



Memory Screening Site's PROGRAM HANDBOOK

866-232-8484

www.alzfdn.org/memory-screening/

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All About the National Memory Screening Program

About the Alzheimer's Foundation of America

The Alzheimer's Foundation of America (AFA) is a national non-profit organization that unites more than 2,800 member organizations from coast-to-coast that are dedicated to meeting the educational, social, emotional and practical needs of individuals with Alzheimer's disease and related illnesses, and their caregivers and families. Under AFA's umbrella, these organizations collaborate on education, resources, best practices and advocacy—all resulting in better care for people affected by the disease. AFA's services including a toll-free helpline staffed by licensed social workers, educational conferences and materials, professional training, a free quarterly caregiver publication.

About The National Memory Screening Program

The National Memory Screening Program is one of the highlights of AFA's ongoing national effort to educate people about the benefits of early detection of memory problems. Local sites nationwide offer free, confidential memory screenings to the public and distribute educational materials about memory concerns and successful aging. Sites can participate in this important initiative by hosting community memory screenings on any date(s) of their choosing throughout the year or by hosting screenings during National Memory Screening Month (NMSM). National Memory Screening Month was introduced in 2003 as National Memory Screening Day. Due to the increasing demand for memory screenings and to accommodate as many sites as possible, starting in 2016, the entire month of November will be dedicated to memory screenings. This event is held in collaboration with local organizations and healthcare professionals each November during National Alzheimer's Disease Awareness Month.

What are Memory Screenings?

Memory screenings are part of a regular wellness check-up. The screening is non-invasive, consists of a series of questions and tasks, and takes five to ten minutes to administer. All materials clearly emphasize that memory screenings are used as an indicator of whether a person might benefit from an extensive medical exam, but that they are not used to diagnose any illness and in no way replace an exam by a primary care physician or specialist. We encourage medical follow-up, at the very least during annual doctor's visits, to ensure best monitoring of memory and health concerns.

With this program, our goals are to:

- Provide free, confidential memory screenings to individuals with memory concerns
- Encourage individuals with memory problems to follow up with their primary care physician or specialist for a comprehensive examination
- Promote early detection and intervention for those concerned about memory loss
- Educate the public about Alzheimer’s disease, dementia, and successful aging
- Eliminate the stigma associated with Alzheimer’s and related dementias

Involvement is simple:

- AFA provides all the necessary tools — at no cost — to seamlessly and effectively carry out the memory screenings. This kit includes: tips and instructions, memory screening tests, consent forms, and informational pamphlets. The majority of materials are available online. On request, Spanish materials can be provided.
- The event provides an opportunity for the participating organization to raise awareness about dementia and to educate the public about successful aging and brain health.

Participating sites are responsible for:

- Arranging the time and space for the screenings
- Selecting a qualified healthcare professional screener to administer the tests
- Ensuring that appropriate staff are aware of the event and are ready to receive calls and questions from the public about it in advance of and on the day of the event
- Downloading, printing and distributing materials
- Publicizing the event locally
- Emphasizing to participants that memory screening results are confidential and do not represent a diagnosis
- Encouraging appropriate participants — those with low scores and those who continue to have concerns — to follow up with a complete medical exam by their primary care physician or specialist to obtain a proper diagnosis and treatment

Hosting Community Memory Screenings

- ❖ Single event screenings take place anytime throughout the year on a single day (ex: health fair 10am-3pm).
- ❖ Year round screenings or On-going screenings can take place daily, weekly or monthly. For example, some sites choose to have screenings the “First Thursday of Every Month”, “Every Wednesday from 9 a.m. until 12 noon”, “Every Day by Appointment Only.” It is entirely up to the site to decide what best fits their needs and resources.

Steps to set up your screening event(s):

1. Decide location, date and time for the event(s) to take place.
 - Ensure that you have a private, quiet space for the screenings
2. Log onto the portal, click the “Add a New Memory Screening Location” button, and input Step 1 information under the “Sites” tab. You may request brochures in this tab as well.
 - Choose whether or not you would like to have the event as a “walk-in” open event or if you would like to have participants call ahead of time to make an appointment. Specify this information in the portal by checking the “By Appointment Only” box,
3. Find screeners for the event(s). First, see if someone in your own organization is qualified to be a screener. If there is not an individual in your organization qualified, take a look at our “How to Find a Screener” guide (located under the “Materials” button in the portal). If you are still having trouble locating a screener, feel free to call AFA at 866-232-8484.
 - Ask the screener which screening tool they would like to use so you can print the appropriate screening tool before the event
 - Inform the screener that there are monthly memory screener training webinars that they can view. Plus there are training materials in the “Materials” section as well!
4. Get the word out- Advertise your event locally! (See page 9)
 - Advertise in your local newspaper, on social media, flyers around your town etc.
 - Send a message to AFA’s Director of Communications Chris Schneider at cschneider@alzfdn.org so AFA can post your screening information on AFA’s social media.
5. Before the event ensure the following below:
 - Print copies of the screening tool that was selected to be used
 - Print copies of the consent forms
 - Print copies of the voluntary participant survey
 - Print the participant departure card
 - Make sure the screener has familiarized themselves with the screening materials and feels comfortable conducting the screenings
6. Keep track of the number of people screened and let AFA know how the event(s) turned out. You can input your event numbers on the portal by clicking on the “Submit Screening Event Numbers” button.
 - We love to receive pictures, newspaper clippings, and hear feedback!

Using the NMSP Portal

To login, go to <https://alzfdn.org/memory-screening/screening-site-portal/> and enter the email address/username and password you used when registering.

Note: If you forgot your log in information, call AFA at 866-232-8484.

Once inside the portal you'll want to do the following:

- ❖ Step 1 – Click on “Profile” from the right navigation bar and verify that your profile information is correct.
- ❖ Step 2- Register your site. Click on “Add a New Memory Screening Location” button on the portal’s main page.
- ❖ Step 3 – Populate the fields with the Screening Site information including whether the site is an On-going site or a Single Day event, if the event is By Appointment Only, and quantity of educational materials wanted.
- ❖ Step 4 – Click the Submit button at the bottom of the page. Your screening site information will now be visible on AFA’s website (<https://alzfdn.org/memory-screening/find-a-site/>)

You'll also be able to view and download AFA Materials, which include educational materials, PR and Marketing tools, and the screening tools.

- To access the AFA Materials- Click on the “Materials” button. Here you will be able to click on, view, and download any of the necessary materials as well as additional materials you may want to use during your screening event.

The screenshot shows the AFA (Alzheimer's Foundation of America) website's Memory Screening Portal. The header features the AFA logo, a "Member Logout" button, the National Toll-Free Helpline number 866-232-8484, and social media icons for Facebook, Twitter, LinkedIn, YouTube, Instagram, and a search icon. The navigation menu includes: About Us, Caregiving Resources, Professional Training and Education, Membership & Grants, Events Calendar, Media Center, Memory Screening, Young Leaders of AFA, and a green "Support Us" button. The main content area displays a breadcrumb trail: HOME > MEMORY SCREENING > SCREENING SITE PORTAL. The title "Screening Site Portal" is prominently displayed. Below the title is the "National Memory Screening Program" logo, which includes a heart icon and the text "ALZHEIMER'S FOUNDATION OF AMERICA". Two large buttons are visible: "Add a New Memory Screening Location" and "Manage My Screening Sites". On the right side, there are two vertical panels. The top panel, titled "Memory Screening", contains links for "What Is A Memory Screening?", "Find A Screening Site", "Become A Memory Screening Site", and "Screening Site Portal". The bottom panel, titled "Contact a Social Worker", provides contact information for social services, including the toll-free helpline number 866-232-8484, and options for "Live Chat", "Skype", and "Email".

Getting the Word Out: Marketing Tips

Although AFA does list screening sites' information on the website, <https://alzfdn.org/memory-screening/find-a-site/>, it is the responsibility of the screening site and/or hosting organization to advertise their screening event locally. AFA provides sites with a publicity checklist to help sites organize their marketing. Also in the "Materials" tab in the database, there are "templates" for PSAs, e-blasts, social media posts, and press releases.

 Alzheimer's Foundation of America
1 hr · 🌐

It's Memory Screening Monday here at our NYC headquarters. People can stop by for free, confidential memory screenings from 11 a.m. to noon EDT today and every other Monday hereafter. If you're in the area, stop by!



Senator Michael Venditto & AFA
ALZHEIMER'S FOUNDATION OF AMERICA
are hosting a
FREE MEMORY SCREENING PROGRAM
Bellmore Library Community Room
Tuesday, August 25th
10:00 am - 1:00 pm
Memory Screening Process

A memory screening is a simple and safe evaluation to check memory and other thinking skills. It can indicate whether a follow-up with a healthcare professional is needed.
The face-to-face screening takes place in a private setting, only the individual being tested and the screener are present.
A screening consists of a series of questions and/or tasks designed to test memory, language skills, thinking ability, and other intellectual functions.
Results of the memory screenings are confidential. The participant will receive the screening results to bring to a healthcare professional for follow-up if necessary.
For additional information, please contact Senator Michael Venditto's office at 516-682-0030

National Memory Screening Program
ALZHEIMER'S FOUNDATION OF AMERICA

FREE Memory Screenings in New York City!

Memory screenings are simple and safe "healthy brain check-ups". Each memory screening takes approximately 10 minutes and the result is not a diagnosis of any particular illness.

Where: AFA
322 8th Ave, 7th Floor, NY, NY 10001

When: Monday July 20th, 11am -12pm & every other Monday thereafter

CALL TO MAKE AN APPOINTMENT!
866-232-8484

WWW.NATIONALMEMORYSCREENING.ORG

 Alzheimers Foundat'n @alzfdn · May 16

New Yorkers lining up for memory screenings at #RememberTogether day



Example of a social media post to advertise memory screenings:

"Early memory screenings can be helpful! Memory screenings are FREE and take approximately 10 minutes. Memory screenings are a significant first step toward finding out if a person may have a memory problem. Early diagnosis of Alzheimer's disease can improve quality of life for those individuals with the disease as well as their families and caregivers. Not all memory problems are caused by Alzheimer's and some memory problems can be readily treated! Memory screenings can also be beneficial to those who believe they are at risk due to a family history of Alzheimer's disease or a related illness.

Are you interested in having a memory screening? _(ORGANIZATION)_ is hosting FREE memory screenings as part of AFA's National Memory Screening Program on _(DATE)_ from _(TIME)_ at _(LOCATION)_."

A Brief Guide for Screeners



AFA offers free, monthly training webinars for qualified healthcare professionals to become trained memory screeners.

Additionally, there is a Screener Training PowerPoint available on the NMSP database under the "Materials" tab.

Screeners can feel free to call AFA at 866-232-8484 at any time with questions about the screening process.

General Instructions: For the Screener

- Understand that memory screening results are *confidential* and *not a diagnosis*
- Familiarize and prep yourself before the event
- Ask the participant if there are any special considerations to be aware of
- Ensure participant provides consent
- Administer the memory screening
- Encourage follow up
- Maintain confidentiality of the scores



Background on Screening Tests

Tests identified by AFA's Memory Screening Advisory Board:

- BAS (Brief Alzheimer's Screening)- *available online*
- GPCOG (General Practitioner Assessment of Cognition)
 - Mini-Cog- *available online*
 - MIS (Memory Impairment Screen)

These four tests meet the MSAB accepted criteria:

- Effective screens
- Easy to administer
- Validated by research

AFA does not specify which screening tests must be used as part of the National Memory Screening or nor are you required to use one of these AFA is making them available because they meet the criteria above



AFA
ALZHEIMER'S FOUNDATION OF AMERICA

Training for Memory Screeners
AFA's National Memory Screening Program

General Instructions for Screeners

Before the Event:

- Review all instructions, forms, guidelines and procedures related to the screenings.
- Thoroughly review the selected memory screening tool.
- Practice the complete screening process until you are comfortable.
- Make copies of the "Participant Consent Form" and "Participant Departure Card," as well as the "Voluntary Participant Survey" and any other materials you want to distribute. Prior to copying, fill in all generic fields.
- Review the "FAQs" and be prepared to answer questions.

During the Event:

- Clearly inform the participant that the results are confidential and are not a diagnosis and that they should consult with their primary care physician or specialist to discuss any concerns.
- Instruct each individual to provide consent; use the form entitled "Participant Consent Form."
- Explain to participants that they are agreeing that they fully understand the purpose of memory screenings, they have a right to confidentiality, and they consent to participate.
- Ensure that the participant and the screener are the only individuals in the screening area before administering the test.
- Follow the instructions for each specific tool. For example, unless specified in a particular screening tool, do not provide hints or cues to assist a participant during the screening.
- A participant may feel embarrassed, frustrated or saddened by his or her performance. You should remain positive and offer encouragement as needed. Be patient, kind and supportive.
- Advise the participant of his or her score and its meaning. Emphasize that the screening is not a diagnosis of any kind.
- Encourage all participants to pursue regular medical evaluations by their primary care physician or specialist.
- Ask participants if they have any questions. Offer support if they are concerned.
- Encourage individuals, where appropriate, to seek further support from your organization or other local resources, or to call AFA's toll-free helpline: 866-232-8484.
- Fill in the "Participant Departure Card" and give to the participant.
- Keep consent forms and any other paperwork in a secure place at your location.
- Maintain the confidentiality of scores.

Information for Screeners

More Information about Dementia:

- Dementia is caused by damage to brain cells. This damage interferes with the ability of brain cells to communicate with each other. When brain cells cannot communicate normally, thinking, behavior and feelings can be affected.
- Dementia is a general term that describes a group of symptoms such as: Loss of memory, judgment, and language.
- Dementia is a permanent and progressive disease.

What is Alzheimer's?

- It is a neurological disorder capable of severely impacting mental and physical functioning.
- Alzheimer's is the most common form of dementia, a group of disorders that impairs mental functioning.
- Like dementia, it is progressive and irreversible.

The Importance of Early Detection:

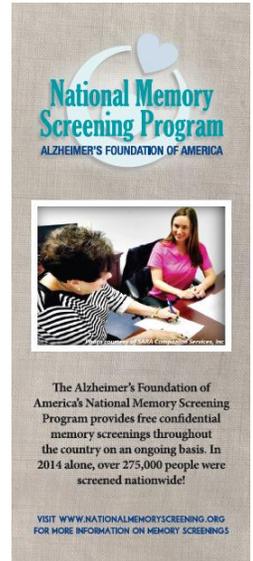
- Improves quality of life
- Empowers individuals to learn more about the disease
- Allows opportunity to seek counseling and other social services support
- Enables individuals to access treatments earlier
- Provides individuals time and capacity to address legal, medical and financial issues

Consent Forms:

- Only the screener should administer and explain the "Participant Consent Form" to the participant
- The consent form shows agreement of the following:
 - full understanding of the memory screening purpose
 - right to confidentiality
 - consent to participate in the memory screening

Setting Up the Screening Area:

- Privacy is important - use dividers/curtains
- Ensure confidentiality is maintained
- All information must be stored appropriately



What Happens If...

Individuals may exhibit a range of emotions upon receiving scores and discussion of next steps. As screeners, there should be awareness of the following:

- Expressions of anger, confusion, denial, fear, sadness, and a variety of other emotions
- Listen, be supportive, educate and provide resources

Background on Screening Tests:

- The Alzheimer’s Foundation of America’s Memory Screening Advisory Board, a panel of distinguished researchers in the field of dementia testing, has identified four tests that meet the following accepted criteria for use as a screening instrument:
 - BAS (Brief Alzheimer’s Screening)- available online
 - GPCOG (General Practitioner Assessment of Cognition)
 - Mini-Cog- available online
 - MIS (Memory Impairment Screen)
- These four tests meet the MSAB accepted criteria of being effective, easy to administer, and validated by research.
- Screening tools are basic and do not provide a diagnosis, and all results should be discussed with primary physician or specialist.
- Note: AFA does not specify which screening tests must be used as part of the National Memory Screening Program nor are you required to use one of these AFA is making them available because they meet the criteria noted above



Memory Screening Consent Form

Participant Name: _____

Consent for Memory Screening:

I understand that the results of all screening tests and information from the assessment administered as part of the National Memory Screening Program are preliminary and educational in nature, are for informational purposes, and are intended to provide me with information to facilitate a meaningful discussion with my physician or another qualified healthcare professional. The results and information are not intended to provide a diagnosis or recommendation for treatment/rehabilitation of any disease or health condition. The results of all tests and information from this program do not and should not take the place of talking with a physician or specialist. Only a physician or specialist can diagnose or recommend a treatment/rehabilitation program for any disease or health condition.

I hereby authorize _____ (name of screenor) to administer memory screening tests to me as part of the National Memory Screening Program.

Signature: _____ Date: _____

THIS INFORMATION WILL BE KEPT CONFIDENTIAL

Further instruction on each screening tool can be found in the “Materials” tab on the database as well as in the training video.

Notes:



Frequently Asked Questions

Memory screenings may raise several questions from individuals undergoing the screening as well as from accompanying caregivers, family members, friends, or even other healthcare professionals. This sheet offers some general suggestions on handling commonly asked questions and concerns.

Does this memory screening provide a diagnosis?

Memory screenings are preliminary and basic. Emphasize to participants and any accompanying parties that this is only a screening, **not** a diagnosis. A comprehensive assessment by their primary care physician or specialist is necessary to identify the cause of memory problems.

How are memory screenings useful?

Memory screenings are helpful in detecting significant memory impairment, but they are not sensitive enough to detect minor problems or diagnose an illness. If a participant's score on the screening indicates that there may be a memory problem, explain that additional assessment tools – such as a complete medical history, a physical exam, neuropsychological tests, lab tests and brain imaging scans – may be used by a physician to provide an accurate diagnosis.

How are scores interpreted?

Below threshold scores suggest the need for further assessment. It is important to encourage both participants whose scores are below the normal range and participants with normal scores but who still have concerns to have a follow-up consultation with their primary care physician or specialist.

What should the “next steps” be?

Participants with below normal scores and/or ongoing concerns should pursue a complete medical examination with their primary care physician or specialist. With the permission of the participant, suggest to accompanying family members that they should pursue further evaluation. All participants should receive a completed copy of the “Participant Departure Packet” and be encouraged to incorporate memory screenings into their regular wellness check-ups. Participants with questions or concerns about this process should call 866-232-8484 to talk with a licensed social worker.

What causes memory impairment?

Participants should schedule an appointment with their primary care physician or specialist to address any questions or concerns about memory impairment. A number of problems can cause memory impairment. Some memory problems can be readily treated, such as those caused by vitamin deficiency or thyroid problems. Other memory problems might result from causes that currently are not reversible.

Where can I go for more information and resources?

The Alzheimer's Foundation of America (AFA) has licensed social workers to address any additional questions or concerns via a toll-free helpline: 866-232-8484. Encourage participants to visit our websites: www.nationalmemoryscreening.org and www.alzprevention.org.



For More Information:

National Memory Screening Program Website

<https://alzfdn.org/memory-screening/>

<https://alzfdn.org/memory-screening/screening-site-portal/>

Alzheimer's Foundation of America Websites

www.alzfdn.org

www.alzprevention.org

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