

## Reagan diagnosis draws attention to Alzheimer's

Former President Ronald Reagan's Nov. 5 disclosure that he has the beginning stages of Alzheimer's disease has spurred an increase in calls to the Rochester office of the Alzheimer's Disease and Related Disorders Association, Inc., 46 Prince St.

"It was gratifying because we were able to reach some people who had been in denial," noted Thelma Nemeroff, the organization's program director. When a famous person such as Mr. Reagan comes forward to acknowledge he has the disease, she continued, "It gives other people permission to say, 'Yes, I think my father or husband has this.'"

Mr. Reagan's announcement came near the beginning of National Alzheimer's Disease Month. Congress has set aside November to help people to learn more about the disease.

According to the Rockville, Md.-based American Health Assistance Foundation, some four million Americans have Alzheimer's disease. Each year, approximately 100,000 people die from the affliction, and 250,000 new cases are diagnosed.

Alzheimer's disease is an irreversible and ultimately terminal degenerative disorder that impairs the brain's ability to function normally. Generally striking with advancing age, the disease progresses to cause loss of memory, judgment and abstract thinking. Individuals are incapable of caring for themselves in the disease's final stages.

Alzheimer's impacts not only the afflicted individual but also family members. To help provide support for family members, the Alzheimer's Disease and Related Disorders Association operates 27 support groups in Monroe, Wayne, Ontario, Yates, Livingston, Steuben, Chemung, Schuyler and Seneca counties.

The organization also offers seminars, workshops and information sessions, Nemeroff said. On Nov. 30, for example, the agency is sponsoring a workshop titled, "Hints for Happier Holidays," at the Park Ridge Education Center on Long Pond Road in Greece. The program, which will run from 1:30-3:30 p.m., will offer ways to modify traditions and simplify holiday celebrations to ac-



File photo  
Ronald Reagan was recently diagnosed with Alzheimer's disease.

commodate family members with Alzheimer's.

In addition, the local Alzheimer's organization serves as a clearinghouse of information, helping refer people to various support services.

All too often, people try to avoid acknowledging that a family member has the disease, Nemeroff noted. Some people are embarrassed to admit it even when they suspect a family member has Alzheimer's.

The agency, therefore, will continue its efforts to inform people and to promote awareness, and to provide them with support, Nemeroff said.

"The more we can advocate, the more we can reach people," Nemeroff concluded.

...

For information about the Alzheimer's Disease and Related Disorders Association, Inc., the upcoming "Hints for Happier Holidays" program, or available services and support groups, call 716/442-3820.

- Lee Strong

## ELIMINATE ARCHITECTURAL BARRIERS

Call today for a free consultation and survey:  
1-716-454-4160



- Residential Elevators
- Stairchairs
- Wheelchair Lifts
- Large Selection
- 11 Locations With One Near You

# Midstate Elevator

EST. 1964

CO. INC.



## When You Need Us

Residents are assisted by trained staff who are on duty around the clock. Services included in the daily charge are:

• Private or semi-private rooms, furnished or unfurnished, featuring air conditioning and the latest in smoke detector or sprinkler systems. Semi-private rooms are ideal for married couples.

- Three meals and two snacks each day
- Supervision of medication and special diets
- Supervised bathing
- Extensive activities program
- Religious services
- Transportation for shopping
- Housekeeping
- Personal laundry service
- 24-Hour supervision

Services available, but not included in the daily charge are:

- Beautician
- Private telephones
- Cable television
- Newspapers

Call  
381-0282

# TOWN GATE EAST

2006 Five Mile Line Rd. • Penfield, New York

# The Gables

at  
BRIGHTON  
is

## Gracious Retirement Living

Experience a lifestyle  
that includes the convenience of housekeeping,  
the comfort of a 24-hour staff,  
elegant dining service,  
the privacy of your own apartment,  
the security of personal care  
and the warmth of home.

461-1880

Rochester's premier luxury rental retirement community  
2001 S. Clinton Avenue, Rochester, N.Y. 14618



### In-Home Care for Children & Elders

- Senior Care
- Child Care
- Respite
- Housekeeping
- Transportation
- Shopping
- Meal Preparation
- Companionship
- Errands

**Bonded And Insured** Call 723-8760

Serving Monroe & Surrounding Counties/Eastside office 473-5580



(716) 436-9800  
1-800-836-9729  
FAX (716) 436-5340  
7 DAY COVERAGE 8:30-5 DAILY  
200 Buell Road • Suite 14  
Rochester, NY 14624

**IN HOME X-RAYS • EKG's  
ULTRA SOUND • HOLTER MONITORING**