

ARDSI CALCUTTA CHAPTER

Providing Dementia Care & Service since 1999

ARDSI Calcutta Activities~

ARDSI Calcutta began its journey of caring in the year 1999 with Mrs. Shefali Choudhuri and a group of dedicated individuals for whom coming together was a beginning. Over the years, working together to promote activities and services is progress indeed for the chapter.

From the start ARDSI Calcutta has focused on the situation of those with dementia disorders as well as the experiences and feelings of family members of those affected. Dementia disorders are still the subject of ignorance, guilt and taboos. There is a lack of knowledge about dementia among professionals and in society as a whole. At the same time we see that services offered to this group are inadequate.

Additionally, the biggest care challenge we are facing as a consequence of longer life expectancies and changes in the age composition in the population, is the expectation of twice as many people in the next 35 years with various dementia disorders. As of 2010, there were an estimated 35.6 million people with dementia worldwide. And, there are 7.7 million new cases of dementia each year, implying that there is a new case of dementia somewhere in the world every four seconds. This gives us enough reason to prepare and plan to invest for the long term in activities, services, knowledge and skills. It is also important to prepare the community at large for this situation and provide better facilities for persons with dementia disorders and their families. Our Government can promote the creation of infrastructure and accountability necessary to build dementia-capable programmes like;

- Promoting broad public awareness of the disease, brain health and combating stigma
- Identifying dementia capable support services at all stages of the disease
- Assessing availability and access to diagnostic services

Persons with dementia are not a homogeneous group. Like everyone else they have different needs and different interests. Proper dementia care means initiating individually adapted services based on insight into the individual's life story and medical history. With its focus to raise the visibility of what it means to have a dementia disorder and offer to those affected a meaningful day-to-day existence characterised by good moments and genuine compassion, ARDSI Calcutta Chapter is striving ahead to establish the connection.

And, as always, our awareness programs every month is one way to establish the connection with our community. The past few months saw ARDSI Calcutta educate communities in Kolkata with 104 Fever FM, All India Women's Conference, Prabin Sangha and at Beharmpore and Chandannagar.

Two other major events were meeting Honorab'le Governor, Shri M K Narayanan at Raj Bhaban and introducing ARDSI Calcutta and its activities and registration of the donated land in Chandannagar.



Awareness at Beharmpore



Registration of donated land at Chandernagore

Reports Mrs. Nivedita Saha, Program Officer, ARDSI Calcutta Chapter

27th July, 2013—5 years completion of dementia daycare~ a journey of caring

All stories have to start somewhere. ARDSI Calcutta started influenced by life events, relationships and exposure to experiences.

Mrs. Shefali Choudhuri the founder member should be commended for sharing her journey with us, for reminding us those families who have a person with dementia at home needs to know that we are all in this together.

Our daycare is one such initiative and it was a proud moment on the 27th of July for ARDSI Calcutta chapter to celebrate the 5 years completion of its Dementia Day Care Center that was dedicated by former Governor of Bengal, Sri Gopal Krishna Gandhi in 2008.

We celebrated the occasion with a cultural program and seminar at Birla Academy of Art & Culture.

Here are some moments from the day and some feedback from the audience:



Feedback

- It was a wonderful way to celebrate and I am so happy to have been there. Mother was very very happy to see the old, familiar faces. I know that she would have loved to have been part of it all. How I wish you had a day care center somewhere in the eastern/ northern part of Calcutta!
- On behalf of all of us I want to say how impressed we were with the way the programme was designed, especially the first part, which could be, I as you said in your opening remarks ...a tear jerker. We were moved by the way your caregivers, and of course, you all managed the seniors. The ole boys(all 90+) were really wonderful and I, as we all, do admire their spirit. Thanks for inviting us. It was a pleasure.
- Dear Nilanjana, congratulation to you and your team for superb performance. All the audiences became overwhelmed by the presentation. Please convey my best wishes to the performers. Sincerely- Dr. Shyamal Das, President, ARDSI Calcutta Chapter

Reports Ms. Papiya Bose, Daycare Coordinator, ARDSI Calcutta Chapter

World Alzheimer's Day/Month 2013

September is World Alzheimer's Month! September 2013 will mark the second global World Alzheimer's Month, an international campaign to raise awareness and challenge stigma in Dementia.

The theme for World Alzheimer's Month 2013 is Dementia: a journey of caring. This year, Alzheimer associations across the world will focus their activities on the care required by people with dementia throughout the course of the condition. ARDSI Calcutta will also focus their month long activities on the same theme and we request organizations, individuals, corporate to come forward and help us arrange awareness talks, seminars and programs.

During World Alzheimer's Month, Alzheimer's Disease International will launch the World Alzheimer Report 2013. This report will consider the continuum of care. We shall publish the report in our next edition of newsletter.

Caregiving Tips

- Tailor care to the abilities and changing needs of each person affected by the disease
- Respect the cultural values and traditions of each person
- Emphasize the importance of personalized care and relationship building
- Learn about personal history, abilities, and care choices in order to make informed decisions and build rapport

A Poem from a Positive Caregiver

You can shed tears that he is gone or you can smile because he has lived.
You can close your eyes and pray that he'll come back or you can open your eyes and see all that he has left.

Your heart can be empty because you can't see him or you can be full of the love you shared.
You can turn your back on tomorrow and live for yesterday
You can remember him and only that he is gone or you can cherish his memory and let it live on.
You can cry and close your mind, be empty and turn your back
Or you can do what he'd want-smile, open your eyes, love and go on.

A Humble Appeal

Alzheimer's And Related Disorders Society of India (ARDSI) Calcutta Chapter is a registered NGO (Registration Number S/98648) under the West Bengal Societies Registration Act and the only Dementia organisation in the whole of eastern region of the country. This organization provides care and support for people with Dementia and their families.

There are estimated 18 million people worldwide with dementia and these figures are projected to reach 34 million by the year 2025. Moreover, 75% of this 34 million old people will be in the developing countries like India. With rapidly changing demographic pattern, it is therefore mandatory that dementia should be a national health priority and the funding of dementia care and research should form an essential part of the society's response to the dementia epidemic.

The limitations of finances remain perpetual and formidable obstacles for our society. We will appreciate if you could support the urgent cause of tackling dementia through our awareness, training, care-giving and research work.

Caring for this affected population is a joint effort of all those who can still reason and remember. We truly believe you share the same thought and will join us in our mission.

Please note that Cheque or draft should be in favour of "**ARDSI Calcutta Chapter**" for our awareness, training and care-giving programs and "**ARDSI Calcutta Research Fund**" for our research work.

For donations via bank transfer to ARDSI Calcutta Chapter within India

Send it to – Account Name: ARDSI CALCUTTA CHAPTER
A/C No. 10598348576 at SBI, Hazra Road Branch, Kolkata
IFS Code: SBIN0001649

For donations via bank transfer to the research fund

Send it to– Savings Account Name: ARDSI CALCUTTA RESEARCH FUND
A/c No. 32861811671 at SBI, Ballygunge Branch, Kolkata
IFS code is: SBIN0000018.

For donations via bank transfer from abroad to ARDSI Calcutta Chapter

Send it to– Savings Account Name: ARDSI CALCUTTA
A/c No. 11000018154 at SBI, Ballygunge Branch, Kolkata
Swift code is: SBININBB328.

ALZHEIMER'S & RELATED DISORDERS SOCIETY OF INDIA (ARDSI), CALCUTTA CHAPTER

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All donations to ARDSI Calcutta are eligible to Income Tax Relief under 80G applicable in India

ARDSI Calcutta is also registered under FCR ACT 2010 to receive donations from Abroad

