Dear Alzheimer’s Advocate,

Thank you for your continued commitment in the fight to End Alzheimer’s and all other dementia.

2020 was truly unprecedented and our community faced many challenges. Yet, because of your perseverance and willingness to adapt your advocacy, we secured tremendous public policy advancements at the federal and state level. From your homes across the country you remained engaged with policymakers in Congress, in state capitals and on the campaign trail.

This year marks the 10 year anniversary of the National Alzheimer’s Project Act (NAPA) being signed into law. This landmark legislation has been a catalyst for changing the way our nation addresses Alzheimer’s. Since NAPA became law, and with the release of the first National Plan to Address Alzheimer’s Disease, we have secured a seven-fold increase in Alzheimer’s and dementia research funding at the National Institutes of Health (NIH), the BOLD Infrastructure for Alzheimer’s Act, improved access to care and support for people living with dementia regardless of their age, grew support for the decision by Medicare to cover care planning, and so much more. We’ve also worked with state governments to develop state Alzheimer’s plans and advance public health initiatives at the state and local level.

After so many successes, it’s easy to think these victories are commonplace — but they’re not. They’re because of each one of you. Your work is the reason progress is happening on Capitol Hill and across the nation.

Thank you.

BUT WE KNOW, MORE WORK REMAINS.

In this Advocates Guide, you’ll find everything you need to make the most of your year around advocacy efforts, including detailed information about our policy priorities, and tips and resources on how to successfully connect with elected officials. We’ll be updating this guide throughout the year as our policy priorities are introduced in Congress. And, be sure to follow our social media accounts and use #ENDALZ to continue the conversation online.

Working together we’re confident 2021 will be another remarkable year for Alzheimer’s and dementia advocacy. Thank you for joining us in the fight.

Sincerely,
The Alzheimer’s Association
AIM Public Policy Team
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Alzheimer’s disease is the leading cause of death in the United States. More than 5 million Americans are living with Alzheimer’s. 1 in 3 seniors dies with Alzheimer’s or another dementia. It kills more than breast cancer and prostate cancer combined. 50% of primary care physicians believe the medical profession is not ready for the growing number of people with Alzheimer’s or other dementias. 16 million Americans provide unpaid care for people with Alzheimer’s or other dementias. These caregivers provided an estimated 18.6 billion hours valued at nearly $244 billion. In 2020, Alzheimer’s and other dementias will cost the nation $305 billion—By 2050, these costs could rise as high as $1.1 trillion. Between 2000 and 2018 deaths from heart disease have decreased 7.8%. While deaths from Alzheimer’s disease have increased 146%.
The number of Americans living with Alzheimer’s is growing — and growing fast.

- Today, more than 5 million Americans are living with Alzheimer’s — 1 in 10 people aged 65 and older.
- The number of people living with Alzheimer’s is expected to reach nearly 14 million by mid-century.

The medical profession is not prepared to meet the needs of the escalating number of people with Alzheimer’s.

- More than half of primary care physicians (PCPs) report that there are currently not enough specialists in their geographic area to meet patient demand. And to meet the needs of those with Alzheimer’s by 2050, a nearly 200% increase in the number of geriatricians will be needed.
- This shortage in dementia specialists means the burden of dementia diagnosis and care falls on PCPs — 82% of them report being on the front lines of providing critical elements of dementia care.
- But 39% of PCPs say they are never or only sometimes comfortable making a diagnosis of dementia.
- Nearly one-fourth of all PCPs had no residency training in dementia diagnosis and care, and two-thirds of those with training reported the amount was “very little.”
The growing number of people living with Alzheimer’s is placing a huge strain on the health care system.

- In 2020, the direct costs to American society of caring for those with Alzheimer’s will total an estimated $305 billion, with $206 billion of it (67%) paid by Medicare and Medicaid.

- Average per-person Medicare spending for those with Alzheimer’s and other dementias is more than three times higher than average per-person spending across all other seniors. Medicaid payments are 23 times higher.

- Emergency department visits for people with Alzheimer’s and other dementias on Medicare increased 22% between 2007 and 2017.

- Unless something is done, in 2050, Alzheimer’s will cost more than $1.1 trillion (in 2020 dollars).

Alzheimer’s also places a substantial burden on families.

- In 2019, 16 million family members and friends provided more than 18 billion hours of unpaid care to people with Alzheimer’s and other dementias, at an economic value of $244 billion.

- Of the total lifetime cost of caring for someone with dementia, 70% is borne by families — either through out-of-pocket health and long-term care expenses or from the value of unpaid care.

- The annual out-of-pocket spending incurred by dementia caregivers — including on household and personal care expenses — is nearly twice as high as that incurred by caregivers of people with other conditions.

- Nearly three-fourths of dementia caregivers report that they are concerned about maintaining their own health since becoming a caregiver.

Alzheimer’s is not just memory loss. Alzheimer’s kills.

- In 2018, 122,019 people in the United States died from Alzheimer’s disease, making it the sixth leading cause of death in the United States and the fifth leading cause of death for those aged 65 and older.

- Deaths from Alzheimer’s increased 146% from 2000 to 2018, while deaths from other major diseases (including heart disease, stroke and HIV/AIDS) decreased.

- This year, about 1 in every 3 seniors who dies — an estimated 700,000 people — will have Alzheimer’s.

Facts in Your State

The 2020 Alzheimer’s Disease Facts and Figures report also contains state-by-state data on the impact of the disease. Find the full report and information on your state at alz.org/facts.
In 2011, the Alzheimer’s Association and AIM leadership paved the way for the National Alzheimer’s Project Act (NAPA). Prior to its passage, there was no cohesive strategy to address Alzheimer’s.

The Alzheimer’s Association and AIM then created and advanced the Alzheimer’s Accountability Act, which ensures Congress hears directly from NIH scientists on the resources needed to meet the first goal of the National Plan to effectively prevent and treat Alzheimer’s by 2025. In its first budget, the NIH requested a $323 million increase in Alzheimer’s and dementia research funding.

The Alzheimer’s Association and AIM also conceived, and championed, the HOPE for Alzheimer’s Act, and in January 2017 CMS started to cover cognitive and functional assessments and care planning for people with Alzheimer’s and other cognitive impairments.

The NIH held the first National Research Summit on Care, Services, and Supports for Persons with Dementia and Their Caregivers, creating national recommendations for people with dementia and their families.

The Association and AIM developed and worked with advocates to build bipartisan support for the Younger-Onset Alzheimer’s Disease Act, which ensures Americans living with dementia under the age of 60 can now utilize nutritional services, supportive services, and respite care through the National Family Caregiver Support program.

Together with our advocates, we advanced the Promoting Alzheimer’s Awareness to Prevent Elder Abuse Act to protect people with dementia from elder abuse.

Today, funding for Alzheimer’s and dementia research at NIH is $3.1 billion annually, representing a more than seven-fold increase in research funding since NAPA passed.

Thanks to the dedication of our advocates, donors, and Congressional champions we’ve made a difference. But there’s still work to be done.

JOIN US.
ENGAGING ELECTED OFFICIALS

TAGGING
Mentioning or Tagging is an easy way to engage legislators online. On most major social networks, simply include their “handle” (i.e. @SenatorName) in your post.

REMEMBER THE “RULE OF THREE”
Mentions, tags and hyperlinks are all interactive and clickable parts of a social media post or Tweet. It is best to include no more than three in a single post. Including too many can distract from your primary message.

IDENTIFY YOURSELF AS A CONSTITUENT
Legislators want to hear from their constituents online. Visit fb.com/townhall to turn-on Facebook’s “constituent badge.” On other platforms, mention your town/neighborhood in your profile and include photos from recognizable local events or landmarks.

#HASHTAGS
Hashtags link together a conversation and help you find relevant information. One commonly used example is: #ENDALZ. Please make sure the hashtag matches the message you are sending.

FIND POLITICAL EVENTS ON FACEBOOK
Facebook’s events feature is a great way to find opportunities to connect with your elected officials and other advocates in your community. After following your elected officials, visit fb.com/events and check out the “popular with friends” category. Select “interested” for any local political events you see and Facebook will notify you of similar events in the future. Make sure to go early and stay late to network and discuss the Alzheimer’s crisis. And don’t forget to wear your purple!

GET LINKEDIN
Elected officials aren’t your only audience. You can connect with legislative staff, local influencers, other advocates and community allies via your professional network. You can share AIM posts, your own letters-to-the-editor and relevant Alzheimer’s information.

TIPSHEET: SPARK SOCIAL MEDIA CONVERSATIONS
Social networks enable direct interaction with policymakers, as most run (or at least monitor) their own social media accounts to gather feedback from constituents. With just a handful of simple actions you can make a big difference in the fight to end Alzheimer’s.
TIPSHEET: SPARK SOCIAL MEDIA CONVERSATIONS

SHARE THE PICTURE
Images and videos increase the likelihood your post will be noticed. Tag any individuals, organizations and locations featured in your photo or video. If it includes an elected official or their staff, be sure to get their permission before posting. Post multiple photos together as an album.

BROADCAST YOURSELF
Consider sharing a “live” video stream on Facebook, Twitter, or Instagram. Make sure you have a steady device and you promote it in advance so your followers know to tune in. Save video clips so you can share highlights later for those who missed it.

MEET VIRTUALLY
Remote video calls and virtual meetings have replaced many in-person interactions. Use Zoom, Skype, FaceTime and other tools to hold meetings with policymakers and fellow advocates.
LEGISLATIVE MEETING TIPS

Even in these times of virtual meetings, it’s important to make sure you’re prepared for meetings with elected officials.

SHOW YOUR COLORS
Wear something purple (tie, scarf, sash, pin, etc.) to indicate that you are an Alzheimer’s Association or Alzheimer’s Impact Movement advocate.

PLAN YOUR PITCH
Planning is everything. Take the time to develop, rework and refine your stance in advance. In other words, be prepared.

LISTEN
Let the elected official or staff member express his or her point of view.

BE COURTEOUS
Even those who disagree with your message may support our future efforts. It’s important not to burn any bridges.

BE BRIEF
Virtual burnout is real and something we all can experience from time to time. Try to keep your story short and to the point.

KEEP IT SIMPLE
Don’t be too technical, too detailed or too complex. Be direct, cover the basics and make sure the official understands your main point.

KEEP YOUR GROUP SMALL
An unwieldy group can make everyone uncomfortable, distract from your message and waste valuable time getting set up. Make certain that the group has already chosen a spokesperson to lead the meeting.

NEVER TELL A LIE
If you don’t know the answer to a question, tell them you don’t know, but offer to find out and then follow up. The safest phrase to remember is, “I’m not sure, but I can follow up with the policy team at the Alzheimer’s Association to get more information.”

DON’T FORGET TO CLOSE
Always ask for the official’s vote or support. Remember to pause and wait for a response.

EXCHANGE INFORMATION
When meeting with staff be sure to exchange contact information and let them know you intend on following up.

SAY THANK YOU
Remember to call or send a note to your elected official to remind them of your visit, and thank them for their time and support.

SHARE YOUR EXPERIENCE
Upload and post pictures of your meeting to your social networks and blogs. Remember to tag and share with your elected officials. Use #ENDALZ to connect to other Alzheimer’s Advocates.

REPORT YOUR ACTIVITY
Please make sure to enter your meeting report on the Alzheimer’s Impact Movement (AIM) website.

ALZIMPACT.ORG
LEGISLATIVE MEETING CHECKLIST

Below are some suggested ways to successfully plan a group meeting with elected officials.

ASSIGN ROLES AND ASSIGNMENTS

» Who is responsible for emailing materials before or after the meeting?

» Who is going to handle introductions? Ex. Who we are, why we’re here?

» Who is going to tell their story and show how it relates to the first issue?

» Who is going to make the first “ask”?

» Who is going to tell their story and show how it relates to the second issue?

» Who, if applicable, is going to make the additional ask(s)?

» Who is going to conclude the meeting and ask for a photo/screenshot to be taken?

LOGISTICS

» Have the meeting time and virtual platform been confirmed?

» Do all attendees have the legislative office’s contact information?

PRE-MEETING

» Are all meeting attendees present and accounted for?

» Did you confirm meeting roles over email prior to the meeting?

POST-MEETING

» Who will post a photo from the meeting to Twitter and Facebook?

» Who will submit the meeting report to alzimpact.org?

» Who will follow-up with the legislative office? Ex. Provide answers to pending questions, additional materials.

» Who will update/debrief participants and provide next steps?
What is the Congressional Task Force on Alzheimer’s Disease?

- The Congressional Task Force on Alzheimer’s Disease is a group of both Senators and Representatives who are committed to seeing that Alzheimer’s disease is brought to the forefront of the congressional agenda.

- It was founded in 1999 to advance Alzheimer’s research, meet the needs of people with the disease, and raise awareness of Alzheimer’s among the public and in Congress.

Who is on the Task Force?

- In the 117th Congress the co-chairs of the bipartisan Task Force are:
  - In the House of Representatives: Chris Smith (R-NJ) and Maxine Waters (D-CA).
  - In the Senate: Susan Collins (R-ME), Mark Warner (D-VA), Pat Toomey (R-PA), and Ed Markey (D-MA).

- In the 116th Congress, there were more than 180 bipartisan members from the House and Senate as members of the Task Force.

Alzheimer’s Facts

- Over 5 million Americans are living with Alzheimer’s — and by 2050, nearly 14 million will have the disease.

- Deaths from Alzheimer’s disease have increased 145% since 2000.

- Caring for people with Alzheimer’s cost the United States $305 billion in 2020, increasing to more than $1.1 trillion in 2050.

What does the Task Force do?

- The work of the Task Force’s members has been instrumental in helping the more than 5 million Americans living with Alzheimer’s disease and their caregivers.

- The Task Force worked to pass the National Alzheimer’s Project Act (NAPA, Public Law 111-375). NAPA’s unanimous passage led to the development of the first-ever National Plan to Address Alzheimer’s Disease.

- The Task Force has been active in efforts to secure funding for Alzheimer’s research at the National Institutes of Health, resulting in a quadrupling of Alzheimer’s research funding in the last four years.

- Through congressional briefings and events featuring award-winning researchers, the Task Force has worked to raise awareness of Alzheimer’s disease.

Additional members join the Congressional Task Force on Alzheimer’s Disease on an ongoing basis. For a current list of members, please visit: alzimpact.org/congress/task_force.
CONGRESSIONAL TASK FORCE ON ALZHEIMER’S DISEASE

BACKGROUND

Founded in 1999, the Congressional Task Force on Alzheimer’s Disease (“Alzheimer’s Task Force”) was established to advance research, meet the needs of people with the disease, and raise public awareness of Alzheimer’s disease by bringing the disease to the forefront of the congressional agenda.

WHO IS ON THE ALZHEIMER’S TASK FORCE?

The Alzheimer’s Task Force is led by 6 co-chairs: Representative Maxine Waters (D-CA-43) and Representative Chris Smith (R-NJ-4) in the House and Senator Susan Collins (R-ME), Senator Mark Warner (D-VA), Senator Pat Toomey (R-PA), and Senator Ed Markey (D-MA). In the 116th Congress, there were more than 180 members from both parties and both chambers on the Alzheimer’s Task Force.

WHAT DOES THE ALZHEIMER’S TASK FORCE DO?

The Congressional Task Force on Alzheimer’s Disease, with the support of the Alzheimer’s Association, worked to unanimously pass the National Alzheimer’s Project Act (P.L. 111-375). The Task Force has also been instrumental in helping the more than 5 million Americans living with Alzheimer’s disease and their families by securing funding for research at the National Institutes of Health and raising awareness of the disease through congressional briefings and other events.

FREQUENTLY ASKED QUESTIONS

During the course of your meetings with members of Congress and their staff, you may encounter some common questions. We have addressed some of these questions below.

Q If my Member of Congress was an Alzheimer’s Task Force member in the 116th Congress, do I have to ask them to join again?

» Yes. At the start of a new Congress, each Task Force or Caucus must be re-registered and all Task Force or Caucus members must be re-added.

Q Where can I find more information about the Alzheimer’s Task Force and the members?

» You can find out more information on our website: alz.org/congressionaltaskforce

Q Is there a cost associated with the Alzheimer’s Task Force?

» No, there is no cost associated with the Alzheimer’s Task Force. The co-chair offices run the Alzheimer’s Task Force.

NOTE: If your member of Congress or their staff asks you a question you do not know the answer to, that is not a problem. Do not feel any pressure to provide an answer. Simply ask them to contact a member of the Alzheimer’s Impact Movement’s Federal Affairs Team at 202.393.7737. Also indicate the interaction at alzimpact.org so a member of the Federal Affairs team can follow up with that office.
2021 PUBLIC HEALTH PRIORITIES

Mitigating the future impacts of Alzheimer’s and other dementias requires state and local governmental public health agencies to robustly promote risk reduction of cognitive decline, improve care for people with cognitive impairment, and strengthen support for caregivers as recommended in the Healthy Brain Initiative’s State and Local Public Health Partnerships to Address Dementia: The 2018–2023 Road Map.

1. **INCREASE EARLY DIAGNOSIS OF ALZHEIMER’S**

Only about half of all people who have been diagnosed with Alzheimer’s disease, or their caregivers, are aware of the diagnosis. Early detection and diagnosis — and knowing the diagnosis — are essential to enhancing medical care for people living with dementia. Diagnoses also enable all affected to access information, services, and other support in the community and make plans for the future. State and local governmental public health agencies must ensure health care professionals have the competencies needed to effectively discuss memory issues and use validated cognitive assessment tools. Agencies also must directly educate the public about cognitive changes that should be discussed with a provider as well as the benefits of early diagnosis. State health improvement plans should include goals regarding early diagnoses.

2. **PROMOTE RISK REDUCTION OF COGNITIVE DECLINE**

Healthy behaviors — which research has shown to prevent cancer, diabetes, and cardiovascular disease — also may reduce risk for cognitive decline and possibly dementia. With budget allocations from state legislatures, governmental public health agencies must advance awareness about the interplay between cognitive health and physical health through culturally competent health education campaigns, especially for diverse communities. Public health agencies can also improve access to interventions and services that support cognitive and heart health and establish policies that ensure people living with dementia and their caregivers have safe, supportive communities with opportunities to stay engaged and live as independently as possible.

3. **INCREASE ATTENTION TO DEMENTIA CAREGIVERS**

The challenges of caring for persons with Alzheimer’s and other dementias can become difficult and overwhelming, especially when intensive care is needed for long periods of time. State and local governmental public health agencies can set continuing education standards for health care professionals on how to involve caregivers throughout the decision-making and health management process. Agencies must also use their leadership to increase delivery of care planning services, including caregiver assessments and referrals. An additional priority is for these agencies to expand access to affordable services, programs, and other community support for caregivers to reduce stress, protect their health and improve caregiving skills.

4. **BUILD A DEMENTIA-CAPABLE WORKFORCE**

As the nation ages, more people will develop Alzheimer’s and other dementias and need high quality, compassionate care. State and local governmental public health agencies must strengthen competencies of professionals, especially physicians and primary care clinicians, who deliver health care and other care services to people with dementia. Agencies can also assure academic programs, professional associations, and accreditation and certification entities incorporate the best available science into training for the current and future health care and public health workforces. Finally, these agencies also can evaluate professional dementia training and caregiving support programs to identify ways to improve impact.

5. **ENHANCE NATIONWIDE, STATE, AND LOCAL SURVEILLANCE**

Surveillance is a fundamental and essential public health tool to understanding the prevalence of disease, health risk factors, preventive health behaviors and burden. State and local governmental public health agencies can enhance data collection and timely analysis of cognitive health issues, workforce capacities, and dementia caregiving. Two specific priorities are implementing the Cognitive Decline and Caregiver Modules of the Behavioral Risk Factor Surveillance System (BRFSS) and estimating the gap between workforce capacity and anticipated demand for services to support people with dementia and their caregivers.
# 2021 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.

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<th>1</th>
<th>INCREASE PUBLIC AWARENESS, EARLY DETECTION AND DIAGNOSIS</th>
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<td>Most people who have been diagnosed with Alzheimer’s disease are not aware of their diagnosis, and only about half of those with Alzheimer’s have been diagnosed. Diagnosis — and disclosure of that diagnosis — is necessary for care planning, which is critical to improving outcomes for the individual. State officials must work to educate health care providers and the public about the importance of early detection and diagnosis, and improve access to and awareness of resources such as the Medicare Annual Wellness visit. Through public health campaigns and data collection via the Behavioral Risk Factor Surveillance System (BRFSS) state governments can further address Alzheimer’s in their states.</td>
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<th>2</th>
<th>BUILD A DEMENTIA-CAPABLE WORKFORCE</th>
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<tr>
<td>As our nation ages more people will develop Alzheimer’s and need quality care, however a shortage of qualified health care workers could jeopardize care for individuals living with Alzheimer’s and other dementias. State governments need to implement policies that will create incentives and career pathways to recruit and retain health care professionals, require competency-based dementia training for all involved in the delivery of care, and require training of adult protective services workers and law enforcement about how to recognize and interact with individuals living with dementia.</td>
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<th>3</th>
<th>INCREASE ACCESS TO HOME AND COMMUNITY-BASED SERVICES</th>
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<td>People living with dementia and their caregivers often prefer to keep the individual living in the home for as long as is manageable. In fact, 70 percent of people with Alzheimer’s live in the community. State governments can reduce long-term costs and increase access to person-centered care in home and community settings including respite and adult day care, regardless of age or financial status through Medicaid and other state-supported programs.</td>
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<th>4</th>
<th>ENHANCE THE QUALITY OF CARE IN RESIDENTIAL SETTINGS</th>
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<td>Alzheimer’s requires a wide range of evolving care and services, and as the disease advances individuals often need to move into residential settings for more specialized care. In fact, among individuals with Alzheimer’s, 75 percent will be admitted to a nursing home by the age of 80. It is important that state governments have in place laws to protect people with dementia from improper displacement in residential settings. State governments must also increase Medicaid reimbursement rates to reflect the higher cost of care for individuals living with Alzheimer’s and other dementias to ensure residential care settings remain accessible to the population and their needs.</td>
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STATE ADVOCACY 101

Even in these virtual times, state advocacy is vital to the work the Association does to meet the care and support needs of individuals living with Alzheimer’s and their families. State officials determine regulatory and statutory standards for dementia training; control spending on state respite care dollars; determine spending for state long-term care services; and control Medicaid spending, and in some cases, eligibility and scope of benefits. All of these can have a direct effect on families for whom the Association provides care and support.

GET TO KNOW YOUR STATE LEGISLATORS

State legislators are generally more accessible than members of the U.S. Congress, and are even more so when session is out and they are at home in their districts. For part-time legislatures, mid-summer, fall, and early winter are ideal times to schedule meetings. For full-time legislatures, recesses come at intervals throughout the year. Join the mailing list for your state legislators. This will allow you to find out about and attend community events, especially virtual town halls where you can speak publicly on Alzheimer’s issues and raise awareness.

PARTICIPATE IN STATE ADVOCACY EVENTS

Your state advocacy day provides an opportunity to increase the Association’s presence in the state capital and to build relationships with state policymakers. These events bring advocates together to ask lawmakers to support critical policies impacting those living with Alzheimer’s. Learn about your state advocacy day and priority legislation at alzimpact.org.

ALZHEIMER’S STATE CHAMPION

BECOME AN ALZHEIMER’S STATE CHAMPION

By cultivating deep one-on-one relationships with every member of Congress, Alzheimer’s Ambassadors have been instrumental in quadrupling federal Alzheimer’s research funding since 2011. Alzheimer’s State Champions are volunteers working to replicate that successful model in every state by developing multifaceted, year-round relationships with targeted state officials.

Alzheimer’s State Champions participate in state advocacy events and have at least two more interactions with their assigned legislator each year. They also stay in touch year-round through social media posts, letters-to-the-editor and other personal communications with their legislators. You can be the voice for thousands of families living with dementia in your community and can help ensure that our leaders stand up for the vital programs and services that they rely on.

Visit alzimpact.org/volunteer to learn more.
WAYS TO SAY THANK YOU

Frequent thank yous, particularly in public settings, are the key to building lasting and mutually beneficial relationships with your legislators. Thank them for meeting. Then thank them for agreeing to your asks. There’s always something to thank them for.

BE SOCIAL
Ask for a photo/screenshot of a virtual meeting and promptly post on social networks, “tagging” or “mentioning” your legislator.

HANDWRITTEN NOTES
ALL attendees should send cards to each legislator/staffer they met. Add a personal story and/or photo!

RECORD A VIDEO
Record a brief 20-30 second video of yourself mentioning your legislator and share on your favorite video platform.

LOCAL MEDIA
Work with chapter staff to submit a letter-to-the-editor or write something for your company/community newsletter.

ABAM & TLD
Join virtual meetings during June’s Alzheimer’s & Brain Awareness Month or invite legislators/staff to join the conversation online.

FOLLOW-UP EMAIL
One attendee should send a prompt follow-up email with requested information, a summary and your thanks.

COFFEES & WALK
Work with chapter staff to plan a virtual “Coffee with Congress” event or invite your legislators to the Walk to End Alzheimer’s®.

REPORT YOUR MEETINGS
Please remember to report each meeting at alzimpact.org/action so our staff can follow-up as well!
Take a moment to plan your advocacy for the year. Consider the follow-up activities and local events that provide opportunities to engage elected officials and fellow advocates.
TAKE THE NEXT STEP IN ALZHEIMER’S ADVOCACY

Could you be an Alzheimer’s State Champion? Know somebody with skills and interests to round out your Alzheimer’s Congressional Team? Visit alzimpact.org/volunteer to learn more and apply online.

Join Our Advocacy Team

With help from advocates like you, we’ve passed critical legislation and quadrupled federal research funding since 2011. But our work isn’t done and we need dedicated advocates like you to build on this success in Congress and in every state capital.

We’ll train you to advocate in a variety of ways, some of which take just an hour or two every few months. Whatever your experience and availability, we’re eager to have you on our advocacy team! Will you join us?

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<th>Alzheimer’s State Champions</th>
<th>Alzheimer’s Ambassadors</th>
<th>Alzheimer’s Congressional Team members</th>
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<td>cultivate multifaceted, year-round relationships with targeted state officials.</td>
<td>develop deep, one-to-one relationships with their assigned members of Congress.</td>
<td>bring their own unique stories, relationships and skills to complement the work of an Ambassador.</td>
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Alzheimer’s Advocacy Volunteer Application

Please select the advocacy activities that interest you. Depending on your interests, skills and location, we’ll reach out to discuss an Alzheimer’s State Champion, ACT member and/or Ambassador role that makes sense for you.

- **Meet with elected officials**
  Lend your voice in district offices, state capitals and at the Advocacy Forum in D.C.

- **Raise awareness through local media**
  Partner with chapter staff to draft letters-to-the-editor and pitch stories.

- **Spark social media conversations**
  Engage online, inspire novices, recruit new advocates and monitor legislator accounts to comment/tweet.

- **Coordinate events and volunteers**
  Recruit and mobilize volunteers, organize events and work with event committees.

- **Support the Alzheimer’s Impact Movement (AIM)**
  Promote AIM membership. Engage with campaign staff, donors and events.

- **Call on your connections**
  Use your relationships with legislators and partner organizations to make calls at key moments.

- **Share your unique perspective as a...**
  (person with dementia, researcher, young person, etc).

Apply online today:
alzimpact.org/volunteer
SIGN UP TO ACT

Text AIM to 528886 to join the fight

Message and Data Rates May Apply. Reply STOP to optout, HELP for help.
The Alzheimer’s Impact Movement (AIM) is the advocacy arm of the Alzheimer’s Association. AIM works to secure policies to overcome Alzheimer’s disease, including increased investment in research, improved care and support, and development of approaches to reduce the risk of developing dementia.

Learn more at alzimpact.org.