Memory Loss:  
THE ROLE OF THE Speech Language Pathologist

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TALK OUTLINE

Check Your Memory...

Memory Loss Myths vs. Facts...

Memory Processes & the Brain....

Cognitive Tests...

Memory Tools...
Remembering Names
JOHN HARP
Remembering Appointments
Remembering What You Hear
DEMENTIA MYTH vs. FACT

- Memory loss is normal for older people
- Everyone who has dementia gets Alzheimer’s
- Only older people can get dementia
- There are treatments available to stop the progression of dementia
- Aspartame, metal cans, flu shots, dental fillings cause dementia
MEMORY PROCESSES

ENCODING  STORING  RETRIEVING
MEMORY PROCESSES

ENCODING

Sensory Memory

attention

Short-Term Memory

transfer

rehearsal

Long-Term Memory

Atkinson-Shiffrin (1986)
The Brain & Memory

Reading words

Hearing words

Thinking words

Saying words
ALZHEIMER’S
Mild  
- Plaques and tangles begin to form
- Learning & memory
- Thinking & planning

Mild-Mod  
- Speaking & understanding
- Your spatial sense to other things around you
- Interfere with most of life (work, money, organizing)

Severe  
- Cannot communicate well
- Do not know family
- Cannot care for self
SLP COGNITIVE TESTING

- Verbal memory
- Visual memory
- Prospective memory
- Spatial memory
- Orientation
- Word Finding
- Executive function
- Attention
- Processing speed
Remembering Names: How Did You Do?
Remembering What You Hear: How Did You Do?
Super Bowl spots are still the hottest ticket in advertising. Yes, the NFL postseason is finally upon us, and the road to Indy runs through Green Bay and New England. NBC has sold all the commercial airtime for the Feb. 5 game in Indianapolis and even has a waiting list of advertisers. The average cost for a 30-second spot this year was $3.5 million, with some time slots costing as much as $4 million. Seth Winter, senior vice president of NBC Sports group sales & marketing, said in a recent interview that the last time slot was sold just after Thanksgiving. A year ago, FOX Sports said it sold the last of its advertising spots before the end of October. Slots are still available during NBC's pregame show, and those on the waiting list for the Super Bowl will have an opportunity to advertise if other companies give up their slot.
MEMORY TOOLS
Keep a Record

- Write it down (daily planner for appointments and remembering daily details)
- Use a pocket recorder
- Use your cell phone recorder
- Use sticky notes
Repetition

- Works best when you do not have to remember it for a long time

- When you meet someone, repeat their name 5 times when speaking to them
Association

Jersey number in sports

Mom had 2 kids

Birth year

215  1974
Categorizing

- Grocery Lists (4 fruits, 3 veggies, 2 dairy)
- Number of Grandchildren (6 girls, 4 boys)
Visual Imagery

Make a picture in your mind

- while you are reading
- to remember lists
- to remember phone numbers
- to remember where you have parked
Other Tools

- Distinctiveness
- Elaboration
- Method of loci
Repeat: Say it 5 times when you first meet  
Categorize: John’s names 1 syllable/Jessie’s names 2 syllables  
Associate: Your brother is John/ Your co-worker is Jessie  
Visual Imagery: Picture John playing harp/Jessie hanging on hanger  
Songs: Set saying their names to your favorite song  
Match name to personal feature: John has a joyful smile, Jessie’s hair is hanging
Word Wheel

WHO
(uses it?)

WHAT
(attributes?)

WHAT
(is it used for?)

WHERE
(do you find it?)

WHERE
(can you buy it?)
Where Did I Park?

- Take a picture
- Write it down
- Use the phone app
- Text it to yourself
- Park in the same spot
- Put something on your antenna
Resources

- Alzheimer's Association
  www.alz.org
  (805) 547-3830

- Alzheimer's Disease Education and Referral Center
  www.nia.nih.gov/alzheimers

- Family Caregiver Alliance
  www.caregiver.org

- Brain Injury Foundation
  www.biausa.org
THANK YOU!

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