



KEEPING YOU INFORMED AND EDUCATED ABOUT

MEMORY MATTERS

March 2023, ISSUE 13

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Health Disparities, Race, and Alzheimer's

Black Americans are twice as likely as Whites to develop Alzheimer's. Latinos are 1.5 times as likely. Addressing inequities in brain health is vital for families, communities, and the nation. According to an Alzheimer's Association survey, discrimination, lack of diversity among healthcare professionals, and mistrust in medical research create significant barriers for minority families. Below are responses from that survey.



Half of African Americans say that they **have experienced discrimination** while seeking care for a person living with Alzheimer's.



Only 48% of Blacks report being confident they can access culturally competent care.



Only 53% of Blacks **believe that a cure for Alzheimer's will be distributed fairly**, without regard to race, color or ethnicity.



Only 35% of African Americans say that they are concerned about Alzheimer's or dementia.



65% of Black Americans say that they **know somebody with Alzheimer's or dementia**.



55% of Blacks **think that significant loss of cognitive abilities or memory is a natural part of aging** rather than a disease.

BRAIN TRIVIA



What is the main source of communication between the body and the brain?

The answer is located at the bottom of the newsletter.



Did you know Memory Matters will receive 100% of the money we raise in your name through Birdies for Charity, plus an additional 20% as a gift from the Heritage Classic Foundation? Birdies for Charity is like a walk-a-thon, but instead of donating per mile, participants either make a pledge for every birdie made during the 2023 RBC Heritage Golf tournament or make a flat donation of \$25 or more. You can show your support by making an online pledge until April 16 and designating your donation to Memory Matters. Below are examples of how your donation can impact the lives of individuals and caregivers living with Alzheimer's or related dementia.

\$50 donation
=
\$60 total impact

\$100 donation
=
\$120 total impact

\$500 donation
=
\$600 total impact

[DONATE](#)

MEMORY CARE PROGRAM IN BLUFFTON

Our Memory Care Day Program is now being offered on St. Gregory the Great's campus Tuesday afternoons. If you aren't familiar with the campus, a few years ago a brand new building was erected across the field from the Church. It has a large gathering room inside where our participants enjoy 3.5 hours of socialization, learning, and fun. It also offers their caregiver a few hours of respite. The monthly cost for the class is \$300. FEE ASSISTANCE is offered for this class. If you are interested in having a program assessment for your loved one, select the button below.

[MEMORY CARE DAY PROGRAM](#)

[MEMORY ENHANCING CLASS IN BLUFFTON](#)

Our Memory Enhancing class for individuals just diagnosed with Alzheimer's, dementia, or another cognitive impairment has also moved to a new location in Bluffton. The class is now offered Tuesdays from 10 a.m. - 12 p.m. also on St. Gregory the Great's campus. The monthly cost for this two-hour class is \$200. FEE ASSISTANCE is available. This class provides curriculum-based, mind-enhancing content to encourage socialization, stimulation, and support for individuals newly diagnosed. If interested in having a program assessment, select the button below.

[MEMORY ENHANCING CLASS](#)

VOLUNTEER OPPORTUNITIES



We would like to take a quick moment and thank our current volunteers for their support in what we do here at Memory Matters. We are also looking for new individuals interested in volunteering here on Hilton Head Island or in Bluffton. Immediate needs are in Bluffton at the Farmer's Market on Thursdays from noon - 5 p.m. and in our Bluffton Memory Care Program at St. Gregory the Great on Tuesday afternoons from 1:00 p.m. - 4:30 p.m. For those who would like to volunteer in our program either on the Island or in Bluffton, we do require you to be COVID-19 vaccinated and boosted, plus a TB blood test. This is to ensure the safety of the immune-compromised population we serve.

[Volunteer Opportunities](#)

SPRING SPEAKER SERIES



Memories Do Matter Speaker Series

Coming this spring we will be having a special *Memories Do Matter Speaker Series* highlighting local neurologists, memory care specialists, and other brain health experts in this four-part series. Tickets are on sale now. \$40 for all four presentations or \$20 for each.

Thursday, April 20, 2023

Memory and Aging - The Spectrum from Normal to Dementia

4 p.m. - 6 p.m.

Paul Mazzeo, MD, Coastal Neurology

at Encompass Health Rehabilitation Hospital, Okatie, 107 Seagrass Station Road

Saturday, May 20, 2023

Ask a Neurologist

10 a.m. - 12 p.m.

Jill Trumble, MD, St. Joseph's Candler Neurology

at Memory Matters, 117 William Hilton Parkway, HHI

Wednesday, June 7, 2023

Preparing for the Unexpected

10 a.m. - 12 p.m.

Rhonda Hiott - Lowcountry Council of Governments Area Agency on Aging, Susan Kelsey

- Geriatric Care Manager, Ginny Underwood - Former Caregiver, Ashley Gruber -

Moderator and Memory Matters Counselor, Cathy West Olivetti - Elder Law Attorney

at St. Gregory the Great Parish Life Center, 31 St. Gregory Road, Bluffton

Wednesday, June 21, 2023

Simple Suppers: Easy Meals for Two

10 a.m. - 12 p.m.

Chef Kim Baretta

at First Presbyterian Church, 540 William Hilton Parkway, HHI

[PURCHASE TICKETS](#)



SEASIDE SPRING GALA

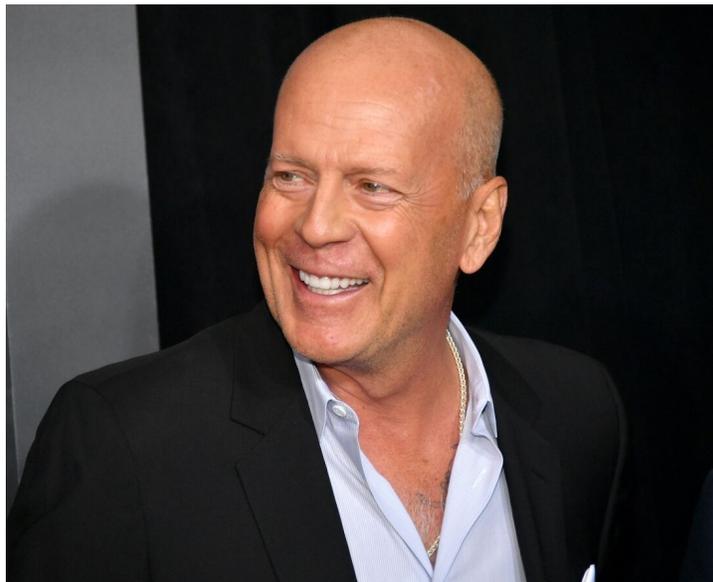
Memory Matters annual spring Gala - *Memories by the Sea* is coming up soon, so go ahead and purchase a ticket. It will be held on Thursday, May 4, 2023, at the Sonesta Resort on Hilton Head Island from 5:30 p.m. - 8:30 p.m. As always there will be fabulous food, memorable music, and amazing auction items. Tickets are \$250 a person, \$450 for a couple, or \$2,400 for a table of 12.

[PURCHASE TICKETS](#)

Sponsorships for this event are available. We have corporate and individual sponsorships available ranging from \$1,500 - \$10,000. Each level of sponsorship provides various benefits from complimentary tickets to the Gala and marketing availabilities. If you are interested in sponsoring the Memory Matters Spring Seaside Gala, hit the button below to contact Development Director Stacy Floyd.

[SPONSORSHIP OPPORTUNITIES](#)

BRUCE WILLIS DIAGNOSED WITH DEMENTIA



More attention has been brought to Alzheimer's and related dementia due to the recent diagnosis of actor Bruce Willis. Last month, Willis' family announced he was diagnosed with frontotemporal dementia; a disease that includes symptoms of changes in behavior, language, and communication.

Frontotemporal dementia results from a buildup of proteins in the brain, which can damage and shrink the frontal and temporal lobes. A neurologist at the Mayo Clinic in Jacksonville, Florida says because these areas of the brain are associated with personality, behavior, and language, the symptoms of a particular case of FTD vary depending on which area is most affected. He says the difficulty with language and understanding, as well as misinterpreting instructions, can be symptoms. Abnormal motor functions, such as problems with balance, vision, or moving one side of the body, can also be symptoms. In addition, some experts say this type of dementia tends to present in younger people, specifically in their 40s, 50s, and 60s. Often those with FTD can exhibit a lack of inhibition and lack of apathy that can be mistaken for depression. FTD affects an estimated 60,000 Americans.

Little is known about the cause or risk factors associated with FTD. There are no medications that can stop or slow the progression of FTD. Instead, treatments focus on helping people manage their symptoms, like attending speech therapy.

Willis' family recently stated, "While this is painful, it is a relief to finally have a clear diagnosis."

WELCOME NEW MEMORY MATTERS BOARD MEMBERS

Memory Matters would like to welcome and introduce our newest Board members:

Pete Dehebreard
Retired Business Owner

Tom Lennox
USCB Center for Strategic Planning & former Town of Hilton Head Island Councilman

Jason Luckasevic
Attorney with Goldberg, Persky, & White

John McCann
Former Town of Hilton Head Island Mayor and Councilman

Pat O'Neil
Retired Deputy Asst. Secretary for Policy, Department of Veterans Affairs

Our board members have three main areas of focus:

Direction - ensures the Executive Director is leading the organization and staff in the right direction.

Oversight - the board monitors the activities, the health, and the ethical behavior in the

organization.

Resources - the board ensures the organization is well-equipped to fulfill its mission to include adequate finances, capable staff, and an esteemed reputation.

MEMORABLE MOMENT

This month's memorable moment comes from our most recent Brain Boosters class that took place at First Presbyterian on Hilton Head Island. This is a three-week course that provides students the ability to improve their brain health despite their age. Throughout the class, students challenge their brains through various activities which change the structure of the brain. It's proven once the structure changes, functions can change and therefore improve their memory. The change comes from learning new tasks or hearing new information. Below you see a picture of a Brain Boosters student describing how the Gullah sweetgrass baskets are designed and woven. This particular basket is made to collect eggs. Did you know that Gullah baskets are made with 3 types of grass? The darker shade is pine straw. As you can tell the students pictured are as attentive to the information as you are reading it.



FETA TOAST

The Mediterranean diet has been proven to help the brain. That's why we provide a free Mediterranean diet recipe with each edition of the Memory Matters Messenger. This month's recipe is a nice, light, and easy breakfast. It may sound a little different, but it is delicious.....if you like Feta cheese.



[CLICK FOR RECIPE](#)

Brain Trivia ANSWER:

The **spinal cord** is the main source of communication between the body and the brain. ALS, or amyotrophic lateral sclerosis, causes the neurons in the brain and spinal cord to die, impacting controlled muscle movement. Another disease that affects both the brain and the spinal cord is multiple sclerosis (MS). In MS, the immune system attacks the protective layer that covers nerve fibers, causing communication problems between the brain and the body.

MEMORY MATTERS

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