



# 2025 CAMPAIGN GUIDE

Leading in the Fight to End Alzheimer's  
and All Other Dementia

## Table of Contents

A Letter to Candidates .....	3
2025 Alzheimer’s Disease Facts and Figures .....	4
Federal Policies to Lead on Alzheimer’s .....	5
State Policies to Lead on Alzheimer’s .....	7
Engaging Alzheimer’s Advocates on the Campaign Trail .....	9





## Dear Candidate,

Alzheimer's isn't a red or blue issue — it affects everyone.

Over the past decade, thanks to bipartisan lawmakers at the state and federal level, our nation has made addressing the growing Alzheimer's and dementia crisis a priority. As a result we've entered a new era with Food and Drug Administration (FDA) approved treatments that treat the underlying course of the disease, a growing body of evidence on effective means of prevention, and rapid advancements in biomarkers that will enable diagnosis even before symptoms emerge.

Still, much work remains. More than 7 million Americans are living with Alzheimer's and nearly 12 million more are providing unpaid care. One in 3 seniors dies with Alzheimer's or another dementia. It kills more than breast cancer and prostate cancer combined.

In the pages that follow, we outline the policy priorities of the Alzheimer's Association and the Alzheimer's Impact Movement (AIM), a 501(c)(4) separately incorporated advocacy affiliate of the Association, and our network of dedicated advocates. As you head out on the campaign trail, we encourage you to talk to your constituents, hear their stories about how dementia is impacting their lives and communities, and share your plan to address Alzheimer's and all dementia.

We hope you'll continue to make Alzheimer's and all other dementia a priority in your state and our nation.

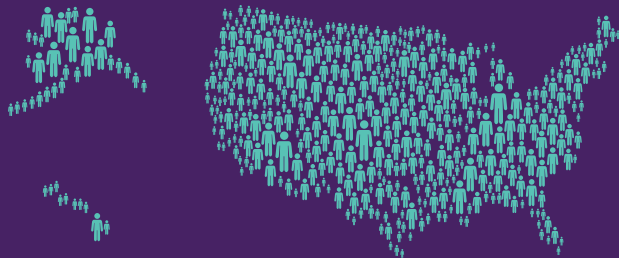
For statistics specific to your state we encourage you to visit [alz.org/facts](https://alz.org/facts).

Sincerely,

**Robert Egge**

Chief Public Policy Officer, Alzheimer's Association  
President, AIM

# 2025 ALZHEIMER'S DISEASE FACTS AND FIGURES



Over

## 7 MILLION

Americans are living with Alzheimer's

### 1 IN 3

older adults dies  
with Alzheimer's or  
another dementia



### IT KILLS MORE THAN

breast cancer



prostate cancer

### COMBINED

Between  
2000 and  
2022 deaths  
from heart  
disease have  
decreased

## 2.1%



while deaths  
from  
Alzheimer's  
disease have  
increased

## 142%



In 2025, Alzheimer's  
and other dementias  
will cost the nation

## \$384 BILLION

By 2050,  
these costs  
could rise  
to nearly

## \$1 TRILLION



The lifetime  
risk for Alzheimer's  
at age 45 is

## 1

IN

## 5

for  
women

## 1

IN

## 10

for  
men



## NEARLY 12 MILLION

Americans provide  
unpaid care for people  
with Alzheimer's or  
other dementias

These caregivers  
provided more than  
19 billion hours  
valued at nearly

## \$413 BILLION



## UP TO 4 IN 5

Americans feel  
optimistic about new  
Alzheimer's treatments  
in the next decade



## 92%

of Americans would  
want a medication to  
slow the progression  
of Alzheimer's following  
a diagnosis

For more information, visit [alz.org/facts](https://www.alz.org/facts)

© 2025 Alzheimer's Association® | All Rights Reserved  
Alzheimer's Association is a not-for-profit 501(c)(3) organization

ALZHEIMER'S  ASSOCIATION®



# 2025 FEDERAL POLICY PRIORITIES

*Alzheimer's and other dementia are a growing crisis for our families and the economy. The federal government must address the challenges the disease poses and take bold action to confront this crisis now.*

## INCREASE THE COMMITMENT TO DEMENTIA RESEARCH AND PUBLIC HEALTH RESPONSE

More than 7 million Americans are living with Alzheimer's, and by mid-century, the number of people with the disease is set to nearly triple. Costs are estimated to reach \$384 billion in 2025, with nearly two-thirds paid by Medicare and Medicaid. These costs are projected to rise to nearly \$1 trillion by mid-century.

- » Consistent with the National Plan to Address Alzheimer's Disease and the Alzheimer's Professional Judgment Budgets, Congress has bolstered support for research funding at the NIH. Nevertheless, current funding levels continue to fall short of the total funding scientists and the U.S. Advisory Council on Alzheimer's Research, Care, and Services believe is needed to meet the goal of finding a treatment or cure for Alzheimer's and other dementia. Congress must continue its commitment to the fight against Alzheimer's and other dementia by increasing funding for Alzheimer's and dementia research by an additional \$113.485 million in fiscal year 2026.
- » Since BOLD was signed into law in 2018, the CDC has made 66 awards to 45 state, local and tribal health departments.

Congress should appropriate \$35 million for FY26 BOLD implementation in order to have the meaningful impact that Congress intended and address Alzheimer's and other dementia as a growing public health crisis.

## CONNECTING AMERICANS TO COVERAGE FOR ALZHEIMER'S SCREENING AND PREVENTION

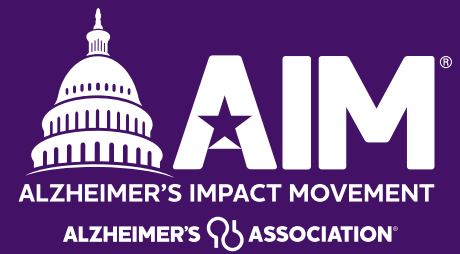
Early detection is essential to providing access to information, care, and support to people living with Alzheimer's disease and other dementia. Many people living with Alzheimer's disease are not diagnosed. Even among those who are, a large number are unaware of their diagnosis. An early diagnosis can improve the quality of care and quality of life and may reduce the financial and emotional impact of the disease.

Medicare should prioritize "timely" detection — at the point when people can benefit from available interventions. There is a need to greatly expand access to these options, which can include identifying and treating other causes of cognitive impairment, addressing modifiable risk factors, and benefiting from interventions like post-diagnosis care support, psychosocial interventions, treatments and more.

## ADVANCE DEMENTIA WORKFORCE PREPARENESS

Today, only half of those living with Alzheimer's disease are diagnosed, and of those, only half are told of their diagnosis. In 85% of cases, the initial diagnosis of Alzheimer's is made by primary care providers (PCP). But because they are not dementia specialists, most report they do not feel prepared to provide care for those diagnosed. Too often, overburdened primary care providers are unable to access the latest patient-centered dementia training. The Accelerating Access to Dementia and Alzheimer's Provider Training (AADAPT) Act would provide virtual Alzheimer's and dementia education and training to more primary care providers to better understand detection, diagnosis, care, and treatment of Alzheimer's and other forms of dementia. Programs such as Dementia ECHO connect dementia care experts with primary care providers using free, remote continuing education. These video-conference based education programs reach rural and medically underserved areas where PCPs are especially strained. The AADAPT Act would provide grants to providers participating in structured Alzheimer's and dementia virtual education programs to address the knowledge gaps and workforce capacity issues primary care providers face.

# State Policy Priorities



*Alzheimer's is a growing public health crisis and state governments must take bold action. Effectively implementing and updating State Alzheimer's Plans and supporting other policies will reduce the long-term impact of the disease on state budgets, and improve the lives of individuals living with dementia and their family caregivers.*

---

# 1

## **Advance risk reduction, early detection and diagnosis**

The need for greater awareness of the risk factors and warning signs for cognitive impairment including Alzheimer's and other dementia is critical. A growing body of evidence shows that promoting healthy behaviors can reduce the risk of cognitive decline, possibly reduce the risk of dementia, and protect cognitive health. Nearly 4 in 5 Americans would want to know if they had Alzheimer's disease before having symptoms or before symptoms interfere with daily activities.

Yet 55% of primary care physicians caring for people living with Alzheimer's report there are not enough dementia care specialists in their communities to meet patient demand. An early and accurate diagnosis can improve access to care and support services, enhance quality of life and significantly reduce the financial impact of dementia.

---

# 2

## **Enhance care and support in community**

The total lifetime cost of care for someone living with dementia is estimated at more than \$400,000 with 70% of these costs borne by family caregivers through unpaid caregiving and out-of-pocket expenses. Ensuring adequate access to home- and community-based services (HCBS), improving care coordination, and streamlining the delivery of care for individuals living with dementia will mitigate the long-term impact on state budgets and improve the lives of those affected by this devastating disease.

---

# 3

## **Ensure access to diagnostics and treatment**

For individuals living with dementia and their families, access to resources and treatment is essential at all stages of the disease. More than 9 in 10 Americans would "definitely" or "probably" want a simple medical test — such as a blood biomarker test — if it was available. More than 90% of Americans indicated they would "probably" or "definitely" want to take a medication that could slow the progression of Alzheimer's disease following a diagnosis. With the historic Food and Drug Administration (FDA) approval of treatments that slow the progression of Alzheimer's in the early stages, access to diagnostics and treatment are even more critical to ensure individuals receive the most benefit at the earliest point possible.



# 4

## Support quality care

States across the nation are experiencing an unprecedented health care workforce shortage. Researchers have estimated that over 860,000 additional direct care workers will be needed by 2032 — more new workers than in any other single occupation in the United States. Quality care delivered by trained providers leads to better health outcomes for individuals and caregivers, puts less strain on state health systems, and reduces care costs through decreased readmission rates to hospitals. Ensuring systems of care consider the needs of people living with dementia will help to avoid crises and improve the delivery of care.

# 5

## Build a state government infrastructure

One in 3 seniors in America dies with Alzheimer's or another dementia. For the first time, the number of people with Alzheimer's disease in America exceeds 7 million. As the number of Americans living with Alzheimer's continues to grow, so will the impact on state health systems, budgets and workforce. Numerous state agencies administer a variety of programs critical to people with dementia and their families. Efforts are often siloed with state agencies working separately from each other, leading to inaction and inertia. The lack of coordination hinders the ability of states to evaluate the effectiveness of policy efforts across the spectrum of programs serving those with dementia and their families. Addressing this public health crisis requires a coordinated response.



# Engaging in the Fight to End Alzheimer's on the Campaign Trail

Throughout election season, the Alzheimer's Association, AIM and our nationwide network of dedicated advocates will be engaging candidates virtually at townhalls, debates and on social media. We hope you'll join us in elevating awareness of all those affected by Alzheimer's and all other dementia and share your plan to address this growing crisis.

Join the conversation. Follow us on social media at:



## Twitter

@alzimpact  
@alzassociation  
#ENDALZ  
#Road2ENDALZ



## Websites

alzimpact.org  
alz.org/facts



## Instagram

alzimpact  
alzassociation



## Facebook

fb.com/alzimpact  
fb.com/actionalz

## CANDIDATE QUESTION CARD

All Policymakers Need a Plan  
to Address the Alzheimer's Crisis



### WHAT CANDIDATES SHOULD KNOW

- More than 7 million Americans are living with Alzheimer's, and nearly 12 million provide unpaid care.
- 1 in 3 seniors dies with Alzheimer's or another dementia.
- It kills more than breast cancer and prostate cancer combined.