

Alzheimer's Association Overview of Resources & Services

**Katie McDonough, Executive Director
Southeastern Virginia**



Our Work is About People and Science



The Alzheimer's Association is a worldwide voluntary health organization dedicated to Alzheimer's care, support and research.

Our mission is to lead the way to end Alzheimer's and all other dementia — by accelerating global research, driving risk reduction and early detection, and maximizing quality care and support.

Strategic objectives



Increasing concern and awareness.



Advancing public policy.



Enhancing care and support.



Accelerating research.



Growing revenue support of the mission.



Embracing diversity and inclusion.

Alzheimer's Association in Virginia



Providing and Enhancing Care and Support

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Community Mobilization

Community mobilization is the process of bringing together as many **stakeholders** as possible to raise **awareness** of and **demand** for a particular issue, to assist in the **delivery** of resources and services, and to **strengthen** community participation for **sustainability** and self-reliance.



24/7 Helpline

- Available around the clock, 365 days a year.
- Helpline specialists and master's-level clinicians offer confidential support and information.
- Bilingual staff and translation service in 200+ languages
- Live chat available.
- TTY Service 866.403.3073



24/7 Helpline

800.272.3900

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Live Chat

Education Programs

- Free online e-learnings available at www.alz.org
 - 10 Warning Signs
 - Understanding Alzheimer's and Dementia
 - Dementia Conversations
 - Effective Communication Strategies
 - Legal and Financial Planning
 - Understanding and Responding to Dementia-Related Behaviors
- ALZ Navigator
- Community Resource Finder



Benefits of Support Group

- Peer-to-peer exchange of information, challenges and possible solutions
- Helps caregiver work through feelings & share coping strategies



- Emphasize importance of maintaining physical and mental health

To find a local support group, visit www.alz.org/crf and enter your zip code

Advancing Public Policy

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Advocates

- Alzheimer's Impact Movement (AIM) Members
- Alzheimer's Congressional Team (ACT) Members
(federal)
- Ambassadors *(federal)*
- State Champions *(state)*



How Our Advocates Take Action



Letters to the Editor!



Testify before a committee on legislation



Call Congressional offices about support for a bill



Write letters or emails to their elected officials



Attend an event or rally with a focused intent

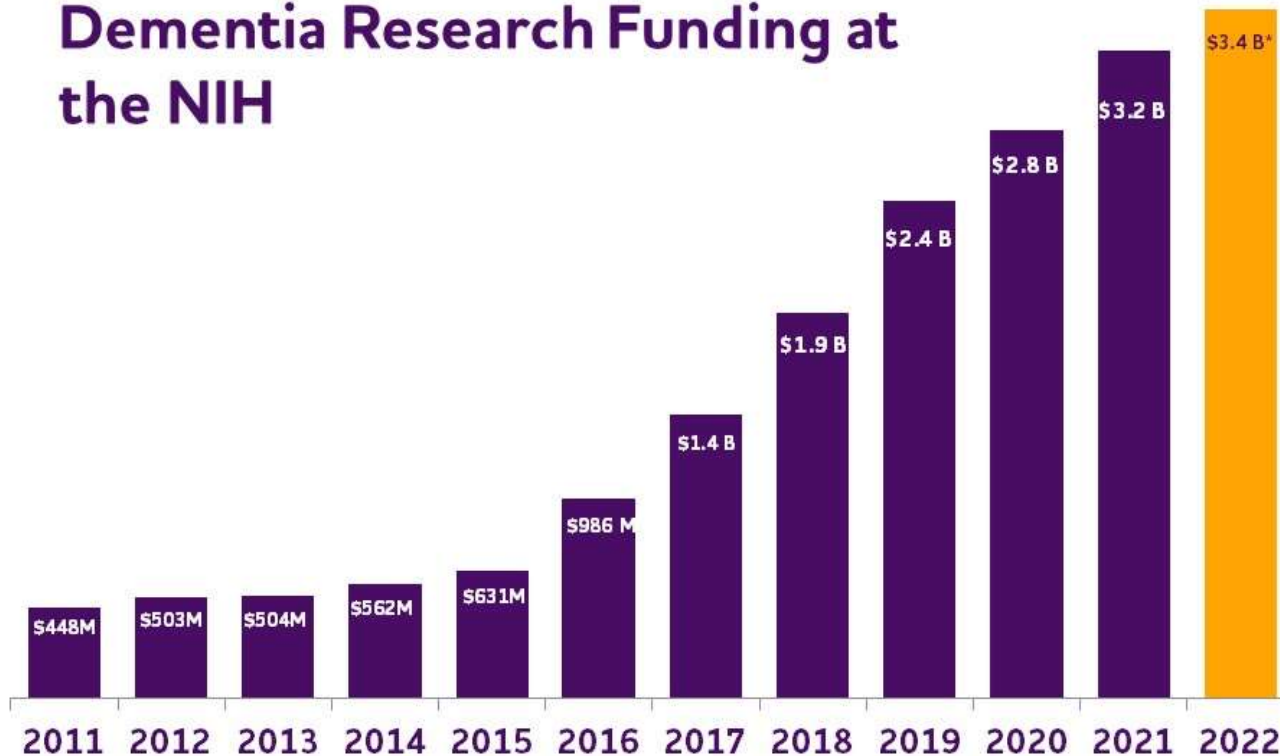


Engage strategically on social media!

Because Advocacy WORKS



Alzheimer's and Related Dementia Research Funding at the NIH



*Represents the proposal by the House Appropriations Committee



Health Systems Strategy Overview

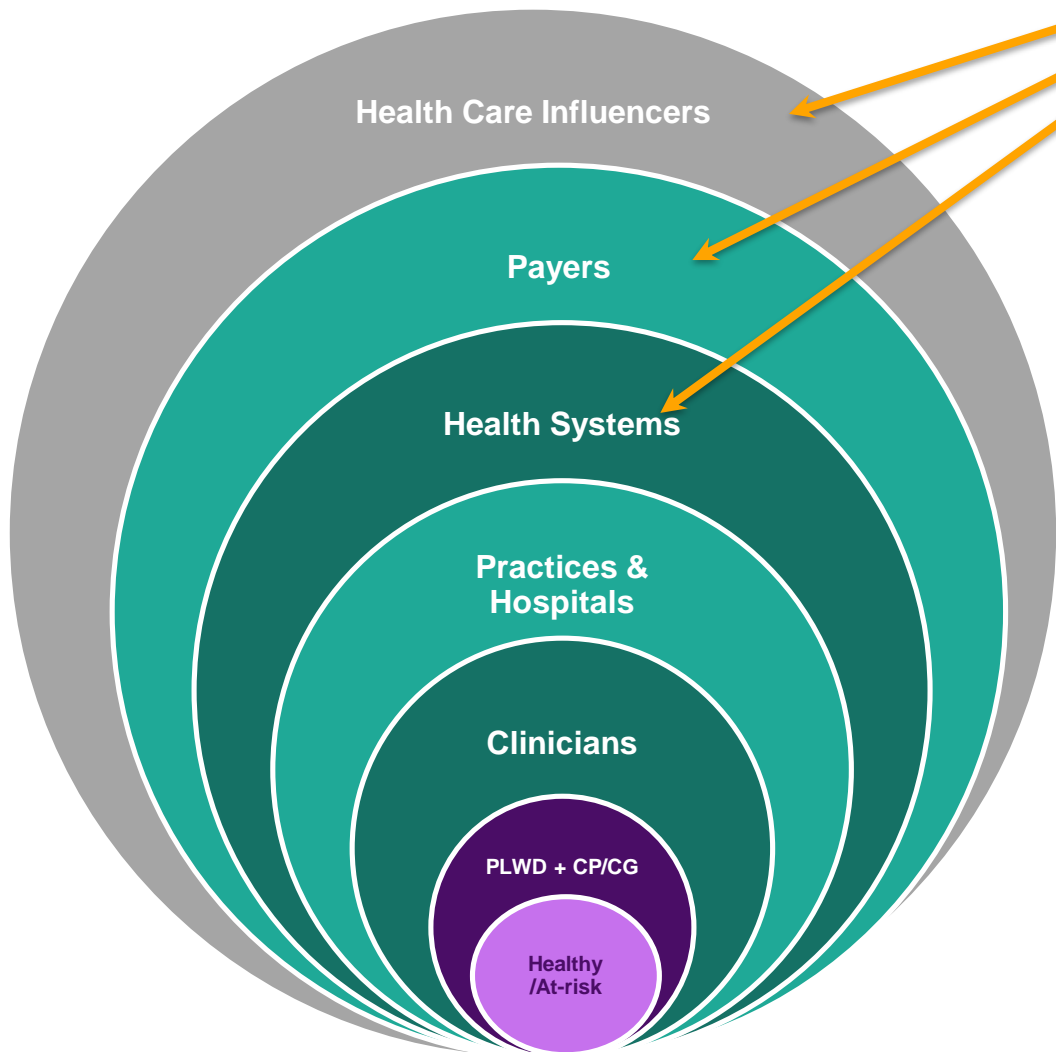
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82% of seniors say it's important to have their thinking or memory checked.

But only **16%** say they receive regular cognitive assessments.

Current Healthcare Landscape



Need to increase our focus here



Health Systems Engagement



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BUILDING YOUR MEMORY CARE SKILLS

a person-centered approach

DSS-Approved Professional Staff Virtual Training

Strengthening Diversity and Inclusion

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Diversity, Equity and Inclusion

DISCRIMINATION

is a barrier to Alzheimer's and dementia care.
These populations reported discrimination when
seeking health care:



of Black
Americans



of Native
Americans



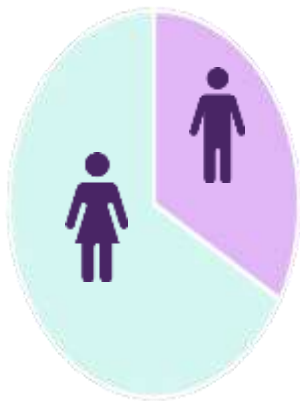
of Asian
Americans



of Hispanic
Americans

Alzheimer's Association special report *Race, Ethnicity and Alzheimer's in America* (March 2021)

GENDER, RACIAL & ETHNIC DISPARITIES IN ALZHEIMER'S PREVALENCE & TRIALS



Almost **two-thirds** of Americans with Alzheimer's are **women**.



Older **Black** and **Hispanic** Americans are disproportionately more likely than older **Whites** to have Alzheimer's or other dementias.



Ethnoracial groups have been historically **underrepresented** in clinical studies, underscoring the need for more **diversity** in dementia research.

NATIONAL PARTNERSHIPS



DIVERSITY & INCLUSION IN CLINICAL TRIALS



The NIA launched a new online tool called Outreach Pro to help researchers create materials for recruitment of underrepresented communities

Individuals are most willing to volunteer for a trial if...

Invited to participate

See participation as opportunity to contribute to research

Have a family member with the disease



Commonly used Alzheimer's clinical trial exclusion criteria, disproportionately affect African Americans and Hispanics/Latinos



Black, Latino and American Indian respondents are more likely to volunteer if asked by a person of the same race and more concerned about disruption of work and family responsibilities

Accelerating Research

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THE LARGEST NONPROFIT FUNDER
OF ALZHEIMER'S &
ALL DEMENTIA RESEARCH
IN THE WORLD

\$250+

million currently active

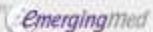
750+

projects

39

countries

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trialmatch™

POWERED BY  EmergingMed

TrialMatch® is a free clinical studies matching service that connects individuals with Alzheimer's, caregivers and healthy volunteers to current studies.

alz.org/trialmatch



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Introducing the Alzheimer's Association Science Hub App





Held annually in more than 600 communities nationwide, the **Alzheimer's Association® Walk to End Alzheimer's** is the world's largest event to raise awareness and funds for Alzheimer's care, support and research.

alz.org/walk



ALZHEIMER'S ISN'T WAITING.
NEITHER ARE YOU.

alzheimer's association®





The Longest Day[®] is the day with the most light — the summer solstice. On June 20, thousands of participants from across the world come together to fight the darkness of Alzheimer's through an activity of their choice. Together, they will raise funds and awareness for the Alzheimer's Association[®].

alz.org/thelongestday