

# **Snippets February 2015**



# **Facebook and Twitter**

SRABC is now on Facebook at:

https://www.facebook.com/StrokeRecoveryBC

and Twitter at:

https://twitter.com/StrokeRecovBC

- Snippets is published on the 10th day of each month by Stroke Recovery
   Association of BC
- Snippets contains SRABC news and information and stroke recovery resources for stroke survivors and caregivers

- Snippets is for our Branch Coordinators to assist them in their work with people whose lives have been affected by stroke
- Snippets can also be useful for people recovering from a stroke, their caregivers, their friends, family and supporters
- We welcome your comments and feedback about Snippets
- If you know anyone who will find Snippets useful please forward it to them
  or ask them to add their name to our mailing list by sending an email to
  office@strokerecoverybc.ca
- All past issues of Snippets are available on the SRABC website at: http://strokerecoverybc.ca/snippets/

# IN THIS ISSUE: SRABC NEWS AND VIEWS

- Introduction of New Board Member Ian Kain
- Branch Update News from SRABC's Branches

#### STROKE RECOVERY INFORMATION AND RESOURCES

- A New Way of Improving Hand Function
- Canada Post Converting to Community Mailbox Delivery
  - Stroke Survivor Emerges As 'Blooming' Author
- Resource book on *Stroke in Young Adults* provides tools, tips to promote recovery
  - Tactus Therapy Newsletter
  - Tiny Steps will be Better than None, by John P. Murphy
    - Snapshots of a Stroke Recovery
- New resource to help British Columbians find an occupational therapist!
  - Live Life After Stroke (LLAS)
    - Driving After Stroke
  - New iPad App for Stroke Survivors

#### CAREGIVERS INFORMATION AND RESOURCES

- Family Caregivers Network News newsletter is now available
  - New Provincial Family Caregiver Program
    - The Family Caregivers' Grapevine

- FREE Webinars for Family and Friend Caregivers
- How to Be a Caregiver and a Romantic Partner

#### **COMMUNITY EVENTS**

- Understanding Stroke: A Workshop for Family & Friends
  - B.L.A.S.T. "Building Life After Stroke Together"
    - Post-Stroke Program Expands to New Cities
      - INSIGHTS Accessible Photo Workshop

#### **RESEARCH**

- Stroke Awareness Blunders
  - Press Conference Gaffe
  - A Beer Called Aphasia

# **SRABC NEWS AND VIEWS**

Introduction of New Board Member Ian Kain



Please join us in welcoming Ian Kain to the SRABC Board of Directors. Ian was appointed at the January board meeting to fill the vacancy left by the resignation of Ryan Sahota. Ian will be a valuable addition to the board. He works as an executive life-skills coach and has experience as a representative to the European Parliament; a Legal Adviser; a Human Resources consultant and as a lawyer in the Croatian High Court of Justice.

# Branch Update - News from SRABC's Branches Victoria Branch

Our Coordinator, Tita Quigley, has resigned to spend more time with her family. Our branch appreciates the work Tita did for our stroke survivors and wish her all the best.

A Christmas Luncheon was hosted for our members at the Gorge Vale Golf Course. Fifty six members attended including two lifetime members, Walter Karlicki and Fran Barton. Special thanks went to Lauren Boucher who is our bookkeeper and has donated 15 years to VSRA.



Below is Joel Kroeker, our Musical Therapist and he is a favourite session for our members.



Karol Sanderson- VSRA

# **Coquitlam Branch**

Party hardy! The Coquitlam bunch know how to party. Three special days and parties in December: an outing to the Port Coquitlam Legion for a turkey lunch with dancing, door prizes and music with Tony Prophet. Next week a ham lunch with Centennial High School choirs, more door prizes and Santa Rick at Dogwood Pavilion. Then a Chinese lunch at the last meeting in December. The partying didn't stop in January as the first meeting included a crazy gift exchange - bringing in a gift you received but have not use for and (hopefully) passing it on to someone who will appreciate it... We're looking forward to a visit from "Icky" a pet therapy dog later in the month.

Margaret Hansen

Stroke Recovery Association of BC - Coquitlam Branch Dogwood Pavilion Recreation Centre



Photo: Lorna, Rick and Natasha enjoying Christmas festivities at the Coquitlam Branch.

# STROKE RECOVERY INFORMATION AND RESOURCES

# A New Way of Improving Hand Function

In the Winter 2014 edition of The Spin magazine there's an article about MyndMove - a promising new therapy for improving hand function. It involved functional electrical stimulation (FES) of the nerve pathways while you envision and attempt a movement. To read the article go here.

http://sci-bc.ca/wp-content/uploads/2014/04/Spin-Winter-2014-Web.pdf

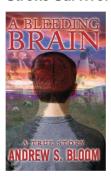
# **Canada Post Converting to Community Mailbox Delivery**



Over the next four years, Canada Post will gradually convert five million addresses with delivery at the door to community mailbox delivery. Some Canadians with disabilities have concerns about their delivery changing. Canada Post realizes every person's situation is unique, and must tailor their solutions to individual circumstances on a case-by-case basis.

If you would like to read about the options Canada Post is suggesting check out: <a href="http://scibc-database.ca/wp-content/uploads/2014/12/Canada-Post.pdf">http://scibc-database.ca/wp-content/uploads/2014/12/Canada-Post.pdf</a>

# Stroke Survivor Emerges As 'Blooming' Author



After surviving three hemorrhagic strokes, Andrew Bloom reflects on the steps he takes to prevent a fourth, and the challenges of recovery.

http://support.stroke.org/site/R?i=srGTaJUIAJGUopcNv6Zs3Q

Resource book on Stroke in Young Adults provides tools, tips to promote recovery

The first-ever resource book for young adult stroke survivors and their families has been released by the HSF Canadian Partnership for Stroke Recovery, University of Toronto Stroke Program and Heart and Stroke Foundation.

The highly anticipated 60-page *Stroke in Young Adults* guide shares the expertise of dozens of clinicians, survivors and caregivers to answer more than 25 common questions and concerns facing young adults and their families after stroke.

Topics include dealing with pain, changing relationships, return-to-work, return-to-school, regaining a drivers' licence, prevention of another stroke, communication disorders and more.

"Although usually associated with the elderly, stroke can happen at any age," says neurologist Dr. Rick Swartz of the University of Toronto Stroke Program and Sunnybrook Health Sciences Centre. "About four of every 100 strokes happen in people ages 18 to 45."

Stroke affects about one of every 10,000 young adults in Canada every year.

While death rates have declined dramatically in a decade, the number of strokes among younger people has risen, according to a 2014 report by the Heart and Stroke Foundation. International studies predict stroke rates among younger adults will double in the next 15 years.

"Young adults will be living with the after-effects of stroke for a very long period of time and need help to make the best possible recovery," says Dr. Dale Corbett, Scientific Director and CEO of the Heart and Stroke Foundation Canadian Partnership for Stroke Recovery.

Although factors such as heart problems, neck injuries, high blood pressure, diabetes, obesity, smoking, sedentary lifestyle, stress, recreational drug use, and genetics play a role, about one third of the time the cause of stroke among 18- to 45-year-olds is unknown.

Stroke in Young Adults can be downloaded <u>HERE</u> from the HSF Canadian Partnership for Stroke Recovery website: <u>www.canadianstroke.ca</u>. Hard copies can also be ordered by emailing cathy@canadianstroke.ca

For information, contact Cathy Campbell, HSF Canadian Partnership for Stroke Recovery. 613-852-2303; cathy@canadianstroke.ca

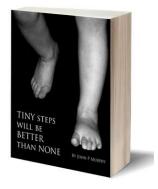
# **Tactus Therapy Newsletter**



This month we're answering questions about the **4 acquired communication disorders** after stroke, the **4 components of speech therapy**, and what **left neglect** is all about. Also, what do you think about the **stroke blunders** in the news? To read the newsletter go here:

http://ow.ly/Hh0ZC

Tiny Steps will be Better than None, by John P. Murphy



Moving on is like a flowing river, always moving, and evolving into something better. You can always improve yourself. John P. Murphy

John Murphy's life changed in February 2010, when he suffered a stroke in his garage while getting ready for work. John admits to not being the world's greatest book reader, but says that after his stay in hospital he wanted to write something that a stroke survivor or their family could relate to. He hopes that readers of his e-book guide will find it helpful. John says that one thing he found frustrating while in hospital was the answer he received to most of his questions: 'Well, every stroke is different'. John realises now that this is true, although felt at that the time he needed to hear something else – but what? What could possibly have reassured or comforted him? John hopes that this guide will fulfil exactly that purpose for other stroke survivors, their families, and even staff. This e-book provides an honest and open account of one stroke survivor's experience, and expresses what he

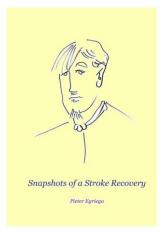
wished he had known at the time.

'This is a work that will resonate with other survivors and their helpers; it will give encouragement, enthusiasm and hope to all who have lost much, yet are determined to take tiny steps forward each day.' J. Fitzgerald-Murphy, Ph.D. Clinical Psychologist Please note: If you are located in the EU (not including the UK), we're very sorry but you cannot purchase this e-book via our Book Store. Please email <a href="mailto:bethan@rowanvalebooks.com">bethan@rowanvalebooks.com</a> or purchase from one of our e-retailers. If you are located in the UK (or any other non-European country), please click on one of the format options below.

http://www.rowanvalebooks.com/books/tinysteps.html

# **Snapshots of a Stroke Recovery**

Pieter Egriega's book 'Snapshots of a Stroke Recovery' is now available.



Featuring his observations from one month in hospital and the first nine months of recovery from a stroke, along with other writing, the book is insightful, warm and humorous and makes fascinating reading for anyone recovering from a stroke, a serious illness, or caring for a survivor. 'Snapshots' also provides an interesting view if you provide care for patients but haven't thought about what it feels like to be on the other side of the hospital linen.

The book is available at a cost of £8.50 inc. postage and packing please contact <a href="mailto:snapshots@egriega.co.uk">snapshots@egriega.co.uk</a> or by Paypal

New resource to help British Columbians find an occupational therapist!



The Canadian Association of Occupational Therapists-BC Chapter (CAOT-BC) has published a new resource to help British Columbians locate an occupational therapist by geography or by area of practice.

The CAOT-BC Occupational Therapy Directory is free and available for download from the CAOT-BC website <a href="http://www.caot.ca/caot-bc/CAOTBC\_Directory\_2015.pdf">http://www.caot.ca/caot-bc/CAOTBC\_Directory\_2015.pdf</a> . For more information, please contact <a href="mailto:caotbc@caot.ca">caotbc@caot.ca</a>.

# Live Life After Stroke (LLAS)



The mission of Live Life After Stroke (LLAS) is to inspire patients and caregivers to live life fully after stroke.

Through its work, LLAS aims to help people create a 'new normal,' connect to resources, cope with loss, and find meaning and purpose in their lives.

http://www.livelifeafterstroke.org/

### **Driving After Stroke**

Family/Patient Information Will I be able to drive after my stroke? People recover at different rates after a stroke. Some people will be back driving after a month, others may take longer. Studies suggest that about half of those who experience a stroke return to driving. When, and if, you return to driving depends on many factors. A health professional should speak to you about driving. If no one mentions driving, it is important that you or a family member ask a health professional, possibly your doctor or an occupational therapist, for information. It is important for your safety and the safety of others that your readiness for driving be assessed.

If you would like a copy of the full document with lots more information please email office@strokerecoverybc.ca

#### **New iPad App for Stroke Survivors**



StepByStep from SOAR Therapy is a new iPad app that helps assess and improve sequencing and problem-solving skills for kids and adults! It was developed by an Occupational Therapist with the goal of helping people of all ages with Stroke and other conditions.

It is a useful app for Occupational Therapists, Speech-Language Pathologists, parents, and teachers who assist others at:

Home; Skilled Nursing Facilities; Rehab Centers; Hospitals etc.

For more information and to view the video please go here:

http://www.soar-therapy.com/

#### **CAREGIVERS INFORMATION AND RESOURCES**



# Family Caregivers Network News newsletter is now available

The January 2015 issue of the Network News newsletter is now available on-line.

In this issue:

Addressing Seniors' Fraud

Money Matters

Free Family Caregiver Webinars

**BC** Caregiver Support Organizations

Joint Tenancy Considerations

Respite: Getting the Break You Deserve

Additional Provincial Resources for Family Caregivers

http://www.fcns-caregiving.org/2014/12/4717/

# **New Provincial Family Caregiver Program**

What a way to ring in the New Year – with new funding dedicated to family caregivers in

British Columbia. We are launching an expanded range of services that will focus on three main areas:

- 1. A Resource Center for Family Caregivers
- 2. Education for Family Caregivers and Health Professionals
- 3. Provincial Caregiver Engagement and Health Sector Collaboration

This program is supported by the Ministry of Health Patients as Partners initiative, in recognition of the significant role that family caregivers play in our health care system and society. In the face of disease, disability and aging, family caregivers provide over 80% of care in the home. This program will work to include the family caregiver's voice in health improvement efforts, a step that is integral to a patient and family centered approach to health care. The funding will also allow us to expand and improve the on-line portion of the Resource Center, offering information 24/7 - recorded educational webinars, articles, links to BC resources, upcoming events and a blog feature. Family caregivers anywhere in BC will be able to find 1-1 support for a variety of issues, including emotional support, help navigating the system and referrals via a toll free line, Skype or MSN chat. Appointments can be booked for a Caregiver Coaching session when more in-depth time is needed. Education is an important part of the program, focusing on both family caregivers and health professionals. Webinar (or phone-only) sessions will focus on practical solutions to the many issues that caregivers face. Health professionals will be able to learn more about these issues and gain ideas for including and supporting family caregivers in their work. The Family Caregivers' Network team wishes you all a fantastic 2015, filled with hope, love, patience and tenacity as you face each challenge that life brings your way.

The Family Caregivers' Grapevine is a bi-monthly publication that promotes the importance of self-care and provides practical information to help with the caregiving role. Do you have any questions or feedback about the newsletter?

Please contact Cassandra at <a href="mailto:Cassandra.VanDyck@nscr.bc.ca">Cassandra.VanDyck@nscr.bc.ca</a> or 604-982-3319

<a href="http://www.nscr.bc.ca/information/caregiver/e-newsletter.pdf">http://www.nscr.bc.ca/information/caregiver/e-newsletter.pdf</a>

# FREE Webinars for Family and Friend Caregivers REGISTER NOW TO RESERVE YOUR SPOT!

Full details here: <a href="http://www.fcns-caregiving.org/wp-content/uploads/2014/11/Webinars-FCNS-Winter-2015-1.pdf">http://www.fcns-caregiving.org/wp-content/uploads/2014/11/Webinars-FCNS-Winter-2015-1.pdf</a>

# It's Time for Facility Placement: What Happens Now and How Do I Cope With the Process and My Changing Role?

Wednesday, Feb. 25, 6:30 - 8:00 PM

When the time comes for a family member to move into residential care, the decision leading to this transition... <u>Read more.</u>

# Long-term Caregiving: Staying Emotionally Well Over the Long-Term

Thursday, Mar. 5, 6:30 - 8:00 PM

For some people caregiving is a short-term sprint, while for others it is a marathon.... Read more.

#### Needs and Wants: You Both Have Them!

Monday, Mar. 16, 6:30 - 8:00 PM

Many family caregivers discover that they just don't have the time and energy to do everything for the person... Read more.

# I Just Don't Have the Time: A Webinar for Family Caregivers

Tuesday, Mar. 24, 6:30 - 8:00 PM

Everyone is always saying I need to look after myself, but I just don't have the time... Read more.

# Elder Abuse: What Is It? How Do We Deal With it?

Thursday, Mar. 26, 1:00 - 2:30 PM

Through discussions and a short video, this webinar will address the correlation between social isolation and... Read more.

# Guilt and Frustration: How Changing Your Expectations Leads to Emotional Wellness

Wednesday, Apr. 8, 6:30 - 8:00 PM

Do you experience a lot of guilt and frustration in your role as a family caregiver?... Read more.

**Register by phone 1-866-396-2433 or on-line at** <u>www.careringvoice.com.</u> Webinars are offered through your computer and telephone. If you don't have a computer, you can simply listen to the audio over your telephone. You will not be able to see the visual portion of the Power Point presentation.

For additional information or if you have any questions, please call toll-free 1-877-520-3267 (Victoria 250-384-0408) or email <a href="mailto:caregiversupport@fcns.ca">caregiversupport@fcns.ca</a>.

Please feel free to forward this email on to family, friends and co-workers who might also find the information helpful.

We gratefully acknowledge the Province of British Columbia for funding these educational sessions.

Glendora Scarfone

Administration and Caregiver Support

Family Caregivers' Network Society

# How to Be a Caregiver and a Romantic Partner

Posted by Teresa Bitler http://www.strokesmart.org/new?id=303

Stroke can take a toll on your marriage, especially if you allow yourselves to get caught up in the role of caregiver and patient. Reclaim the romance with these four tips.

#### 1. Take Care of Yourself

You can't provide good care for your spouse—not to mention invest in your relationship—if you are mentally and physically drained. Dr. Sara Palmer, a rehabilitation psychologist and assistant professor at John Hopkins University Department of Physical Medicine and Rehabilitation, recommends you occasionally take a time out to focus on your own needs. "Relationships benefit from a positive change in either partner, so taking care of yourself will contribute to your spouse's recovery and to the health of the relationship," she writes in When Your Spouse Has a Stroke.

# 2. Don't Get Stuck in the Caregiver Mindset

Good marriages are based on give and take and interdependence. After a stroke, the scale tips heavily in one direction, leaving the caregiver feeling overwhelmed and the survivor feeling useless. These negative emotions make it difficult to feel close to your spouse.

Create an environment that can tip the scales in the other direction by encouraging your spouse to be as independent as possible. Allow the stroke survivor to dress himself or herself, and give them small tasks, such as setting the table, so they can contribute. The balance may never be 50-50 again, but tackling chores and problems as a team can create emotional closeness.

#### 3. Find New Shared Interests and Hobbies

Depending on your spouse's physical and cognitive abilities following a stroke, you may not be able to participate in the leisure activities you did before. Finding new interests and hobbies you can share are essential.

"Social, leisure, recreational and romantic pursuits are like glue holding you and your spouse together emotionally," Palmer writes. "If you keep these parts of your marriage

alive, your relationship is less likely to become one-sided and dominated by caregiving."

4. Make an Effort

Craig McCroskey, whose wife, Lisa, had a stroke in 2009, says that even though it takes a lot of effort, they realize how important it is to plan for date night, even if your plans fall through.

"For any marriage to stay healthy, you need to focus on each other," McCroskey say
As a couple, they have also tried to identify their routines as a couple, like spending
Saturday mornings together, and continue those. Those special times together make them
feel closer.

#### **COMMUNITY EVENTS**

**Understanding Stroke: Workshops for Family & Friends** 



THURSDAY, February 26<sup>th</sup>, 2015, 6-9pm

Social Services Seminar Room 189

**GF Strong Rehabilitation Centre** 

4255 Laurel Street, Vancouver

TUESDAY, February 17<sup>th</sup>, 2015, 2:45-5pm

Multi-Purpose room

**Holy Family Hospital** 

7801 Argyle Street, Vancouver

You will learn about:

- How the brain works
- Changes that happen after a stroke
- Practical strategies to help
- Life after stroke and resources to help you and your family through your journey

For questions and registration: **GF Strong** Call 604-737-6221 or email <a href="mailto:helena.jung@vch.ca">helena.jung@vch.ca</a>

**Holy Family** Call 604.322.2622

# B.L.A.S.T. "Building Life After Stroke Together"

A camp for stroke survivors and caregivers, organised by stroke survivors with therapy, recreation and socialisation!



# Good Friday, April 3rd to Easter Monday, April 6th, 2015 All inclusive \$225

- Includes accommodation, all meals, transportation and a variety of activities to choose from at your own pace.
- Charter pick up from Lower Mainland including ferry terminals.
- If you need a break, your bed is just around the corner. There are 2 suites available for an extra \$240. 2 beds up and pull out on main, private bath and kitchenette.
- You must be able to climb into the bus or provide your own transportation.
- If you need help with personal care you must be accompanied by someone who can help you. (ie: dressing, toileting, mobility, medicating, etc).
- Dual camper households may apply for discount of \$50 each.

Book your place now!

#### www.turtletalk.ca

Phone: (Daytime 604 985 1568 or PM 604 253 2390)

Email: deb@turtletalk.ca

Mail: BLAST, #308 - 1590 West 1st Avenue, Vancouver, BC V6J 4X4

Please make cheques payable to: BLAST (Building Life After Stroke Together)

**Post-Stroke Program Expands to New Cities** 



A successful post-stroke program that started in Sudbury ON is expanding across northeastern Ontario.

Independence Centre and Network's (ICAN) post-stroke program has already launched in North Bay and Sault Ste. Marie.

The program's expansion will now continue to Parry Sound, Temiskaming and Timmins thanks to \$1.2 million in funding from the North East Local Health Integration Network.

Rebecca Bowes, the post-stroke program's regional co-ordinator, is training six navigators and four rehabilitation support workers to bring the program to their respective communities.

The 10 participants have varied backgrounds in health care, said Bowes. Some are registered nurses, while others are kinesiologists or have experience with social work. They are learning about different services available in the northeast for people who have had strokes, best practices to work with patients and about different training and exercise programs to help people recover.

In Sudbury, around 350 benefit from the post-stroke program, which helps connect people to existing services, and offers everything from social support to rehabilitation.

"Every stroke is so different," Bowes said. "We've made our program so we look at the individual and say, 'What do you need?'"

Hospitals only follow up with patients up to a year after their stroke, but Bowes said the recovery can be a lifelong journey.

The post-stroke program follows patients through their recovery for as long as they need the support, she said.

"It's been a wonderful experience being able to follow someone from day one," Bowes said.

# Camp Squamish Summer Recreation Program

Five-day recreation program - Mon May 25 - Fri May 29, 2015

A chance to experience camping at its best! Join us for our five-day recreation programs at Camp Squamish, a BC Easter Seals Camp located 45 kms north of

Vancouver, British Colombia.

**For:** Adults (18 yrs+) living with a disability.

**\$1,750 per person** - Subsidies available based on eligibility criteria - please inquire for more details.

# **Program includes:**

- Meals, accommodation, and local transportation for five days and four nights.
- Daily activities including swimming, hiking, nature trails, day trips, arts & crafts, and sporting activities.

# **Important Dates:**

- Application deadline: Monday February 23, 2015
- Program date: Monday May 25 Friday May 29, 2015

# Space is Limited - Register Early!

Please carefully review the 2015 Summer Holiday Application (Camp Squamish) and ensure that all requirements are sent in by deadline date.

Application deadline is Monday February 23, 2015.

For more information and/or to receive an application package, please contact:

Keith Rashid

krashid@marchofdimes.ca

416-425-3463 ext.7213

1-800-263-3463 ext.7213

# **INSIGHTS Accessible Photo Workshop**



I will be teaching an Accessible Photo Workshop at the iCord Centre, 818 West 10th Avenue, Vancouver, BC, beginning Thursday February 19th in the First Floor Boardroom. There will be 2 evening sessions on Feb. 19 & March 5th (6:30 - 8:30 pm), and one afternoon session on Sunday March 15 (1:30-3:30) The workshops are specially for persons with disabilities and are FREE. I have some dynamite guest speakers lined up

and the workshops are guaranteed to shed some light on the complex world of photography. SCIBC asked me to teach the workshop and we will be coming up with a poster and general announcement this week.

Danielle Hayes, SRABC Shaughnessy Branch

#### RESEARCH

#### **Stroke Awareness Blunders**

Two recent events are drawing considerable attention to communication disorders. While the awareness is greatly needed, the approaches are less than ideal. In both cases, we learn that alcohol and strokes don't mix.

#### **Press Conference Gaffe**



Russian president Vladimir Putin made a <u>mistake</u> in a recent press conference. He joked that a reporter was drunk after hearing the reporter's slow style of speaking. It turns out that the reporter was not drunk, but a survivor of multiple strokes.

Being mistaken for being drunk is, unfortunately, a common experience for stroke survivors.

When someone suffers a stroke, the areas of the brain that control movement are often damaged. This can cause slower or slurred speech, among other challenges. When people drink alcohol, however, it slows their neural pathways by releasing inhibitory neurotransmitters and suppressing excitatory ones. Thoughts, speech, and movement all become slower and less coordinated.

While the outcomes may be similar in appearance, the causes are very different. Stroke survivors also do not have a choice to speak the way they do—and often report feeling embarrassed about how they sound. They fear people will judge them to be less intelligent than they are, or assume that they are drunk. Some stroke survivors carry cards with them that explain their medical condition to show to police and others to stop misconceptions.

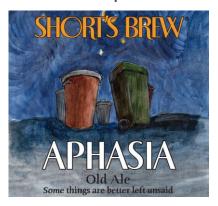
Stroke isn't the only disorder that is confused with drunkenness; people with Parkinson's

disease often have their ataxic movements confused with the uncoordinated movements of intoxication. Read more personal experiences of stroke survivors being accused of drunkenness.

Assuming that someone whose speech is impaired is drunk is, at best, uninformed, and at worst, rude. You can make sure you won't make the same mistake as Putin by learning more about the variations in speech you might hear by reading this post: <u>Understanding</u>

Communication Challenges Facing Stroke Survivors.

#### A Beer Called Aphasia



Another news story this week also started a controversy in the world of speech pathology and aphasia.

On a <u>Facebook group</u> for speech-language pathologists (SLPs) who work in adult rehab, a member posted a picture of a microbrewery beer label. The brewery was releasing an ale called *Aphasia*. The label featured a few garbage cans and the tagline "Some things are better left unsaid."

The tagline could be seen as misplaced effort to evoke the feeling of enjoying a pint with a friend in silence, or it could be taken as hurtful, since stroke survivors with aphasia would love nothing more than to be able to say whatever is on their minds.

<u>Aphasia</u> is a communication disorder often caused by stroke that impairs someone's ability to produce or comprehend language—or both.

A quick scan of the brewery's website showed no evidence that the beer was associated with any advocacy campaigns or efforts to raise funds or awareness of aphasia.

The members of the Facebook group reached out to the brewery to express their concern that *Aphasia* is not an appropriate name for a beer. Phone calls, Facebook page postings, and emails conveyed messages from SLPs offering education about aphasia and the

devastating impact it has on people, as well as the incongruity of naming a beer after a medical disorder. Would you name a beer after Parkinson's or cancer?

One SLP who called the brewery reported the staff member on the phone was unaware it was a real disorder and would tell the manager right away.

Within hours, the brewery issued a heartfelt <u>apology</u> and announced both a rebranding of the beer and a \$2500 donation to the state speech & hearing association. Most people were very satisfied with this outcome, calling it a "classy move."

It was an impressive display of the change people can effect through social media and a nice example of corporate responsibility from what was presumably a genuine misunderstanding.

With any controversy, there are many opinions. Many fans of the brewery did not understand why the name was upsetting. Some SLPs thought it was a fine name for a beer and that the outrage was unnecessary or that the group was overprotective of people with aphasia.

Others believe it's a wonderful opportunity to raise awareness that will be lost when the name changes. A group of people with aphasia and their caregivers were polled online, and the majority did not like the concept. Some, however, would very much like to see a beer called *Aphasia*.

The question remains: is a beer called "aphasia" a good opportunity to raise awareness? Should the beer keep the name but add information about the communication disorder to the label?

One young person with aphasia wrote, "I was hit by a drunk driver, so....no." The wife of a man with aphasia commented, "We already have an uphill battle trying to convince the public that people with aphasia are not drunk."

A stroke survivor shared, "I can't drink alcohol, doesn't agree with my brain struggle, so no, but I'm not a hater, so doesn't bother me if others drink." Another member of the <a href="Aphasia Recovery Connection">Aphasia Recovery Connection</a> posted, "Odd idea!!! Can't drink but if could WHY using alcohol raise awareness serious complex condition? Bizarre!"

Advocacy for aphasia and other communication disorders is sorely needed, but it remains unclear the best way to go about it when unrelated brands are involved.

# follow on Twitter | friend on Facebook | forward to a friend

Copyright © 2015 Stroke Recovery Association of BC, All rights reserved.

MailChimp.

We send out the snippets newsletter to all of our Coordinators to keep everyone connected.

# Our mailing address is:

Stroke Recovery Association of BC 301 - 1212 West Broadway Vancouver, British Columbia (BC) V6H 3V1 Canada

Add us to your address book

unsubscribe from this list | update subscription preferences