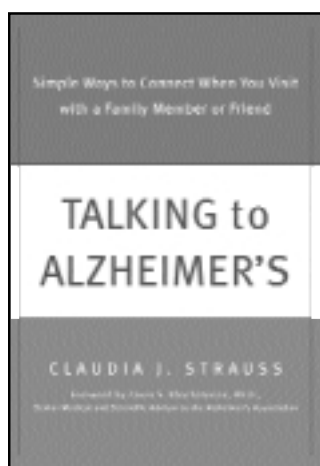


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*We are pleased to announce the publication of . . .*



Talking to  
Alzheimer's  
Simple Ways to Connect  
When You Visit with  
a Family Member or Friend

Claudia J. Strauss

***“Talking to Alzheimer’s is quite remarkable: sensitive and tender in tone, but also shrewd and useful. The whole book has this tenacious emphasis on genuine respectfulness; it rings true and is written with so much informed***

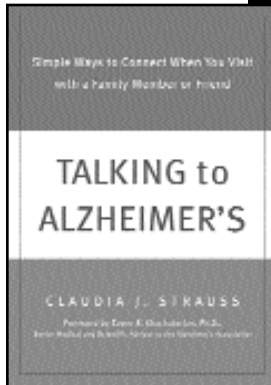
***Please consider this helpful new book for review,  
for excerption, and for your booklist.***

TALKING TO ALZHEIMER'S  
ITEM TTA ISBN 1-57224-270-1, (PAPER), \$12.95, 168 PAGES  
AVAILABLE AT BOOKSTORES OR FROM THE PUBLISHER,  
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**respect for the loved person. I think it is a wise and lovely  
little book and I'm grateful to Claudia for writing it."**



—Jonathan Kozol, Alzheimer's family member  
and author of *Savage Inequalities*,  
*Amazing Grace*, and *Ordinary Resurrections*

Her visits with Alzheimer's patients led author Claudia Strauss to a startling conclusion: that some of the most common assumptions about Alzheimer's patients are untrue and, moreover, they are a source of despair because they alienate us from loved ones suffering from this disease.

"We think," she says, of those struggling with this disease, "that they are not aware of their surroundings, are incapable of communicating, and are just-as-well left alone because they wouldn't remember a visit anyway." But what she found was that many valuable aspects of memory are retained. People suffering from Alzheimer's are not only capable of a profound connection to another person, they crave it. Ironically, this is what the people who love them miss so desperately. This is why they grieve, become bitter, give up. The sad thing is they don't have to lose their connection. Strauss saw that pain and wanted to show others how to rescue and maintain their relationships.

*Talking to Alzheimer's* charts new territory. It focuses on what lies at the core of our despair—the loss of a person and our connection to that person—and shows us how to hold on to both. It is a holistic and hands-on companion to communication that provides guidance on how to respond with love and respect to the concerns, fears, pleas, and new behaviors of people suffering from this disease. It shows us how to transform our relationships, revive that vital connection, and experience joy.

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## *Suggested Interview Questions for* Talking to Alzheimer's

1. What was your vision for *Talking to Alzheimer's* when you started writing it and how do you think it will help those with family members suffering from Alzheimer's?
2. What assumptions and beliefs about communicating with someone afflicted with Alzheimer's does your book challenge?
3. Can there really be effective communication with someone who suffers from Alzheimer's and what are some signs that we are actually reaching him or her?
4. How can someone with advanced Alzheimer's sense a difference in how they are approached and spoken to?
5. Your subtitle uses the phrase, "visit with." How is that different from the word "visit" by itself?
6. You introduce the concept of emotional memory as something different from cognitive memory? Could you explain that?
7. Most people have a very negative view and either focus on their grief and the day-to-day losses or distance themselves from the people they love. Your view is different. How did you arrive at it and how can other people adopt it?
8. I notice you never use the words "patient" or "resident" in your book. How come?
9. Talking to Alzheimer's is very holistic, yet also very much a hands-on guide. Most books are either one or the other, and most people see them as two very separate approaches to dealing with life issues or health issues, as well as seeing them as two very different writing styles. You integrate them very successfully. What led you to do that?
10. What's your best advice on how to make the most of visiting with someone who has Alzheimer's?

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## *About the Author of*

# Talking to Alzheimer's



**Claudia Strauss** is an award-winning communication consultant and educator. An adjunct professor of English at Albright College in Reading, PA, Ms. Strauss runs a business in strategic communication, and coaches adults with ADD and learning disabilities. Inspired by the many people with Alzheimer's disease that she has come to know through her frequent visits to a secure dementia unit, Ms. Strauss felt impelled to share her insights into how to communicate more fully and at deeper levels, even as the disease progresses.

## *What's been said about . . .*

# Talking to Alzheimer's

"This is a **clearly written and comprehensive book** that addresses the common and uncommon issues that arise in caring for someone with Alzheimer's disease. It is **practical and never condescends**. I highly recommend it to anyone who has a loved one suffering from dementia."

—**Peter V. Rabins, M.D.**, Professor of Psychiatry,  
The Johns Hopkins University School of Medicine,  
and author of *The 36-Hour Day*

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"I was so taken with **this practical and warm approach to visiting** and creating enjoyable and meaningful visits with loved ones. Visiting is clearly recognized as an issue...and some families become so disappointed and disheartened that they stop coming. This **targeted, doable book** helps people come to terms with what they really can do."

—**Betty Ransom**, Director of Education and Training for  
the National Capital Area Chapter of the Alzheimer's Association

"*Talking to Alzheimer's* is a **winner** and I know it will **strike a resounding chord** with anyone who has been there. (Strauss') **fresh, resourceful approach** helps us find meaning and a spiritual connection when visiting and puts words in our mouths that **change the experience of visiting** and being visited."

—**Lisa P. Gwyther, M.S.W.**, Director, Family Support Program,  
Duke University Center for Aging, founding member of  
the Alzheimer's Association

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