



Programme Report

World Alzheimer's Awareness Week 2008 – Mumbai

'No time to lose!'

On the occasion of World Alzheimer's Day on 21st September 2008 'Silver Inning Foundation' in association with 'ARDSI Greater Mumbai Support Group' marked the event by hosting Multidimensional programmes at various locations and for People from different segment – Senior Citizens, Students, Para Medical and Police in **Mumbai**. The programme was very well received and was huge success. **Around 600 people attended this programme and was covered by National Media.**

Following are the details of the programme:

Mon 15th: "Burden of Love" film screened , **Facilitation of Care Givers and Memory Checkup at Harmony Center, Girgaum . Anchor Ms.Amruta Lovekar. Chief Guest: Film Director – Priti Chandriani. 96 Senior Citizens Participated.**

Tue 16th - Sensitizing Programme for Para Medical professional at Nanavati Hospital, Vile Parle . Anchor Prof Parul Kibliwala — Chief Guest : Sneha Vaidya – Nursing Superintendent - 110 Nurse participated.

Wed 17th – Online Petition – Global Charter hosted at <http://www.PetitionOnline.com/sif2008/petition.html>

Thu 18th – WHO Film "Living With Alzheimers" screened and Talk on Dementia for Students at S.V.T. College of Home Science – SNTD, Santacruz (W). Anchor Prof.Parul Kibliwala . Chief Guest Dr.Meena Godhia ,Principal SVT College . Also present Dr.Suja Koshi, Dr. Khorshed Mistry. 160 Students Participated.

Sat 20th – Sensitizing programme for Mumbai Police Elder Helpline at Mumbai Police HO. Anchor Amruta Lovekar. Chief Guest: DCP –Vijay Sing Jhadhav . Also Present PSI Patel, PSI Patil. 45 Police from Elder Helpline participated.

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Sat 20th - “Burden of Love” film screened and Q & A at H.E.L.P. Library, Fort. Anchor Sailesh Mishra – 40 Senior Citizens participated.

Sun 21th – World Alzheimer’s Day : “Burden of Love” film screened , Talk on Dementia and Memory Checkup at “Abhi to Main Jawan Hoon” – Senior Citizen Club, Children’s Academy School , Kandivali . Anchor Prof.Sangeeta Rao. Chief Guest: Preamsagar Relli ,Editor of ‘Happy Old Age’ – 150 Seniors citizens participated.

This programme was organized in association with Alzheimer's & Related Disorder Society of India (ARDSI)–Mumbai Chapter , Harmony, H.E.L.P. Library , The Family Welfare Agency, Shree Manav Seva Sangh, Abhi to Main Jawan Hoon, S.V.T. College, FESCOM and AISCCON.

The Events was covered by National Media:

Electronic:

1. **NDTV Urban Planet** - 18th Sep – Evening
2. **NDTV English News** - 21st Sep - 7am to 9 am & 10 pm.
3. **DD National News** - Sahyadri (Marathi)- **21st Sep** 9.45pm

Print:

1. **DNA - west Coast**
2. **Hindustan Times**
3. **DNA Main**

Also we would like to inform you that this will be now ongoing programme- all year round so that we reach out to many people.

On behalf of ARDSI-Mumbai, ‘ARDSI Greater Mumbai Support Group’ and Silver Inning Foundation , I would like Thank you and all the supporting Organisation for making WAD 2008 Mumbai a great Success.

Thanks.

Sailesh Mishra

Programme Coordinator WAD 2008 / Founder President, Silver Inning Foundation

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