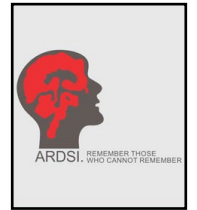


THE ARDSI HYDERABAD DECCAN BRAIN CAMPAIGN

an endeavor to preserve the memories of Hyderabad and its people



Greetings from ARDSI- Hyderabad Deccan Chapter!

ARDSI Hyderabad Deccan, based in Hyderabad, is a local chapter of the national office of the **Alzheimer's and Related Disorders Society of India**- a national, secular, non-profit, voluntary organization dedicated to improve the quality of life of people with dementia and families.

What is dementia?

Dementia is a progressive, incurable disease of the brain that causes deterioration in thinking, memory and everyday abilities. About 3.2 million people in India and 40,000 Hyderabadis are affected by Alzheimer's and other forms of dementia. This accounts for one in every 20 people above the age of 60 having this disease.

Since its initiation in the year 2008, ARDSI Hyderabad Deccan has persevered to make Hyderabad more aware and more responsive to the disease- Dementia. From caregiver counseling to running an activity centre for dementia patients, from awareness drives and training modules to memory camps, ARDSI Hyderabad Deccan has actively engaged with every node of the dementia-care process. For more information on ARDSI-Hyderabad Deccan please see our website- www.ardsihyd.org

THE ARDSI HYDERABAD DECCAN 'BRAIN CAMPAIGN'

The ARDSI Hyderabad Deccan 'Brain Campaign' is an initiative by ARDSI- Hyderabad Deccan constituting of events spanned over 6 months, from November 2014 to April 2015, designed around activities that stimulate the brain and are known to delay dementia onset. In tandem with the World Alzheimer's Report 2014, the campaign aims to encourage people to incorporate activities in their daily living as part of dementia risk reduction.

The ARDSI Hyderabad Deccan 'Brain Campaign' constitutes of:

1. **The Lady in The Mirror**- a puppet show, November 2014- The Lady in the Mirror is a witty yet poignant story of a grandma with Alzheimer's and her friend in the mirror caught in the midst of an Indian wedding going haywire. A puppet show by Nandi Award winner, Nori Art and Puppetry Centre, the story encompasses the different dimensions of life with dementia in a nutshell.
2. **Music for Memories**, December 2014- Music is known to have a calming, rejuvenating effect on the brain and studies have shown that engaging with music can help prevent dementia. Music for Memories is a music recital by a renowned Indian classical musician sure to engage and inspire minds.
3. **Cog-Quiz**, February 2015- Grandparent-grandchild teams from schools around the city battle it out in a quiz show on memory and the brain. Quiz questions will be based on information on dementia and the brain provided to students, and also on common general knowledge questions that harness the life experiences of grandparents. Through this show we hope that awareness about Dementia will percolate to entire families through the grandparent-grandchild teams and also encourage interactions between grandparents and grandchildren.
4. **Walk to Reminiscence**, April 2015- People of Hyderabad participate in a memory walk of 5km that winds them through the historical splendor of Hyderabad.



Goals of this initiative are twofold-

1. *To increase awareness about dementia and its prevention in the twin cities*
2. *To raise funds for the running of the Zeba Bashiruddin Centre for Healthy Aging.*

ABOUT THE ZEBBA BASHIRUDDIN CENTRE FOR HEALTHY AGING:

The Zeba Bashiruddin Centre for Healthy Aging, is a community centre, for healthy adults, dementia patients and their families. Facilities at the centre include:

1. PREVENTION OF DEMENTIA-

- Awareness programs on dementia and its prevention for healthy adults
- Brain training programs to improve cognitive reserve
- Activities like Art and Craft Studio, musical programs, friendly debates to preserve cognition
- Nutrition, exercise and medical advice by experts to reduce risk of dementia

2. SUPPORT FOR DEMENTIA PATIENTS AND CAREGIVERS-

- Structured rehabilitation for dementia patients
- Individual counseling for dementia caregivers
- Group therapy for dementia caregivers
- Caregiver education programs
- Specialized training of attendants for dementia



DONATIONS CAN BE MADE TOWARDS:

SNO.	NAME OF PROGRAM	DONATION AMOUNT	DETAILS
1	Sponsor a Professional Caregiver	Rs. 2,40,000	Covers the salary of one therapist at the Zeba Bashiruddin centre for Healthy Aging for one year
2	Healthy Memory Program	Rs. 5,75,000	Covers the cost of facilitating activities for healthy adults to reduce their risk of dementia over the course of 6 months <ul style="list-style-type: none">• Includes the cost of 4 events for the ARDSI Hyderabad Deccan 'Brain Campaign'• Includes cost of material for the Art Studio
3	Functional Rehabilitation Program	Rs. 3,40,000	Covers the cost of facilitating the different activities for dementia patients and caregivers over the course of 6 months <ul style="list-style-type: none">• Includes the salary of one therapist• Includes the cost of setting up the Zeba Bashiruddin Centre for Healthy Aging
4	Public Awareness and Training Programs for general public and professional caregivers	Rs. 1,15,000	Covers the cost of organizing different awareness programs and professional caregiver training sessions over the course of 1 year. <ul style="list-style-type: none">• Includes educational material

All donations are exempted under Section 80G of IT Act. File no. DIT (E)/HYD/80G/42(01)/11-12

Thank you for your support!

Executive Members- ARDSI Hyderabad Deccan

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