**The Equity in Neuroscience and Alzheimer’s Clinical Trials (ENACT) Act**

**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)*

* While nearly everyone is likely to be familiar with Alzheimer’s disease because of its skyrocketing prevalence, many people don’t realize that it disproportionately affects older Black and Hispanic Americans versus older Whites.
* Black Americans are about two times more likely to develop Alzheimer’s, and Hispanic Americans are about one and a half times more likely to develop the disease.
* Despite being more likely to have the disease, decades of Alzheimer’s research has not included sufficient numbers of Blacks or Hispanics — not to mention Asian Americans/Pacific Islanders and Native Americans — to be representative of the U.S. population.
* The underrepresentation of these populations not only hinders research, but also restricts knowledge of how an approved therapy or diagnostic may affect the populations that most likely will need it.
* There is an urgent need for current and future research to include increased numbers of underrepresented populations in clinical trials to ensure everyone benefits from advances in Alzheimer’s science.

*Pivot to Congressional Ask*

* The **Equity in Neuroscience and Alzheimer’s Clinical Trials** (**ENACT**) **Act** is bipartisan legislation that would increase the participation of underrepresented populations in Alzheimer’s and other dementia clinical trials through expanding education and outreach to these populations, encouraging the diversity of clinical trial staff, and reducing participation burden, among other initiatives.
* As a caregiver/person living with Alzheimer’s/dementia and advocate for health equality, I understand the need to build and restore trust in underrepresented communities.
* The ENACT Act would create a path to better Alzheimer’s care and address shortcomings in the way research and care is currently being delivered to underrepresented communities.
* Reducing disparities in research and in clinical trials will allow people like me to feel more represented and that future therapies and diagnostics will help not just one population, but all of us.

*Ending Call to Action TPs*

* Please join me and the Alzheimer’s Association in asking our Congressional representatives from {STATE} to support the Equity in Neuroscience and Alzheimer’s Clinical Trials (ENACT) Act.
* *If your Members of Congress are cosponsors of the bill, please name them and thank them: Senators Ben Ray Luján (D-N.M.) and Susan Collins (R-Maine) in the Senate and Representatives Lisa Blunt Rochester (D-Del.) and Jaime Herrera Beutler (R-Wash.) in the House of Representatives*
* Equality in Alzheimer’s care is obtainable through increasing diversity in dementia care, preparing the workforce to care for a racially and ethnically diverse population of older adults, and engaging, recruiting and retaining diverse populations in Alzheimer’s research and clinical trials.
* To learn more about this disease and how you can join the fight to end Alzheimer’s, visit alzimpact.org.

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

To ask Congressional leaders to support the Equity in Neuroscience and Alzheimer’s Clinical Trials (ENACT) Act, we encourage you write and submit an LTE. Here are tips for writing an 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.