



PURPLE SUNDAY TOOLKIT



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What is Purple Sunday?

The Alzheimer's Association® is proud to partner with the African Methodist Episcopal Church to raise awareness of Alzheimer's disease among the African American community. By working together, we can provide opportunities for all those affected to access care and support services, engage in research and advance advocacy.

Purple Sunday is designed to educate members of the faith community about Alzheimer's and other dementias. Attendees will learn about the impact of Alzheimer's disease in our community, how to recognize the signs of Alzheimer's, the importance of early detection, and how to access care and support resources offered by the Association.

Your role as a leader in the AME Church and in your community can help ensure that everyone receives this important information, especially if they are facing Alzheimer's or another dementia.

By participating in this initiative, you are helping the AME Church — through the leadership of its International Health Commission — and the Association advance the fight against Alzheimer's in our community.

Purpose and Use of the Purple Sunday Toolkit

The Purple Sunday toolkit provides AME leaders like you with valuable resources to help improve the lives of those facing Alzheimer's and other dementias by providing congregations across all communities with education and awareness of the disease. This toolkit also provides sample activities, materials and resources to help you design and implement your Purple Sunday event.

Education, awareness and a conversation around Alzheimer's disease are vitally important. Purple Sunday can be a catalyst to seek early detection, better understand of the disease, and disseminate knowledge of the care and support resources available. Explore the information in this toolkit and reach out to your Alzheimer's Association chapter for support and resources. Have fun, be creative and flexible and customize your activity to fit your church's needs. Together, support individuals and families affected by Alzheimer's and all other dementia.

Planning Your Purple Sunday Event

Planning a Purple Sunday is fun and easy, and there's no right or wrong way to host your event. In fact, the activities are not limited to traditional worship services — they can also be held after worship, on a Saturday, or on a weeknight evening. Here are a few simple steps to help plan activities for your congregation and community.

1. Meet with your church leadership and other appropriate individuals to get their support for Purple Sunday. Share facts about how Alzheimer's disease disproportionately impacts African Americans (found in the Clergy Guide) and why it is important to educate the members of your congregation and community about early detection. Learn more at amehealth.org/alz.
2. Once you have the support of your leadership, begin planning. Meet with those involved to decide how much time, energy and resources to commit to the program and discuss the types of activities you'd like to lead.

3. Contact your Alzheimer's Association chapter for planning assistance. Our staff can provide education programs, information about the disease, and care and support resources. **Find your Association chapter contact.**

It is important to start preparing for your activity weeks in advance. The type of activities or events you choose will determine the necessary preparations. Following are a few items to take into consideration before each event.

Considerations

- » Get church leadership approval for the type of activity, date, time and place before implementing — no matter how simple it may seem. Get approval on all promotional collateral.
- » Estimate the number of Purple Sunday participants and make sure that you have a facility or virtual platform that can accommodate your activity and the crowd size.
- » Identify and assign responsibilities to volunteers prior to the event. Have back-up volunteers available in case of an emergency.
- » Ensure that you have enough supplies and materials for distribution (e.g., fact sheets, brochures, pens, etc.). If your congregation is utilizing virtual resources, direct participants to amechealth.org/alz.
- » Make sure all speakers are approved by church leadership.
- » For in-person events, request items such as a podium, platform, power source, microphone and sound system, lighting, projector, and screen in advance.
- » If hosting a virtual event, ensure that the registration link is working and easily accessible for participants. You may also want to provide a call-in option, and designate someone to handle the chat feature and provide responses.
- » Confirm outside participants (e.g., health providers, media, etc.) and their role in Purple Sunday.
- » Designate a person to provide information and answer questions about the event for attendees and media.

Need help brainstorming? For ideas, check out the next section for virtual and in-person Purple Sunday activities.

Suggested Purple Sunday Activities

The following Purple Sunday activities are interchangeable and can be implemented virtually or in person. The ideas listed below will get people talking about Alzheimer's disease and inspire them to take action for themselves or loved ones.

- » Ask your congregation's pastor or Christian Education leader to devote one sermon or bible study to issues surrounding faith, aging and dementia.
- » Ask members to wear purple dresses, hats, ties, shirts, etc. during the sermon or bible study.
- » Host a Prayer with a Purpose circle for people affected by Alzheimer's and other dementia.
- » Host an Alzheimer's Association education program after worship, in place of a Bible study or with a ministry luncheon.

Purple Sunday Talking Points

As you begin to spread the word about your upcoming Purple Sunday event, you may find the following talking points helpful as you speak with others about Alzheimer's and other dementia.

Conversations for Your Congregation

- » How many of you have been impacted by Alzheimer's or another dementia, or know someone who has? Please stand up. Look around and see how many people have been affected by this disease. Purple Sunday is an opportunity to raise awareness of Alzheimer's disease, learn about care and support resources and take action in the fight against Alzheimer's.
- » Take action and seek a diagnosis. Some signs of memory loss are not due to Alzheimer's disease or dementia. There could be other, reversible conditions occurring, but only a doctor can make this determination. Early detection is critical — if the individual receives a diagnosis of Alzheimer's or another dementia, treatments are available that may help manage symptoms.
- » How can lifestyle affect health? Growing evidence indicates that people can reduce their risk of cognitive decline by adopting key lifestyle habits, including staying active, adopting a healthy diet and getting adequate sleep.

Facts About Alzheimer's

- » More than 6 million Americans are living with Alzheimer's disease, and over 11 million serve as unpaid caregivers.
- » 1 in 3 seniors dies with Alzheimer's or another dementia. It kills more than breast cancer and prostate cancer combined.
- » Almost two-thirds of Americans with Alzheimer's disease are women.
- » African Americans are twice as likely to develop Alzheimer's disease as older White Americans.

Promoting Your Purple Sunday Event

Your Purple Sunday event promotion is important, so take time to consider different strategies for spreading the word within your congregation. The strategy you choose will depend on your attendance goals and whether or not you plan to spread the word internally or the general public

Here are examples that can be used to announce and promote your Purple Sunday activities.

Flyers

Flyers are great ways to promote your Purple Sunday event and activities, and can be used in the following ways.

- » Posted on bulletin boards or in areas that are well-travelled.
- » Inserted in newsletters and bulletins.
- » Distributed during regular services or at other activities.
- » Copied and made available for church members to distribute throughout your community, especially if you are promoting your Purple Sunday event outside of your congregation..

A customizable Purple Sunday flyer is available at amechealth.org/alz.

Bulletin Announcements

Another simple yet effective way to announce an upcoming Purple Sunday event is to publish a notice in your church bulletin or newsletter. Make the announcement several weeks in advance of your event and reprint it as needed up to the day of the event. Your announcement can also be sent to other organizations to post in newsletters.

Sample Social Media Messages

Promote your upcoming Purple Sunday event in advance on your church's social media channels. Use #ENDALZ and #AMEPurpleSunday in your post copy, and share a photo of your congregation's leader or member(s) in purple. Please tag the Association in your posts: @alzassociation on Twitter and Instagram and @actionalz on Facebook. Consider using the sample copy below:

Long Version

Put on your purple and join us on [insert date] for Purple Sunday to discuss the impact of Alzheimer's disease in our community. Together, we'll learn how to recognize the signs of Alzheimer's, the importance of early detection, and how to access care and support resources offered by the Alzheimer's Association. #AMEPurpleSunday #ENDALZ

Twitter Version

Put on your purple and join us on [insert date] for #AMEPurpleSunday to discuss the impact of Alzheimer's in our community. Together, we'll learn how to recognize the signs of the disease and how to access the @alzassociation's care & support services. #ENDALZ

Follow-Up and Tracking Success

Follow-up is important to the success of your Purple Sunday event. Take note of how community leaders and members felt about the event, how smoothly the planning went, and which promotional tools and activities were most effective. Conducting follow-up can help you to evaluate the success of your event and help you to efficiently organize future activities. In addition, monitoring the success of your program can help reinforce your congregation's commitment to Alzheimer's disease awareness.

Keep Track of Your Successes

- » Count the number of people who attended your virtual/in-person event.
- » Document the number of fact sheets or other materials that have been downloaded and/or distributed.
- » Hold a post-event meeting with the planning committee to discuss the lessons learned (what worked and what didn't).
- » Compile the names and contact information for guest speakers and other individuals who assisted with your activities — they may be able to help you with future events.

Care and Support Resources

Your Purple Sunday event is an important source of information and resources for your congregation and community. Here are a few Association resources to help make your event a success.

Call the Association's free 24/7 Helpline (800.272.3900) or visit amehealth.org/alz for information about Alzheimer's disease and programs and services — including virtual support groups and education programs. Your Association chapter can provide information on local programs and information.

Opportunities to Get Involved

AME members can make a difference in the fight against Alzheimer's. Use your Purple Sunday event as a way to explore opportunities for your congregation and individual members to get involved with the Association.

- » Volunteer for the Alzheimer's Association by serving as a Faith Outreach Representative, Community Educator or Support Group Facilitator. Visit volunteer.alz.org/AMEC to learn more.
- » Advocate for those affected by Alzheimer's and urge legislators to make the disease a national priority. Visit alz.org/advocacy to get started.
- » Participate in or volunteer for one of our fundraising events under the banner of the AME Church teams to raise awareness and funds for Alzheimer's disease care, support and research: Walk to End Alzheimer's® (alz.org/walk) and The Longest Day® (alz.org/thelongestday).
- » Register for Alzheimer's Association TrialMatch® (alz.org/TrialMatch), a free, easy-to-use clinical studies matching service for individuals living with Alzheimer's, caregivers and healthy volunteers that generates customized lists of studies.