

GUJRANWALA BRANCH

PROGRESS
REPORT



Alzheimer's
Pakistan

2024

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Introduction

Alzheimer's Pakistan is the leading national organization dedicated to improving the lives of individuals affected by Alzheimer's disease and related dementias. Registered with the Punjab Social Welfare Department, the organization's primary mission is to enhance the quality of life for individuals living with dementia and provide comprehensive support to their caregivers.

Since its inception in 1999, Alzheimer's Pakistan has played a crucial role in increasing public awareness about dementia. The organization has developed a wide range of essential services including day care centers, memory clinics, support groups, and training programs aimed at families, healthcare professionals, and social workers. With a volunteer-driven model, Alzheimer's Pakistan brings together individuals from diverse fields, all united by a shared commitment to the cause. The organization is also supported by charitable donations, which are tax-exempt under Section 2(36) of the Income Tax Ordinance 2001.

With its growing network of branches across Pakistan, Alzheimer's Pakistan continues to expand its services. On September 1, 2024, the Gujranwala branch was inaugurated, furthering the organization's mission to raise awareness and provide comprehensive care to individuals affected by Alzheimer's disease in the region. This new branch serves as a hub for advocacy, memory care services, and counseling, with a special focus on supporting individuals with dementia and their families.

The establishment of the Gujranwala branch was made possible through collaboration with Ali Warraich, the founder of the Alzheimer's & Dementia Care Bridge. Alzheimer's Pakistan Gujranwala has made significant strides in raising awareness through educational programs and advocacy initiatives in schools and communities across Gujranwala.

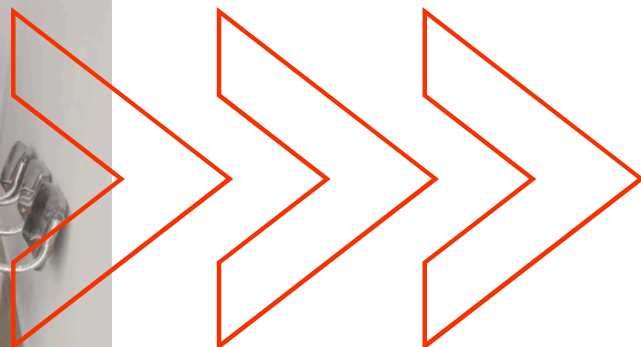
Branch Location & Infrastructure

Facilities Provided

- Counseling Rooms
 - Accessibility
 - Comfortable Environment
- **Counseling Rooms:** Dedicated spaces for individual and family counseling to provide personalized care and support.
 - **Accessibility:** The facility is wheelchair accessible, ensuring ease of access for people with mobility issues, and is well connected to local transport links.
 - **Comfortable Environment:** The premises are designed to create a calm and welcoming atmosphere, essential for individuals living with dementia and their families.



Mian Market Plaza No. 15, Shop No. 3,
opposite Oasis International High School,
Canal View, Gujranwala.



Staff and Management

The Gujranwala branch is led by a dedicated staff member.

District Coordinator

Muhammad Adnan Saleem

Qualifications

BSc in Applied Psychology

Contact

+92 316-7179813

Operating Hours

Monday-Saturday, 9:00 AM – 5:00 PM

Mr. Adnan Saleem, a qualified clinical psychologist, oversees the mental health and counseling services at the branch. His expertise ensures that individuals with dementia and their families receive the highest level of care and support.



Staff Training

The training plan for newly hired employee at Alzheimer Pakistan spanned over two weeks at the Lahore head office, designed to equip caregivers with essential skills and knowledge to support patients and their families.

- Focused on patient observation and rapport building through facility tours and shadowing experienced caregivers.
- Engagement in dementia awareness sessions to develop a strong understanding of the condition.
- Empathy and active listening skills.
- Caregiving education and support strategies.
- Stress management and conflict resolution techniques to help caregivers manage both patient and family stress.
- Future planning and cognitive activities to enhance patient well-being.
- Practical counseling sessions with peer feedback and progress evaluations.
- Awareness raising skills.

This holistic training approach prepared the new hired staff to provide compassionate, informed, and effective care to Alzheimer's patients.



Services Offered

The Gujranwala branch offers a range of services tailored to the specific needs of individuals with Alzheimer's and their caregivers.



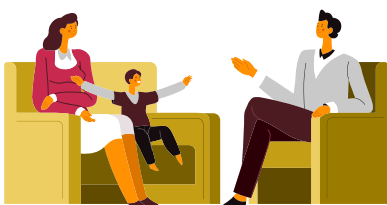
Family Counseling

Providing emotional support and practical advice to families dealing with the challenges of dementia.



Person with Dementia (PWD) Management Plans

Individualized care plans designed to address the unique needs of people with dementia.



Psychological Services for Families

Offering therapy and coping strategies for family members and caregivers.

Services Offered



Information and Support Services

Providing access to resources, advice, and support for individuals and families affected by Alzheimer's.



Doctor Referral Services

Referring clients to qualified medical professionals specializing in dementia care.



Awareness Sessions

Conducting awareness programs to raise public awareness about dementia and its impact.



Training Programs

Offering specialized training for caregivers, healthcare workers, and volunteers.

Community Outreach and Awareness

Since its launch, the Gujranwala branch has been actively involved in promoting dementia awareness and advocating for the rights and well-being of those affected.

Key initiatives include:

- **Awareness & Advocacy Campaigns:** Engaging with local communities, schools, and healthcare institutions to spread awareness about Alzheimer's disease and dementia.
- **Informational Sessions:** Hosting educational workshops and sessions for families, caregivers, and the general public to enhance understanding of dementia care.
- **Educational Resources:** Distributing informative materials—both printed and digital—covering various aspects of dementia care and management.
- **Dementia-Friendly Community Initiatives:** Encouraging the creation of a supportive, inclusive environment for individuals living with dementia through community engagement activities.



Patients Registered

Sr No	Date	Contact person	Patient name	Address	Contact number	Gender	Remarks
1	12-09-24	Self	Zahra	Canal view sector 2	0310-2540820	Female	Due to accident deep injury on head
2	14-09-24	Khuram Irshad	Father-in-law	Khiali shahpur bazar	0346-7487185	Male	Memory issue, anger issues ,mental health
3	18-09-24	Self	Awais Aftab	Canal view	0300-7423436	Male	Depression, anger issues, anxiety
4	21-09-24	Self	Ali Danish	City housing	0321-8588991	Male	Anxiety, travelling phobia, panic attacks
5	25-09-24	Self	Tariq Harral	Canal view		Male	Overthinking
6	27-09-24	Self	Rana Salman	Kangniwala bypass	030-56450180	Male	Depression, shame and guilt panic attacks
7	28-09-24	Self	Arslan	Bihari colony		Male	Isolation, social anxiety
8	29-09-24	Self	Abdul Rehman	City housing	0304-893922	Male	Love failure, depression
9	30-09-24	Self	Tariq	Canal view		Male	Overthinking



Sessions and Doctors Meetings

INSTITUTE NAME	AREA/LOCATION	DATE SEPTEMBER MONTH
Bismillah welfare clinic	Shshpur bazar khiali Gujranwala	10-september-24
The royal school system	Madni road Gujranwala	15-september-24
Doctor hospital	Asad colony Gujranwala	21-september-24
Faran group of colleges	Purani khiali Gujranwala	25-september-24
Al-Noor high school	Madni road Gujranwala	30-september-24



Conclusion

Since its establishment in 1999, Alzheimer's Pakistan has made significant strides in raising awareness and providing essential services for individuals with Alzheimer's disease and related dementias. The newly launched Gujranwala branch, in collaboration with Ali Warraich, marks another milestone in the organization's journey. With a strong focus on counseling, psychological support, and community outreach, the Gujranwala branch is well-positioned to meet the needs of dementia patients and their families, making a meaningful impact in the region.

Alzheimer's Pakistan remains committed to expanding its services and advocating for better dementia care across the country.



**Alzheimer's
Pakistan**

www.alz.org.pk



The National Voice of Dementia