

Letter to the Editor Talking Points

The following talking points can be used to help you write a personal and compelling letter to the editor for placement in your local paper. Please be careful not to post photos or comments that imply the Association or AIM supports or opposes any candidate. As always, please coordinate your efforts with your local chapter to avoid duplication and to receive guidance on how you can best engage.

2025 Candidates: What is your plan to address the Alzheimer's and dementia public health crisis?

Compelling Opening Suggested TPs (choose or create your own)

- Alzheimer's is an issue impacting voters across the country.
- According to the Alzheimer's Association, more than 7 million Americans age 65 and older are living with Alzheimer's, and 1 in 3 seniors dies with Alzheimer's disease or another dementia.
- As a [caregiver/person living with Alzheimer's/dementia], I understand firsthand the impact this disease has on families in STATE and across America.
 - (Share how Alzheimer's has personally impacted you. Consider submitting a personal photo.)
- Candidates for [governor, senator, other local positions] should release their plans on how they will build on this progress and address the Alzheimer's public health crisis.

Statistics to Make the Case TPs (choose a few or highlight others)

- According to the [Alzheimer's Association](#), there are NUMBER STATERS over the age of 65 living with Alzheimer's. These individuals and their loved ones are looking for leadership from their elected officials.
- By securing robust increases for Alzheimer's and dementia research funding and advancing critical legislation, policymakers have made a positive and meaningful impact on people living with Alzheimer's and their caregivers.
- But in 2024, nearly 12 million caregivers of people with Alzheimer's disease or other dementia provided an estimated 19 billion hours of unpaid care, a contribution to the nation valued at \$413 billion.
- In 2025, total payments for all individuals with Alzheimer's disease or other dementias are estimated at \$384 billion. Total disease-related costs are projected to increase to nearly \$1 trillion by 2050.
- An estimated 1.2 million additional direct care workers will be needed between 2020 and 2030 — more new workers than in any other single occupation in the United States.

Ending Call to Action TPs

- We have made progress in the fight against Alzheimer's and all dementia, and we need to keep going. Join me in asking candidates for [governor, other local positions] for their plans to ensure access to services, programs and treatments for dementia.
- Visit alzimpact.org to learn more.