

The Empowered Caregiver

Together With You on Your Ceresti-Caregiver Journey



FEATURED ARTICLE

June is Alzheimer's and Brain Awareness Month

What is Alzheimer's and Brain Awareness Month?

Every June, the Alzheimer's Association encourages people around the world to raise awareness for Alzheimer's Disease (AD).

****Who are the people living with AD?**

- An estimated 6.5 million Americans over 65 currently live with AD. Seventy three percent are 75 or older.
- Approximately 1 of every 9 people, 65 and older, has AD – two thirds are women.
- In the US, older Black people are about twice as likely as older White people to have AD or related dementia-types.
- Older Hispanic people are about one and one-half times as likely to have AD as older White people to have AD or related dementia-types.

Unfortunately, the number of cases in the US will continue to grow higher unless there is a medical breakthrough to cure, prevent or slow disease progression. By the year 2050, the

number of people living with AD is estimated to double, and is projected to be 12.7 million without a successful intervention.

****Who are the caregivers?**

- 83% of people living with AD are being cared for by family members, friends or other unpaid caregivers.
- Approximately 30% of caregivers are over age 65.
- Approximately two thirds are women. One third of those are daughters.
- 66% live with the person for whom they provide care
- One quarter of caregivers for people with AD or another type of dementia are also caring for at least one child (sandwich generation).
- Twice as many caregivers of people with dementia suffer emotional, physical and financial struggles, as compared with caregivers for people without dementia.

FEATURED ARTICLE

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- 70% of the total cost of caring for a person with dementia is paid by families, utilizing either financial assistance for health-care expenses or through unpaid care.

Improving the lives of people living with dementia – and their caregivers – is why Ceresti exists. Our goal is to provide Ceresti Caregivers with the skills and knowledge they need to offer

confident and compassionate care to their loved ones. When both the caregivers and the people they care for can live their best life, our goals have been achieved.

*** Information provided by the Alzheimer's Association.*

By Marilyn Abrahamson - Brain-Health Education Specialist at Ceresti Health.

BITE-SIZED TIPS FOR A BETTER BRAIN

TRY A FOOD THAT'S NEW-FOR-YOU

Brain challenge and lifelong learning isn't just about playing a new musical instrument or learning a new language – *although both of those are amazing for your brain!*

It's also about exploring new and interesting places and things. Trying different types of ethnic food with new and interesting spice palates will stimulate the neural pathways in your brain that are responsible for taste, smell, and even sight and touch.

We've all have had a favorite restaurant that we visited almost habitually – even sometimes repeatedly ordering the same menu-choice every time, rather than trying something new.

We do this because when we go to a familiar place, we know exactly what to expect, what to order and we don't have to think about it. In other words, it's easy!

Give your brain more of a challenge...

Next time you're thinking about dinner and someone says, "*what type of food are you in the mood for tonight?*", choose a different restaurant with a type of food that is interesting and new to you – something you've never had before.

It's a simple and delicious way to build a better brain!

For more information about brain health or caregiver support please visit the **Ceresti Brain Health Education portal** at brainhealth.ceresti.com and enter code **BRAIN2022**.

Meet Nicole!



Hello! I'd like to tell you about my road to Ceresti.

Growing up, my mom was a skilled nursing facility administrator. I enjoyed engaging with the residents and their families, bringing my pet rabbits and even my pony for pet therapy activities.

I loved seeing their eyes light up as they pet a bunny, or saw my pony down the hallway with me. That inspired me to pursue a career where I could bring people joy as often as possible.

While pursuing my Bachelor's degree in Psychology, I worked with residents in the dining room and then, I became a hands-on caregiver at the facility.

After I graduated, I became their Community Relations Manager, doing marketing for Assisted Living and program development for the Memory Care Unit.

After reading the job description for Ceresti, I knew it was for me. Seven years later, I am blessed to be an integral part of this growing company that is positively changing the lives of so many people. I'm proud that Ceresti Caregivers no longer have to feel alone.

On a personal note, I love all animals - dogs, cats, bunnies, and chickens keep my days busy. When working with caregivers, it's not unusual to hear a rooster crowing in the background!

I am also Momma to a beautiful (almost) 6-year-old girl, who is the light of my life.

It energizes me to provide support, resources - and even an empathetic ear - to the inspirational caregivers I work with every day. I know that being a caregiver for a loved one can be a wonderful but emotional experience and we, at Ceresti, are here for you - every day.

Irritability

As a caregiver, so many emotions can bubble up to the surface. It isn't easy to control these feelings and often, you may respond in ways that you may later regret.

As a caregiver, you may deny your feelings. Perhaps, you worry about burdening others or you feel guilty for even having these feelings in the first place.

If you're experiencing certain emotions related to your caregiving, it's important to acknowledge them. Denying them can lead to sleeplessness, stress-eating, or even substance abuse. When you admit that you have these feelings, you can deal with them in a more productive way.

To help, this monthly column will discuss a different emotional challenge commonly experienced by caregivers. Each issue will offer you ways to acknowledge your feelings, and then give ideas for how to deal with them.

In this issue, we will be talking about **irritability**, as it relates to your caregiving and to your life.

When you feel drained and you've just about given all you can, it's difficult to remain patient and compassionate. You may lash out, feel moody and irritable; all of which can make compassionate care feel out of reach.

How to cope with irritability in caregiving...

Listen to your body and your brain. Without the opportunity to replenish your energy, you're serving from an empty cup, which can cause irritability.

When this happens, find a way to carve out the time to rest so you can build up some reserve. Take a nap or see if you can arrange to sleep in a little later for a day or two. A walk outside in nature can be refreshing.

If you feel irritable more often, try keeping a journal as a private way to ventilate, talk to a friend or seek professional counseling.

The important thing is to acknowledge these feelings and manage them in a way that feels right for you.



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As a supplemental benefit of your health plan, you have access to a caregiver support program available through Ceresti Health at no cost to you.
To determine if you are eligible for this program, contact: (877) 222-5055.

WHAT'S NEW IN CERESTI?

Get ready for Ceresti's NEW Caregiver Brain Health Program!

Brain-health is an essential part of overall health, particularly for family members caring for someone living with a memory disorder. For these caregivers, knowledge for how to maximize and maintain a healthy brain *is essential*.

Brain-health education arms people with knowledge - and **knowledge is power**. Knowing how to reduce your risks for developing a memory disorder is the *first powerful step* in prevention.

To respond to this need, we at Ceresti are excited to introduce our brand new **Caregiver Brain-Health Program!** This exciting program will be available to all of our tablet-based caregivers. You'll learn about:

- How to reduce your risk for developing a memory disorder
- How to improve your mindset and motivation
- How to work-around typical age-related memory glitches (which can be so annoying!)
- You'll have access to a brain-health coach to answer all of your questions and support you along your journey to a healthier brain.
- And so much more, including access to your brain-health coach!

The **Ceresti Caregiver Brain Health Program** will also include your very own subscription to **BrainHQ** - the award-winning online brain-fitness app to optimize your processing speed, working memory and more!

Brain health education is for everyone! Watch your Ceresti tablet for the launch of this amazing program.