UMMC AIMS TO RAISE AWARENESS ON ALZHEIMER'S ACTION DAY

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JACKSON, Miss. — The University of Mississippi Medical Center will put the spotlight on Alzheimer's disease on Friday, Sept. 21, in an effort to raise awareness about the disease and the importance of research by inviting employees, students and community members to a brown bag lunch presentation and ice cream social as part of national Alzheimer's Action Day.

UMMC's Memory Impairment and Neurodegenerative Dementia (MIND) Center is sponsoring the event and encouraging everyone to wear something purple — the official color of the American Alzheimer's Association — to lift cultural consciousness about the disease which affects more than 53,000 Mississippians and counting.

Dr. Alexander Auchus, professor and chair of neurology, will lead a lunch-time discussion detailing the symptoms, risk factors and treatment options for the disease from noon to 1 p.m. in Lecture Hall A at the School of Health Related Professions.

"The incidence and prevalence of Alzheimer's disease doubles with every 5 years of age over 65," Auchus said. "So as Mississippi ages, we expect to see more and more people developing Alzheimer's."

All employees and students are invited to the presentation, where MIND Center T-shirts will be given to the first 50 attendees. After the presentation, ice cream will be served on the patio behind the Norman C. Nelson Student Union from 1:15 – 3 p.m. Flyers with Alzheimer's statistics and T-shirts will be available as well.

The MIND Center also has partnered with the Mississippi Department of Mental Health and the Alzheimer's Association Mississippi Chapter to encourage all Mississippians to “Paint it Purple!” on Alzheimer's Action Day, a statewide effort to show support for people with Alzheimer's disease and those who care for them. September is World Alzheimer's Month.

There were 916 Mississippi deaths related to Alzheimer's in 2008. By 2025, it is estimated that 65,000 Mississippians will have the disease. UMMC’s MIND Center is a major research initiative dedicated to discovering causes and treatments for Alzheimer's disease and related forms of dementia.

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Center is the improvement of the health of Mississippians and the elimination of health disparities. For more information, contact the Division of Public Affairs at 601-984-1100 or visit us on the Web at umc.edu/publicaffairs <http://publicaffairs.umc.edu/>.