

- Provide a visual connection to our values and behaviours
- Allow us to build a movement that is visible and has a voice
- Give us cut through in a crowded market place, thus attracting necessary funding
- Attract more talent – including world class researchers, volunteers, partners and employees
- Ensure that more people know that we are here for them
- Break down stigmas
- Change the way people view dementia, taking it out of the shadows.



Cupcake Day

An invitation to have fun and raise funds for Alzheimer's on 15th June 2017

Are you a baking pro, impatient icer, recipe rebel or even a first timer? Cupcake Day is back for a second year and will be held on 15 June. Last year we raised £330,000 for people affected by dementia. This year we're turning up the heat on dementia with a new bolder look and hoping to raise over £750,000.

Cupcake Day is your chance to unite in the fight against dementia while having a giant helping of fun. There are about a million different ways make a cupcake – it can be as easy (clue: packet mix) or as fancy (yes, we're looking at you Paul Hollywood) as you like. And let's face it, however they start life they all taste great fresh out of the oven.

We've teamed up with our friends at Woman & home to make it happen on 15 June (or any other day if you can't make this date!).

- Registration will officially open in April, be sure to register and get your pack! Get baking ladies (and gents).





Last year's Memory Walks around the Country

#DAW2017

14th to 20th May 2017



Friday 28 to Sunday 30 April
– Tour de Yorkshire – we are the official charity partner!

Memory Walk

Leeds Memory Walk, Temple Newsam

- Date:** 23 September 2017
- Arrive from:** 10am
- Walk starts:** 11am
- Meeting point:** In front of Temple Newsam House.
- Distance:** 2km or 6km
- Facilities:** suitable for wheelchair users - refreshments available – toilets - Dogs are welcome – pushchairs - parking.

over £6.4 million – a big THANK YOU to everyone who took part.

Registration is now open for 2017 – go to our website www.memorywalk.org.uk to find a walk in your area.

Don't forget to bring your dogs, they too enjoy a walk and can help raise funds as well as meeting other pooches doing their bit!



The final figures for **Memory Walk 2016** stand at 79,000 registered participants and 1147 organisers, who have raised

Dementia Awareness Week

Sunday 14th to Saturday 20th May 2017

This year's event will be bigger and bolder than ever before as we ask people to come together and **UNITE AGAINST DEMENTIA** - making sure dementia becomes impossible to ignore. Look out for our mass communications campaign, including TV advertising, running from late April. We are asking people to join the growing dementia movement and making Dementia Awareness Week 2017 the most impactful yet.

three minutes, that's 480 people in one day.

IT'S TIME TO UNITE – so whether you voted in or out of Europe, whoever wins the league or whatever your beliefs, dementia is going to affect us equally. Everyone must put aside all that which divides them and stand side by side **United Against Dementia**.

This year, dementia became England and Wales' biggest killer and the second largest for Northern Ireland. In fact, one person in the UK develops dementia every

Look out for local events in Leeds and join in. We are also producing an events leaflet. If you would like your event publicizing in this leaflet please email details to Leeds@alzheimers.org.uk. or for further information please visit our website www.alzheimers.org.uk.

Community Support Service

Community Support is a free service to support people with early onset dementia aged under 65 enabling them to access local services, helping them in their own home, doing activities they enjoy, promoting independence and making them feel valued and respected. We give people the chance to make their own choices and decisions.

Activities include shopping, walking, going to the cinema, ten pin bowling, snooker, visiting museums and much more.

We have four Community Support Workers in Leeds and if you would like to know more about the service we offer, please call 0113 2311802 and ask to speak to Elizabeth Menacer, Day and Community Support Manager or Liz.menacer@alzheimers.org.uk.

Our clients enjoy many different activities and a team member visits weeks.

Contract details:

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Leeds, LS12 3QH.

Phone:

0113 231 1727

Fax:

0113 2633340

E-mail:

Leeds@alzheimers.org.uk



We're on the Web!

Visit us at:

www.alzheimers.org.uk

Farewell and welcome

Goodbye - Since our last newsletter we have said goodbye to Claire Hutchinson, Marie Walker, Laurie Woodruff and Megan Lane, Memory Support Workers who have moved on in their careers after working tirelessly for the society – we wish them well and thank them for all their hard work over the past couple of years.

Welcome – Please welcome Elizabeth Menacer as our Day and Community Support Manager. Elizabeth previously worked as a Day Support Worker in our Armley Grange Day Centre. Her contact details are Liz.menacer@alzheimers.org.uk



Liz Menacer, new Day and Community Support Manager

Memory Support Team

Support for people experiencing memory problems

If you are registered with a GP in Leeds our Memory Support Workers can help you with: Information and advice for you (or the person you know) about memory problems. Family and carers support and details on how to contact services that could help. Be a contact person for people living at home with dementia/memory problems and their family and carers.

For more information

Contact Tracy Brierley, Service Manager or Neil Courtman, Dementia Support Manager on 0113 231 1727.

This is an NHS service provided by Leeds and York Partnership NHS Foundation Trust supported by the Alzheimer's Society.

List of our Memory Support Workers

- **Abbey Avery**
- **Alison Leason**
- **Alex Cain**
- **Andrew Firth**
- **Bel Connolly**
- **Bernie Howarth**
- **Gemma Stones**
- **Gwen Oates**
- **Paul Tolkin**
- **Tessa Atkinson**
- **Yadie Mbewe**
- **Zoe Gordon-Oxford**



How can I get involved in dementia research?

Researchers are finding out more about what causes dementia and how to diagnose it better. They are developing new treatments and ways to improve quality of life for people living with the condition. Ways to take part in research can range from participating in a clinical trial, giving blood to help a genetic test or answering a simple lifestyle questionnaire.

And if you'd like to take part in a research trial, speak to your GP or register with **Join Dementia Research** at joindementiaresearch.nihr.ac.uk. You can also call our Helpline on 0300 222 1122 and they can help you to register. **So get calling!**