**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. As always, please coordinate your efforts with your local chapter to avoid duplication.*

*Candidates: What is your plan to address Alzheimer’s?*

*Compelling Opening Suggested TPs (choose or create your own)*

* Alzheimer’s affects everybody.
* For the NUMBER STATERS affected by Alzheimer’s the 2020 election is presenting an interesting opportunity to advocate for the cause.
* An issue of vital importance to the people of STATE that deserves attention this election season is – Alzheimer’s disease.
* This fall, candidates have an opportunity to lead on Alzheimer’s.
* I’m one of the NUMBER people living with/providing unpaid care for someone with Alzheimer’s in STATE and I’m calling on candidates to share their plan to address the Alzheimer’s crisis.
* Alzheimer’s affects everybody. That’s why I’m calling on all candidates running for president/senate/congress/governor/etc. to share their plan to end this devastating disease.
* Alzheimer’s is the most expensive disease in the country and deserves the attention of all candidates vying for the White House and all elected positions.

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

* Alzheimer’s is a growing crisis devastating families in STATE and straining our economy.
* According to the Alzheimer’s Association, there are NUMBER STATERS over the age of 65 living with Alzheimer’s, and NUMBER more providing them with unpaid care.
* According to the Alzheimer’s Association, STATE will spend AMOUNT in Medicaid payments caring for people living with Alzheimer’s.
* According to the Alzheimer’s Association, more than 5 million Americans are living with Alzheimer’s and 16 million more are providing unpaid care.

*Personal Story TPs (share your story, below are some questions to get you started)*

* Why are you an advocate?
* What would it mean to you for candidates to focus on Alzheimer’s this election?
* How have you been impacted by Alzheimer’s?
* Why do you consider a candidate’s position on Alzheimer’s policy before voting?

*Ending Call to Action TPs*

* Please join me in asking [CANDIDATE] and [CANDIDATE] how they will help people affected by Alzheimer’s disease if they become President/Senator/Governor/Representative/etc.
* We’ve made progress in the fight against Alzheimer’s and all dementia, and we need to keep going. Join me in asking CANDIDATE for his/her plan to address the Alzheimer’s crisis.
* Visit alzimpact.org/2020 to learn more.