



The Ten Absolutes of Alzheimer's Care

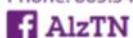
1. Never **ARGUE**, instead **AGREE**.
2. Never **REASON**, instead **DIVERT**.
3. Never **SHAME**, instead **DISTRACT**.
4. Never **LECTURE**, instead **REASSURE**.
5. Never say **REMEMBER**, instead say **REMINISCE**.
6. Never say **I TOLD YOU**, instead **REPEAT**.
7. Never say **YOU CAN'T**, instead say **DO WHAT YOU CAN**.
8. Never **COMMAND** or **DEMAND**, instead **ASK** or **MODEL**.
9. Never **CONDESCEND**, instead **ENCOURAGE** and **PRAISE**.
10. Never **FORCE**, instead **REINFORCE**.

Make Alzheimer's a Memory

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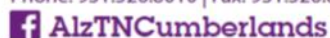
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