

WAYS TO ENGAGE THIS ALZHEIMER'S & BRAIN AWARENESS MONTH IN YOUR STATE



Support Alzheimer's Public Policies in your State

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. Support policies that:

- » Increase public awareness, early detection and diagnosis.
- » Build a dementia-capable workforce.
- » Increase access to home and community-based services.
- » Enhance the quality of care in residential settings.

Learn more about state policies at alzimpact.org/state.

Share Your Story & Highlight Constituent Stories

- » Have you been personally impacted by Alzheimer's? Share your story.
- » Highlight constituent stories in your social media, newsletter and at community forums. Visit alz.org/facts to get statistics specific to your state.

Go Purple Online

- » Visit alz.org/abam to learn all the ways you can go purple with the Alzheimer's Association this June.
- » Join the discussion online all month long at #ENDALZ and on June 6 at #EndAlzheimers.
- » See sample posts on reverse side.
- » Wear purple throughout June and especially on June 21 — The Longest Day® — a special day of action for the Alzheimer's community.
- » Add a purple Facebook frame to your profile photo by selecting "Try it" under the pinned post on the Alzheimer's Association Facebook page facebook.com/actionalz.



GO PURPLE TO FIGHT ALZHEIMER'S

ALZHEIMER'S
& BRAIN
awareness month

alzheimer's  association®

JUNE IS ALZHEIMER'S & BRAIN AWARENESS MONTH IN YOUR STATE

Nationwide, there are more than 5 million people living with Alzheimer's, the most expensive disease in America and the nation's sixth leading cause of death. This year during Alzheimer's & Brain Awareness Month, the Alzheimer's Association® and its advocacy arm, the Alzheimer's Impact Movement (AIM), wants American families to know it's Time to Talk about memory loss and other potential warning signs of Alzheimer's disease. Join us as we highlight the personal, human stories behind the disease, as well as common themes that thread throughout these stories. Everyone who has a brain is at risk to develop Alzheimer's — but everyone can help to fight it, especially you.

Tweet to build awareness

On Wednesday, June 6, #EndAlzheimers will be the promoted trend on Twitter. If sharing any of the messages below on this date, please exchange #ENDALZ with #EndAlzheimers.

- I'm going purple to raise Alzheimer's awareness with @alzassociation in June. Join me! alz.org/abam #ENDALZ
- June is Alzheimer's & Brain Awareness Month in [STATE]. Join me and @alzassociation in the fight to end Alzheimer's. bit.ly/alzabam #ENDALZ
- More than 5 million Americans are living with Alzheimer's, including [NUMBER] right here in [STATE]. Learn more at alz.org/abam. #ENDALZ
- During Alzheimer's & Brain Awareness Month I go purple for [insert name of person with disease or use "all those impacted by Alzheimer's"]. Join me and @alzassociation in going purple to raise important awareness. alz.org/abam. #ENDALZ

Post on Facebook to spread the word

- I'm wearing purple today to kick off Alzheimer's & Brain Awareness Month in support of @actionalz. Learn how to go purple with me here: alz.org/abam [To be posted on June 1]
- My profile picture is purple in support of @actionalz during Alzheimer's & Brain Awareness Month. Go purple with me to honor the 16.1 million caregivers and more than 5 million Americans living with Alzheimer's. Learn more at alz.org/abam #ENDALZ
- During Alzheimer's & Brain Awareness Month I go purple for [insert name of person with disease or use "all those impacted by Alzheimer's"]. Join me and @actionalz in going purple to raise important awareness. alz.org/abam.
- June is Alzheimer's & Brain Awareness Month in [STATE]. Join me and @actionalz in the fight to end this devastating disease. Learn more alz.org/abam

Get involved on June 21 – The Longest Day

During Alzheimer's & Brain Awareness Month, you can join us to make a difference in the fight against Alzheimer's disease. On June 21, participate in the Alzheimer's Association The Longest Day, a sunrise-to-sunset event to honor those facing the disease with strength, heart and endurance. Learn more at alz.org/thelongestday.