**NAPA Reauthorization Act and the Alzheimer’s Accountability and Investment 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)*

* At a time when **more than 6 million Americans** are living with Alzheimer’s, **including [NUMBER] in [STATE**]**,** prioritizing how this devastating disease is addressed remains a critical issue for our country.
* As a caregiver/person living with Alzheimer’s/dementia, I understand firsthand the impact this disease has on families across America.
* *(Share how Alzheimer’s has personally impacted you.)*

*TPs to Summarize the NAPA Reauthorization Act and the Alzheimer’s Accountability and Investment Act and their personal impact on you/your family)*

* Much progress has been made in the fight against Alzheimer’s over the last decade thanks in large part to the National Alzheimer’s Project Act (NAPA) and the Alzheimer’s Accountability Act (AAA).
* With NAPA and AAA set to expire in 2025, updated legislation is critically needed by people living with Alzheimer’s and their caregivers.
* The NAPA Reauthorization Act would continue the work of the National Plan to build on the progress made in research, clinical and long-term care and public awareness.
* The legislation emphasizes the importance of healthy aging and risk reduction for Alzheimer’s disease to reflect the new sixth goal of the National Plan.
* Importantly, this legislation also underscores and seeks to help address health disparities among underrepresented populations, including those here in STATE.
* The Alzheimer’s Accountability Act , which was enacted in 2014, required the scientists at the National Institutes of Health (NIH) to submit an annual Alzheimer’s research budget proposal directly to Congress outlining the resources that scientists need to prevent and effectively treat Alzheimer’s.
* The Alzheimer’s Accountability and Investment Act will make this annual research budget proposal a permanent requirement from NIH scientists, ensuring Congress is equipped with the best information to determine necessary Alzheimer’s research funding levels each year.
* With continued investment, scientists will be able to work at a more rapid pace to advance basic disease knowledge, explore ways to reduce risk, uncover new biomarkers for early diagnosis and drug targeting, and develop potential treatments.
* *(Share what the passage of* NAPA Reauthorization Act and the Alzheimer’s Accountability and Investment Act *will mean to you personally.)*

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

* More than 11 million Americans provide unpaid care for people with Alzheimer’s or other dementias.
* In 2021, these caregivers provided an estimated 16 billion hours of care valued at nearly $272 billion.
* As the number of older Americans grows rapidly, so too will the number of new and existing cases of Alzheimer's. By 2050, the number of people age 65 and older with Alzheimer’s dementia may grow to a projected 12.7 million, barring the development of medical breakthroughs to prevent, slow or cure Alzheimer’s disease.
* Thankfully, [MEMBER] can play an important role in addressing this critical issue.

*Ending Call to Action TPs*

* Please join me and the Alzheimer’s Association in encouraging **[MEMBER]** to address the critical national public health challenge that Alzheimer’s poses by supporting the NAPA Reauthorization Act and the Alzheimer’s Accountability and Investment Act.
* To learn more about this disease and how you can join the fight to end Alzheimer’s, visit alz.org.

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

To ask congressional leaders to ensure that the nation continues to prioritize addressing Alzheimer’s by supporting the NAPA Reauthorization Act and the Alzheimer’s Accountability and Investment Act, we encourage you to 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.