

# Alzheimer's Association

Biocom CRO Group  
Patient Centered Awareness

alzheimer's  association®

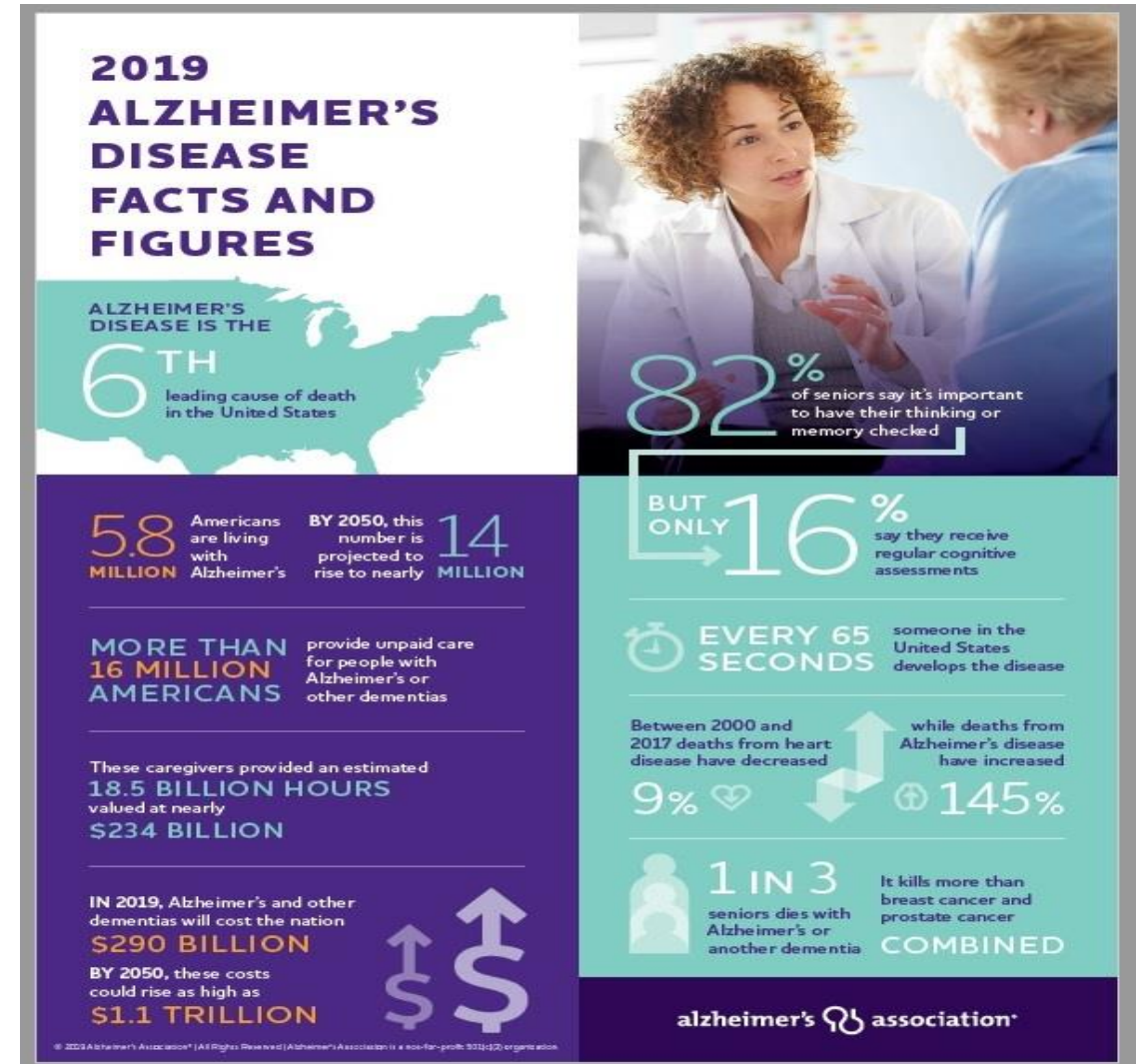
# Who are we?

The world's leading voluntary health organization in Alzheimer's care, support and research.



# Facts & Figures

- 6<sup>th</sup> leading cause of death in US
- 2nd leading cause of death in California
- More than 5.8 million Americans living with Alzheimer's



# Our work is about people and science

- Support services
- Education
- Policy changes
- Research funding



# Studies and People with dementia

- Our County – Transportation concerns
- Spanish speakers
- Geography



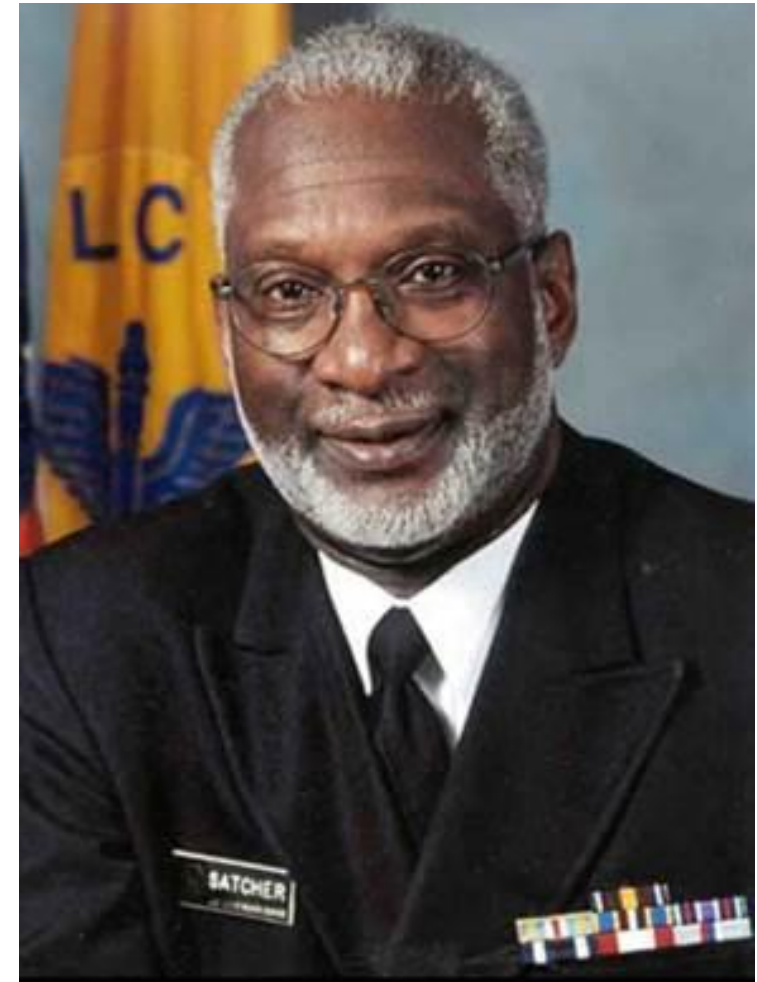


# TrialMatch®

- A free, easy-to-use clinical studies matching service that connects individuals with Alzheimer's, caregivers, healthy volunteers and physicians with current studies.
- Our continuously updated database of Alzheimer's clinical trials includes more than 225 promising clinical studies being conducted at nearly 700 trials sites across the country.
- Through clinical trials, researchers test new ways to detect, treat and prevent Alzheimer's disease and dementia. Recruiting and retaining clinical trial participants is now the greatest obstacle, other than funding, to developing the next generation of Alzheimer's treatments.

“Alzheimer’s is the most under-recognized threat to public health in the 21<sup>st</sup> century.”

-Dr. David Satcher, former U.S. Surgeon General and former Centers for Disease Control and Prevention (CDC) Director



Positioning  
California  
Counties to  
Respond

## Public Health: A Bold New Approach to Address California's Alzheimer's Crisis

**#KNOWBRAINER**

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800.272.3900 | [alz.org](http://alz.org)\*






Why Public  
Health? The  
Burden is  
Large

# 2.2 MILLION

**2.2 million Californians are directly impacted by Alzheimer's, either personally living with dementia or providing care and support for a loved one with the disease.**

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# Why Public Health? The Impact is Major

# \$341,840

**The estimated lifetime cost of  
care for an individual with  
Alzheimer's disease is \$341,840  
– more than the median home  
price in Sacramento, CA**

**#MillionstoSaveBillions**

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# Why Public Health? There are ways to intervene

**<50%**

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**Less than half of all people affected by Alzheimer's disease have been diagnosed by a physician. Even fewer have been informed of their diagnosis.**

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# Specific California Goals



Increase public awareness of signs and symptoms of dementia

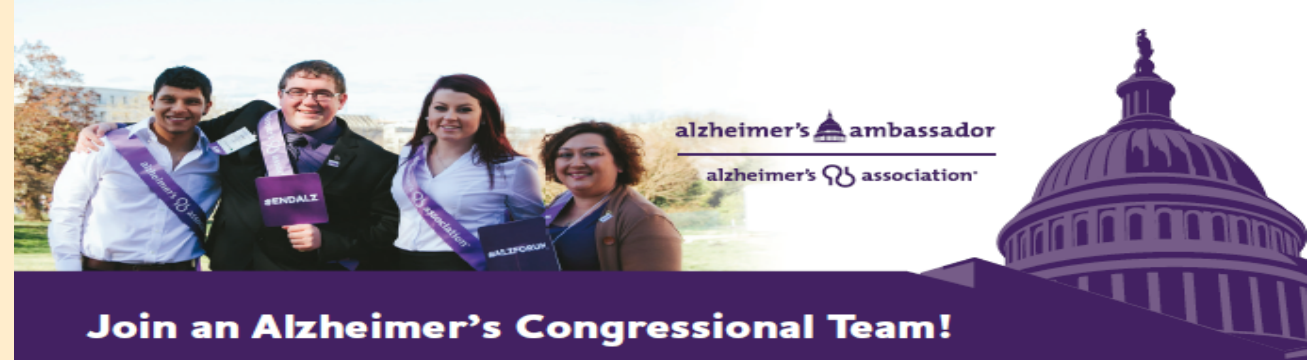
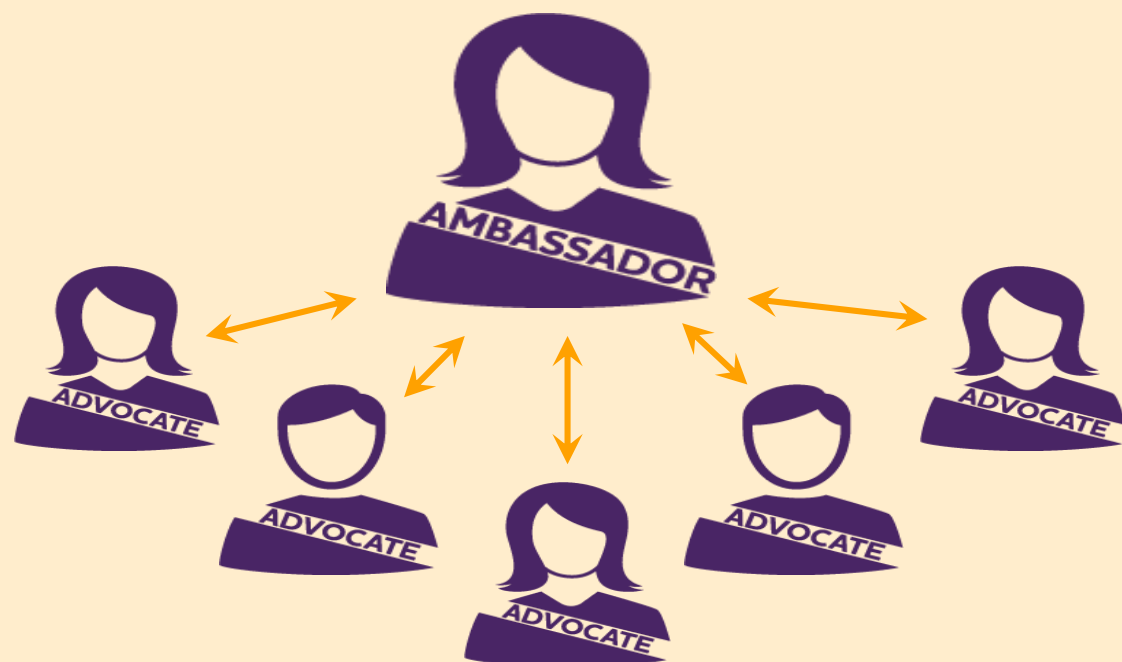


Improve early detection and timely diagnosis of Alzheimer's



Target outreach to individuals and communities at high risk (e.g. African American, Asian-Pacific Islander, Latino, Native American and women) with strategies to reach underserved and under-represented populations (e.g. LGBTQ, rural, live-alone, younger-onset)

# Alzheimer's Congressional Teams



## Join an Alzheimer's Congressional Team!

### Be part of our Ambassadors success story!

By joining with thousands of Alzheimer's advocates nationwide you've lent momentum to our shared vision of a world without Alzheimer's. Thank you!

The Alzheimer's Ambassadors program harnesses that momentum to develop deep, one-on-one relationships with each member of Congress.

And, it's working! With an Ambassador in every congressional district, we've passed critical legislation and nearly tripled federal funding for Alzheimer's research in just a few years!

### What could you bring to a team?

But our Ambassadors can't win this fight alone. They can't be everywhere at once, nor can they match the stories, relationships and skills of a diverse team. So they're looking for a few good team members — like YOU!

When you join an Alzheimer's Congressional Team (ACT), we can train you to support Alzheimer's Association advocacy efforts in a wide variety of ways, some of which take just an hour or two every few months. Whatever your experience and availability, odds are there's a place for you on an Alzheimer's Congressional Team!

### Alzheimer's Congressional Team Member Application

Please tell us what ACT member activities interest you. We'll add you to our advocacy alerts and if your interests match our needs in your area, we may invite you to join a Team and/or provide opportunities to get involved with state legislative advocacy.

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li><input type="checkbox"/> <b>Meet with elected officials</b><br/>Lend your voice in district offices, state capitols and at the Advocacy Forum in D.C.</li> <li><input type="checkbox"/> <b>Raise awareness through local media</b><br/>Partner with chapter staff to draft letters-to-the-editor and pitch stories</li> <li><input type="checkbox"/> <b>Support the Alzheimer's Impact Movement (AIM)</b><br/>Promote AIM, the Association's sister organization, and engage with campaign staff, donors and events</li> <li><input type="checkbox"/> <b>Call on your connections</b><br/>Use your relationships with legislators and partner organizations to make calls at key moments</li> </ul> | <ul style="list-style-type: none"> <li><input type="checkbox"/> <b>Spark social media conversations</b><br/>Engage online, inspire novices, recruit new advocates and monitor legislator accounts to comment/retweet</li> <li><input type="checkbox"/> <b>Coordinate events and volunteers</b><br/>Help Ambassadors recruit and mobilize volunteers, organize events and work with event committees</li> <li><input type="checkbox"/> <b>Widen our reach</b><br/>If you live outside your district's primary city, submit LTEs locally and help engage your rep's field staff</li> <li><input type="checkbox"/> <b>Share your unique perspective as a...</b><br/><br/>(person with dementia, researcher, young person, etc.)</li> </ul> |
|--|---|

Please share your Alzheimer's story, congressional relationships and/or organizational affiliations

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 Name: \_\_\_\_\_ Phone: \_\_\_\_\_  
 Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_  
 Email: \_\_\_\_\_ Twitter: \_\_\_\_\_



**24/7 Helpline**  
**800.272.3900**  
**alz.org**

# Questions?

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