

# MEMORIES & MEMORIES

KNOW DEMENTIA, KNOW ALZHEIMER'S

Swayam Foundation Initiative

Project Purple

ON

Dementia/Alzheimer's





## Alzheimer's Request

Do not ask me to remember,  
don't try to make me understand.  
Let me rest and know you're with me,  
kiss my cheek and hold my hand.

I'm confused beyond your concept,  
I'm sad and sick and lost.  
All I know is that I need you,  
to be with me at all cost.

Do not lose your patience with me,  
do not scold or curse or cry.  
I can't help the way I'm acting,  
I can't be different though I try.

Just remember that I need you,  
that the best of me is gone.  
Please don't fail to stand beside me,  
love me 'til my life is gone.

## Some Facts

Life bites. At times it is cruel.

Nath family was happy till dementia hit the patriarch.

The family connected elder Nath's irritability, forgetfulness, etc. as an age-related problem until the doctor pronounced his diagnosis – dementia/Alzheimer's.

(See - <https://citizenmatters.in/myths-and-realities-alzheimers-disease-in-urban-india-31706>)

**The brutal truth is that every 3 seconds someone in the world develops dementia/Alzheimer's.**

**It can happen to anyone, anytime.**

**It has NO cure.**



## **Some Facts...cont**



**Dementia is now the 7th leading cause of death worldwide**

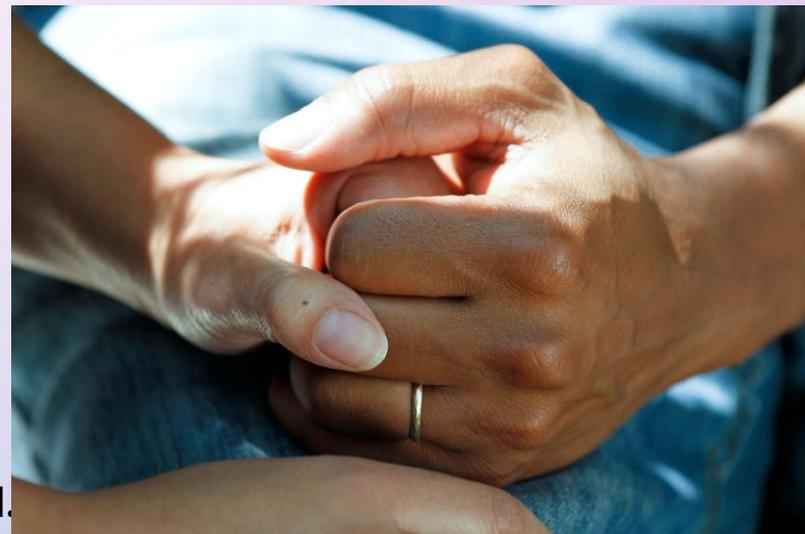
**Dementia is not a normal part of ageing.**

## Case Studies

“My wife was young. She was just 58 years old. She had fronto-temporal dementia. It happened suddenly, fast and she became a stranger to me to her daughter, to herself. She died within a span of one year. It progressed very fast.”  
(Gaurav Seth, husband, Ghaziabad, UP)

Second case:

“When my husband was diagnosed with Alzheimer’s he was just 62 years old. The first signs like irritability, forgetfulness, I considered them to be age related. But it became worse with time. A finance person, he began to create blunders in money, his handwriting changed, he lost reasoning and became disoriented. One morning he just failed to recognise me. He kept on calling me ‘Ma, ma.’ It was so painful. But the worst part was that he began to distrust us and would go out of the house and tell people that I was plotting to kill him. Alzheimer’s consumed him. Within a span of two years he passed away.”  
(Supriya, Dilshad Garden, Delhi.)



# Let's talk about it

## What is Dementia:

### Some facts:

Dementia is a neurological disorder that affects the functions of the brain.

It impacts memory, thinking, behaviour and emotion.

Personality changes.

One faces problems in language, reading, writing.

Alzheimer's is the most common cause of dementia, a general term for memory loss and other cognitive abilities serious enough to interfere with daily life.

Alzheimer's disease accounts for 60-80% of dementia cases.



## WARNING SIGNS OF DEMENTIA

Memory loss

Difficulty performing familiar tasks

Problems with language

Disorientation to time and place

Poor or decreased judgement

Problems keeping track of things

Misplacing things

Changes in mood and behaviour

Challenges understanding visual and spatial information

Withdrawal from work or social activities



## Types of Dementia:



- ➔ Dementia is a general term for a decline in mental ability severe enough to interfere with daily life.
- ➔ Alzheimer's is the most common cause of dementia.
- ➔ Dementia and Alzheimer's disease aren't the same.
- ➔ Dementia is a general term used to describe symptoms that impact memory, performance of daily activities, and communication abilities.
- ➔ Alzheimer's is the most common type of dementia.
- ➔ Alzheimer's disease gets worse with time and affects memory, language, and thought.

# Types of Dementia

## **Alzheimer's Disease-**

It is the most common form of dementia.

It accounts for 50-75 percent of all cases. It begins with lapses of memory – difficulty in finding the right words, forgets events, have difficulty in processing what is said or written, confused in handling money or driving and mood swings.

As the disease progresses one adopts unsettling behaviour like getting up in the middle of night and wandering out of the house, lose inhibitions, does not pay attention to dressing up and at times turns to violence and begins distrusting people.

In the third stage one is totally bedridden and forgets to eat, walk or even pass stool.



## Types of Dementia...cont



### **Vascular dementia**

It occurs when small blood clots prevent oxygen reaching brain, causing stroke.

### **Dementia with Lewy bodies**

Dementia with Lewy bodies is quite similar to Alzheimer's. It is caused by abnormal proteins forming in brain cells that causes nerve cells death. Symptoms include hallucinations, changes in alertness, sleep disturbances, unable to judge distances and reasoning power. It accounts for nearly 10 to 15 percent of all dementias.

## Types of Dementia...cont



### **Fronto-temporal dementia:**

The frontal lobe governs mood and behaviour. Mood and behaviour become fixed and difficult to change. Unlike what happens in Alzheimer's in frontal lobe there is no memory lapses.

The frontal lobe governs people's mood and behaviour.

The person's mood and behaviour may become fixed and difficult to change

**Parkinson's disease dementia:**

Symptoms of Parkinson's occur first, followed by cognitive changes.

But not all individuals with Parkinson's will go on to develop dementia – but that their risk is greater.



**The boundaries** between the different types are not necessarily distinct. Alzheimer's disease and vascular dementia are responsible for up to 90% of cases of dementia.

# MYTHS

Myth 1:

**That Dementia is a part of Aging.**

**Reality:** As people age, it's normal to have occasional memory problems, such as forgetting the name of a person you've recently met. However, Alzheimer's is more than occasional memory loss. It's a disease that causes brain cells to malfunction and ultimately die. When this happens, an individual may forget the name of a longtime friend or what roads to take to return to a home they've lived in for decades.



Myth 2:

**Alzheimer's disease is not fatal.**

**Reality:** Alzheimer's disease has no survivors. It destroys brain cells and causes memory changes, erratic behaviors and loss of body functions. It slowly and painfully takes away a person's identity, ability to connect with others, think, eat, talk, walk and find his or her way home.

## MYTHS...cont

Myth 3:

**Only older people can get Alzheimer's.**

**Reality:** Alzheimer's can strike people in their 30s, 40s and even 50s. This is called younger-onset Alzheimer's (also referred to as early onset).

It is estimated that there are more than 5 million people living with Alzheimer's disease in India.

Myth 4:

**Drinking out of aluminum cans or cooking in aluminum pots and pans can lead to Alzheimer's disease.**

**Reality:** During the 1960s and 1970s, aluminum emerged as a possible suspect in Alzheimer's. This suspicion led to concern about exposure to aluminum through everyday sources such as pots and pans, beverage cans, antacids and antiperspirants. Since then, studies have failed to confirm any role for aluminum in causing Alzheimer's. Experts today focus on other areas of research, and few believe that everyday sources of aluminum pose any threat.



## MYTHS...cont

Myth 5:

**There are treatments available to cure Alzheimer's disease.**

**Reality:** Current medications do not cure Alzheimer's,



Myth 6

**Dementia is hereditary**

While there are a few, rare types of dementia with a strong genetic link, the overwhelming majority of dementia and Alzheimer's disease cases are not inherited.

## MYTHS...cont

Myth 7

### **Dementia cannot be prevented**

New research suggests that eating healthy, getting regular exercise, not smoking and engaging in cognitive stimulation may decrease a person's risk of cognitive decline and dementia.

Myth 8:

### **People who often forget things probably have some memory loss or dementia**

Surprisingly, people who visit their doctor complaining of memory loss might actually have depression, not dementia.



## Facts about India

Dementia is a “looming pandemic” – according to the LANCET report. There are more than 5 million people living with dementia. The actual numbers may be much higher as often the cases go unreported.

5 out of every 100 elderly in India have dementia and many more are at high risk of developing this condition.

In India people having dementia and Alzheimer’s face an unimaginable tragedy – the horrors of loneliness, forgetfulness, even forgetting to walk, eat or pass stool and of course the curse of abandonment – yes, people living with dementia/ Alzheimer’s are often abandoned.

It is the most shocking truth. Perhaps, families have no money or they do not want to be stigmatised and shunned.

Approximately Rs 40000 to 50000 is required per month to take care of dementia/Alzheimer’s - the neurological –cognitive behaviour disorder.



# Swayam Initiative

Lack of awareness, stigma and economic burden make dementia/Alzheimer's patients vulnerable. We, at Swayam Foundation, have raised a campaign – Project Purple to help create awareness and establish DAYCARE CENTRE.

We regularly do media advocacy to highlight the issue. Here's a link to our awarded film on Alzheimer's –  
I Remember - <https://youtu.be/ex5R1mKz258>

Heart and Soul Media & Swayam Foundation Present

**I REMEMBER...**  
Script and Direction: Geeta Lal Sahai

A film based on true cases of Alzheimer's

Cast:  
Gayatri Sharma  
Sarbasis Bhattacharya  
Shrinkhla Sahai

DOP:  
Mukesh Goel  
Secma Dahiya

Editor:  
Yamini Upadhye

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We will be honest.

It's rather difficult for us to help the hands and wrinkled faces who gave birth to us and nurtured our souls, forgetting themselves. People with dementia/Alzheimer's are caught in the devastating and shattering human apathy and ignorance.



We owe it to them. They made us who we are today.

<https://www.ketto.org/fundraiser/purple-minds-project>

***When you donate to the 'Purple Minds project', you are sponsoring a medicine kit for a Dementia patient, aiding in their cognitive rehabilitation and supporting them in living with dignity. And of course making us confident to go ahead with our mission - to open day-care centre for persons living with Alzheimer's/Dementia.***

**Thank you & experience the joy and happiness in giving.**

With gratitude,

All of us from Swayam Foundation

Website: [www.swayamfoundation.co.in](http://www.swayamfoundation.co.in)

FB: <https://www.facebook.com/SwayamFoundationIndia/>

Instagram: <https://instagram.com/swayamfoundationindia>



<https://www.ketto.org/fundraiser/purple-minds-project>

**Note: All donations made to Swayam Foundation are exempt from tax u/s 80G of Income Tax Act.**