

“Enjoyment” initiative: innovative psychological services to older people

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Agenda

01

Our story

02

Vision\Goal\Mission



“Enjoyment” initiative (Mostmtoon)

03

Difficulties

04

Spreading the vision

Our vision



**Changing the experience of old people in Egypt and the Arab world towards a life worth living
Under the slogan “We take care of you so we all can live.”**

Our goals



1 Providing creative scientific solutions so you can enjoy being a partner in care

2 Providing simple methods that focus on understanding the accompanying psychological changes

3 Introducing effective psychological science to help you understand what happens in old age

4 provide evidence-based art psychotherapy in the treatment of psychological disorders in older people and their families

5 provide emotional and compassionate touch

6 Preparing community health workers especially psychologists

Challenges of preparing psychologists

01

psychologists not wanting to work with older adults.

reasons : lack of training, negative stereotypes about aging, financial concerns.

02

Rates of referral of elderly cases to psychologists are still limited.

03

Lack of awareness of the role of psychologists at the community.

04

Sharp decrease in the local Egyptian advertisements for the request of a specialist in the older people.

05

the almost complete absence at the level of hospitals in the Arab world.

06

Low numbers graduate psychologists

“ Psychologists can provide support, psychoeducation, behavioral management, and advice according to their attitudes, skills, and Knowledge. ”

What are we doing?



Our mission:

Providing innovative and sustainable non-pharmacological psychological services to older people to create a life worth living

Affording radical change in the experience of older people and their families

Gender challenges

1. The prevalence of Alzheimer's disease among women in Egypt, particularly in the Upper Egypt desert areas, is reported to be 1.26% while men are 0.29 according to WHO

Education VS Alzheimer's



2. Women in Egypt typically have lower access to education, healthcare, and economic opportunities compared to men

3. old women are often more likely to face poverty and social isolation compared to men

Economic Challenges

1. seeking financial aid is on the rise

2. Insufficient retirement funds

3. They require support, companionship, and nutrition for improved quality of life





Spreading the initiative's vision

Designing culturally adapted Gems state with dementia caregivers

1st place

- Omima Madkor
- Shaimaa Awad
- Samar Mamdouh
- Asmaa Magdy
- Menna Shaker
- Anas Mansour
- Olgamaria Eltorzi
- Esraa Sabry

INTERNATIONAL BRAIN RESEARCH ORGANIZATION
Mental health research network of Egypt
المنظمة المصرية للأبحاث الصحية النفسية

Here is an example of Omima's productions, do let us know your views and feedback:



في شهر الزهايمر
تقدم د. أميمة مدكور: استشاري وزميل علم النفس ... عرض المز...



لقاء الصحة
بعنوان
دعم شركاء الرعاية: تتواصل لرعاية أفضل
د. أميمة مدكور
استشاري التقييم والعلاج النفسي للمسنين جامعة عين شمس

الثلاثاء 19 ديسمبر الساعة 3 مساءً

Wellness series



An awareness video (Successful aging)

Discussion of the book “Alzheimer’s, the thief of memory” at Egyptian Journalists Syndicate





A group of actors and the director were inspired by the consultation of Omaima's "Try to Remember Me" play at the Opera

Prof. Shereen Hussien writing about Omaima's production on Menarah

Here is an example of Omaima's productions, do let us know your views and feedback:



Engaging with caregivers in developing educational materials for people living with dementia



Introduction

There are 400 thousand people living with dementia (D) in Egypt, and the number is expected to increase to one million by 2025. The Egyptian State including key stakeholders such as the Ministry of Social Solidarity and their sister organizations have dedicated efforts to support older citizens in general and their living with dementia in particular [1]. These efforts aim at the education of and caring in Geriatric Medicine has great importance in dementia institutions such as Alexandria University (2012), Ain Shams University (2012), Cairo University (2012), and the National Institute of Linguistics and History Research (2012).

In Egypt, caring for PLwD is often delivered by close family members including families of PLwD or those to manage common behavioural challenges in Dementia is focused on maintaining their well-being. Digital and social media platforms can play a major role in providing awareness about dementia and caregiver experiences. One solution is to support families affected by dementia such as Golden Years Community - Egypt - Dementia Support Initiative in Egypt, Alzheimer's patient associations, along with an Alzheimer's Research Forum, and caregiver.

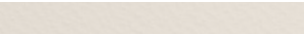
Our research team produced an 18-minute educational video of an interview addressing interactions between PLwD and their carers (caregivers) around everyday coping behavioural, verbal support with activities of daily living and shared decision-making. The video was developed by Dr. Mohamed Elshorbagy in consultation with 18 carers (caregivers) (Shorbagy, Elshorbagy, Farag, Osman, Karim, Abdel Aziz, Mohamed Shorbagy and Hani Gharib) addressing some of the primary concerns affecting caregivers as identified in the Changing Lives research project [2]. This video is freely available on YouTube. The intention of this qualitative study is to seek feedback on the video from a group of Egyptian caregivers to PLwD.



Methodology

The video was filmed in 22 interviews followed by semi-structured interviews (see caregivers in person, there over the phone, and over Zoom). The study interviews were transcribed and analyzed according to a thematic framework analysis using Atlas.ti (version 21.11) software. The study population was selected by Dr. Mervat Fathi for ethical work conducted at Ain Shams University.

All figures were included with written permission from the study participant.



Authors

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Results

Twelve caregivers were interviewed (12 females, with a mean age of 46.5 years). Eight respondents were overseas, graduates and had had postgraduate education. Most caregivers were daughters caring for their parents, except a son caring for his parent with dementia.

The video was rated by the respondents to be effective in highlighting important care-related questions such as nutrition, keeping calm and control, hearing, with interest, accepting change in the personality of their PLwD, and being mindful to signs of the need for a care plan ahead.

The study group suggested that cognitive skills should be developed for various stages of dementia (mild, moderate, and severe) and to specifically address activities of daily living (cooking, dressing, walking, and bathing). The group also reported that the emotional needs of the caregivers were not represented in the video.

Recommendations to enhance the quality of the simulation video

- ▶ To be specific to the video's national context.
- ▶ To focus on an individual stage of dementia.
- ▶ To include advice on the early stage of dementia.
- ▶ To include formal and/or carer team issues.
- ▶ To be designed to financial support options.
- ▶ To address the needs of carers as well.

Discussion

We found that discussing the simulation video with a group of caregivers provided us with valuable comments and constructive feedback. Engaging caregivers of study in co-creating educational materials enhances the potential of training materials to be effective in providing a rich insight into caregivers' lives [4].

The video addressed key areas that are challenging to caregivers. Primary concerns represented by the video include the importance of emotional support. Providing practical advice to caregivers on how to respond in such circumstances is an important intervention [5].

The use of non-judgmental language focusing on compassion and understanding of the caregiver's feelings was seen by the respondents as a key to the emotional needs of the video. It was appreciated by the group that one video content address all issues relating to the complexity and challenge facing families affected by dementia.

Conclusion

An educational and support video can be a useful resource for international audiences addressing common challenges affecting PLwD and their carers.

References

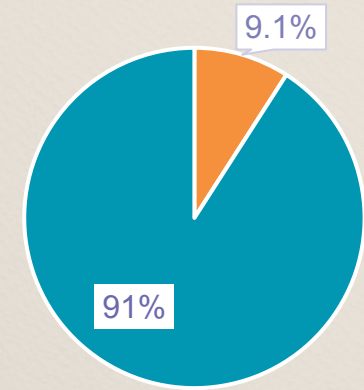
1. Lutz, T. *World Dementia Report*. Berlin: The Alzheimer's Society; 2019. Available from: <https://www.alzheimersociety.org/~/media/2019-07-16-World-Dementia-Report.pdf>.
2. *Signs in the Context of International Dementia Research*. International Society for Geriatric Psychiatry. Available from: <https://www.isgpsych.org/~/media/2019-07-16-World-Dementia-Report.pdf>.
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EGUMS

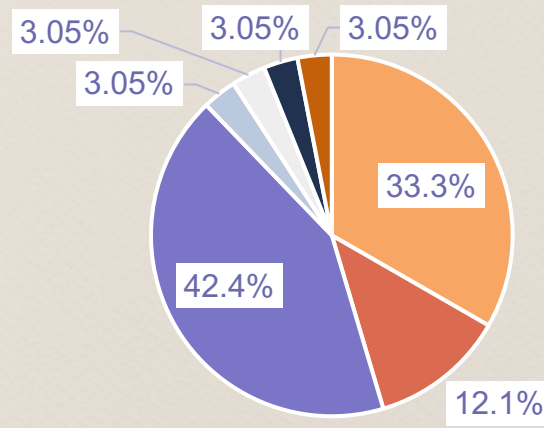
Ambassadors programme at AUC



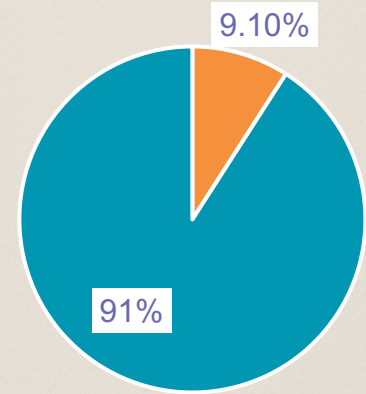
Mostmtoon's Joiners



males females



- I do not work in the field of mental health care
- Pharmacist
- phsycologist
- physician
- Art therapy specialist
- nurse
- Physical therapy technician



- old person or Alzheimer's patient
- not an old person or Alzheimer's patient

Mostmtoon is looking forward to:

1 Get funded by passionate funders

2 Make cooperation protocols with institutions

3 Reach more audience

4 Improve methods to identify mental health problems and needs

5 Always being Influential

Thank You!
