**Alzheimer’s Caregiver Support Act – Providing Relief for Nation’s Caregivers**

**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, and be sure to include “Alzheimer’s Association” in your final version.*

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

* Today, **more than** **11 million** Americans – often family members, friends, and other caregivers - provide unpaid care for people with Alzheimer's or other dementias.
* Now more than ever, we need aid to support the emotionally, physically and financially draining role of being a caregiver.
* Thankfully, the bipartisan **Alzheimer’s Caregiver Support Act** **(S.56/ H.R.1474)** would provide much needed relief for our nation’s dementia caregivers.
* As a caregiver, I understand firsthand the impact this disease has on families across America.
	+ *(Share how Alzheimer’s has personally impacted you.)*
* The **Alzheimer’s Caregiver Support Act** would provide grants to expand training and support services for unpaid caregivers of people living with Alzheimer’s disease and other dementias.
* Through this bill, grantees including community health centers, senior centers, Area Agencies on Aging, and more, would reach diverse communities to provide this training and support for families and caregivers.

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

* Today, **more than 6 million Americans** are living with Alzheimer’s — a number expected to double by 2050, **including [NUMBER] in [STATE**].
* In 2021, caregivers of people with Alzheimer’s or other dementias provided an estimated **16 billion hours** of informal (that is, unpaid) assistance, a contribution to the nation valued at **$272 billion**.
* Dementia caregivers often lack the information or resources necessary to manage complex medication regimens.

*Ending Call to Action TPs*

* Please join me and the Alzheimer’s Association in asking our [NAME] to cosponsor the Alzheimer’s Caregiver Support Act.

**Tips for Writing Printable Letters to the Editor**

To ask Congressional leaders to support the **Alzheimer’s Caregiver Support Act,** we’re suggesting you write and submit a LTE. Here are tips for writing a LTE that gets published and read:

**1. Know the rules.** Do your homework about how to submit a letter and what information you need to include in order to get printed. Usually this information is printed on the opinion page of the newspaper; or you can find the information on the newspaper’s website. Pay attention to word count submission requirements and instructions on the best way to submit the document.

**2. Make it relevant.** Following these tips, we have provided LTE message points and blocks of suggested text for your use. Tailor and modify them with your personal details so that it becomes a piece reflecting your authentic voice, while always staying consistent with Alzheimer’s Association messaging.

**3. Keep it brief.** Most letters to the editor should be 200 words or less. Any longer and it will most likely not get printed.

**4. Highlight local statistics.** Include relevant local and/or state information — the number of people with Alzheimer’s in your state, the projected number of individuals age 65 or older with Alzheimer’s in your state, mortality data, costs related to caregiving in your state, etc. This information localizes the impact and can increase interest in publishing the letter. Alzheimer’s-related information from your state can be found in the Alzheimer’s Association Facts and Figures report alz.org/facts.

**5. Be clear.** While you may be an expert on this issue, not everyone knows about it. Avoid jargon or acronyms that are not common. Have someone proofread the LTE before you send it.

**6. Use language cues to emphasize your point.** For instance, preface your major conclusion with “The important thing is…”

**7. Don’t overlook neighborhood weeklies, smaller newspapers and local websites and blogs.** These media outlets are intensely important in the area that they’re published and they also may have more room for letters than a bigger publication.

**8. Include a call-to-action or solution.** Include information about what people can do to help, for example: “Visit alz.org to learn more about this year’s Alzheimer’s Association Facts and Figures report,” or “Visit alz.org and alzimpact.org to get involved with the fight against Alzheimer’s.”

**9. Be passionate, but not poisonous.** We appreciate your passion about the issue (and so will the editors), but we also implore you to be respectful in your commentary.

**10. Consider the online editorial page.** Many newspapers are moving to just online versions or have an extended letters section in their online versions. Research your local news media outlets to see if there is a way to be included in these sections as well.