



ON TAPE

TV TAKES

NORTH AMERICAN PRECIS SYNDICATE, INC.
350 Fifth Avenue • New York, NY 10118-0110 • (212) 867-9000

HEALTH TRENDS



TELLING THE DIFFERENCE BETWEEN NORMAL AGING AND THE EARLY SIGNS OF ALZHEIMER'S DISEASE CAN BE DIFFICULT. IN FACT, A RECENT NATIONAL SURVEY FOUND THAT MOST PEOPLE ARE UNABLE TO DISTINGUISH BETWEEN THE TWO.

THE SURVEY ALSO FOUND THAT 7 OUT OF 10 PEOPLE DIDN'T KNOW THAT THERE ARE TREATMENTS AVAILABLE, SUCH AS EXELON® (RIVASTIGMINE TARTRATE (RI'VA-SI'G-ME'N TARTRA'TE)), THAT CAN HELP DELAY THE PROGRESSION OF ALZHEIMER'S DISEASE SYMPTOMS. TELEVISION PERSONALITY LINDA DANO, WHO CARED FOR HER FATHER AS HE BATTLED ALZHEIMER'S DISEASE, KNOWS HOW IMPORTANT EARLY DIAGNOSIS IS.

THAT'S WHY SHE HAS JOINED WITH THE NATIONAL FAMILY CAREGIVERS ASSOCIATION TO CREATE A FREE RESOURCE KIT CALLED I-D-A-D, OR IDENTIFY ALZHEIMER'S DISEASE, THAT IS SPONSORED BY NOVARTIS PHARMACEUTICALS CORPORATION. THE KIT CONTAINS EDUCATIONAL MATERIALS, SUCH AS A VIDEO, A MEMORY QUESTIONNAIRE AND INFORMATIONAL BROCHURES SPECIFICALLY FOR FAMILY CAREGIVERS THAT CAN HELP SHOW THE DIFFERENCE BETWEEN NORMAL AGING AND THE EARLY SIGNS OF ALZHEIMER'S DISEASE WHILE THERE IS STILL TIME TO HELP.

TO GET A FREE I-D-A-D RESOURCE KIT, CALL TOLL-FREE 1-8-7-7-4-3-9-3-5-6-6 OR VISIT W-W-W-DOT-N-F-C-A-CARES-DOT-ORG.