

Fundación Cepsa and 'AFA Caminar' Promote Wellbeing of Alzheimer's Patients, Their Families

- **The association 'Afán de Lucha por los Enfermos de Alzheimer' from Bollullos was recognized in the latest edition of the Social Value Awards with the Special Employee Award.**
- **The award-winning project promotes the development of a healthy lifestyle and improves the quality of life of patients and their families and caregivers.**

Fundación Cepsa visited the facilities of 'Afán de Lucha por los Enfermos de Alzheimer *Camina*' in Bollullos par del Condado to learn first hand about this entity's social work and the development of the project for which it was recognized with the "Special Employee Award" in the latest edition of the Social Value Awards.

This social center, with users from the County, offers day care, social interaction and comprehensive care to elderly people with Alzheimer's disease in a situation of dependence, based on non-pharmacological techniques, stimulating those parts of the brain that deteriorate as the disease advances. It also promotes awareness among caregivers, most of whom are family members, of the nature of the disease, providing techniques and skills that enable them to cope with different situations and balance their family, social and work life with their caregiving duties.

According to Teresa Millán, head of Fundación Cepsa in Huelva, "vulnerable aging, as well as Alzheimer's disease, are a real social problem; both difficulties demand a daily effort from the community so that these people can successfully face the biological, social and psychological situations that arise in their daily lives, and Fundación Cepsa wants to show its support."

The winning project, called 'Promoting Wellness', improves the quality of life of patients and their families through workshops with activities adapted to the intended purposes: learning about the disease and working on self-care skills with families and non-professional caregivers, boosting self-esteem and communication, promoting psychomotor and cognitive functioning, working on health education skills, healthy habits and psychological support.

In addition to a participative and dynamic methodology, the project facilitates the use of computer tools (ICT) helping patients and caregivers learn about new resources, avoiding the digital gap, and adapting new technologies to each user.

“We are indebted to Fundación Cepsa for the support received in the last edition of the Social Value Awards, especially when we see that our patients and family members are receiving better care for needs that, in times of COVID, are increasingly demanded,” says José María Cano, the center’s manager.

The association ‘Afán de Lucha por los Enfermos de Alzheimer’ from Bollullos was also the winner of one of the Social Value Awards in the 2016 edition, for the project called “Comunica tus recuerdos” (Share Your Memories).

Social Value Awards

The Social Value Awards started in Huelva in 2005. They were well received, resulting in the other Cepsa centers joining the initiative in subsequent years, which was the case with Tenerife, the Autonomous Community of Madrid, Campo de Gibraltar, Portugal, Colombia and Brazil.

These awards are one of the stand-out initiatives of Fundación Cepsa. The purpose of these annual accolades is to support the most disadvantaged individuals, groups and sectors, promote solidarity values and foster educational and cultural development. To this end, the entity relies on the involvement of Cepsa's professionals, who sponsor the projects or actions presented by the NGOs, thus becoming a "solidarity godfather or godmother" of the project.

In addition to the local projects recognized by the jury in each area, five in the province of Huelva, the ***Special Employee Award*** is an additional prize awarded by Cepsa professionals from among two projects additionally selected by each of the juries in each edition.

The period for submitting entries to the 2021 competition will open in September.

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