



ALZHEIMER'S:

OUR URGENT PUBLIC HEALTH CRISIS

Already a **leading cause of death** in the U.S., the number of Americans with Alzheimer's disease is expected to nearly **triple** over the next generation. Chances are someone you know has Alzheimer's or has been a caregiver for someone else with this devastating disease.



ALZHEIMER'S IS AMERICA'S
MOST EXPENSIVE DISEASE
COSTING THE NATION
\$236 BILLION IN 2016

**EVERY
66 SECONDS**

SOMEONE IN THE UNITED STATES
DEVELOPS THE DISEASE

IT
KILLS
MORE
THAN

BREAST AND
PROSTATE CANCER
COMBINED



REGARDLESS OF **GENDER, RACE, AGE,**
OR **POLITICAL PARTY, 82% OF VOTERS**
NATIONWIDE ARE CONCERNED ABOUT
ALZHEIMER'S DISEASE

EVERY HOUR ALZHEIMER'S
COSTS TAXPAYERS
\$18.3 MILLION



THE TIME TO ACT IS **NOW.**

ASK CANDIDATES RUNNING FOR OFFICE ABOUT THEIR
PLAN TO STOP THE ALZHEIMER'S EPIDEMIC.

alzheimer's  association®

THE BRAINS BEHIND SAVING YOURS:

alz.org

A woman's 
BRAIN
IS HER MOST VALUABLE ASSET
— IT CONTROLS —

— MOVEMENT — BREATHING — and — THINKING —

OVER
60%
of
ALZHEIMER'S AND DEMENTIA
— CAREGIVERS —
are **women**

68%
of female caregivers
PROVIDING 
ROUND THE CLOCK
CARE
SAID CAREGIVING
WAS A STRAIN ON THEIR MARRIAGE

More
women
than
men

11% — VS — 5%
STOPPED WORKING
TO PROVIDE CARE FOR
someone with
ALZHEIMER'S

WOMEN
ARE AT THE EPICENTER
of the **ALZHEIMER'S**
EPIDEMIC

TODAY, **2/3**
of
AMERICANS
LIVING WITH ALZHEIMER'S
are **women**

ALZHEIMER'S DISEASE
DESTROYS THE BRAIN
— KILLING —
NERVE CELLS AND TISSUE
UNTIL ALL FUNCTIONS ARE AFFECTED

ABOUT 
13 MILLION **women**
 ARE EITHER
LIVING WITH ALZHEIMER'S  CAREGIVING
OR WHO HAS IT

IN HER 60's
A woman's estimated lifetime
RISK OF DEVELOPING
ALZHEIMER'S
1 IN 6
FOR BREAST CANCER IT IS
1 IN 11

At **3 lbs** 
your **BRAIN**
weighs less than **YOUR PURSE**
but it is your body's **MOST POWERFUL ORGAN**

A woman's brain HAS AROUND **20000** THOUGHTS A DAY
USE ONE OF YOURS TO **WIPE OUT ALZHEIMER'S**
JOIN THE MOVEMENT TODAY visit alz.org/mybrain

alzheimer's  association®

THE BRAINS BEHIND SAVING YOURS.™

Number of Deaths Due to Alzheimer's and Age-Adjusted Rates* (per 100,000), by State, 2006

State	Number of Deaths	Age-Adjusted Rate per 100,000	State	Number of Deaths	Age-Adjusted Rate per 100,000
Alabama	1,497	30.3	Montana	226	19.6
Alaska	73	24.7	Nebraska	500	22.6
Arizona	2,066	31.4	Nevada	281	14.7
Arkansas	783	23.9	New Hampshire	372	26.5
California	8,146	24.1	New Jersey	1,649	16.5
Colorado	1,058	27.7	New Mexico	348	17.7
Connecticut	728	16.2	New York	2,021	9.1
Delaware	189	20.4	North Carolina	2,265	26.4
District of Columbia	117	18.3	North Dakota	318	33.6
Florida	4,689	17.0	Ohio	3,565	27.0
Georgia	1,820	25.7	Oklahoma	928	23.5
Hawaii	201	12.2	Oregon	1,231	29.0
Idaho	400	28.1	Pennsylvania	3,311	18.9
Illinois	2,794	20.6	Rhode Island	297	20.3
Indiana	1,696	25.2	South Carolina	1,364	31.5
Iowa	1,121	26.3	South Dakota	329	29.8
Kansas	830	24.3	Tennessee	2,115	34.6
Kentucky	1,153	26.7	Texas	4,887	25.9
Louisiana	1,282	30.5	Utah	390	21.4
Maine	477	29.0	Vermont	186	26.2
Maryland	915	17.1	Virginia	1,574	22.3
Massachusetts	1,560	19.4	Washington	2,470	38.3
Michigan	2,331	21.7	West Virginia	496	21.8
Minnesota	1,299	22.2	Wisconsin	1,596	24.2
Mississippi	744	25.0	Wyoming	112	21.8
Missouri	1,632	24.1	U.S. Total	72,432	22.6

*Age-adjusted to year 2000 standard population.

Created from data from Heron et al.⁽³³⁾

Source: Alzheimer's Association 2010 Alzheimer's Disease Facts and Figures.

THE ALZHEIMER'S EPIDEMIC IN AMERICA

- Every 68 seconds another American develops Alzheimer's, and as the baby boomers get older, these numbers will double.
- Alzheimer's is the only cause of death among the top 10 in America without a way to prevent, cure or even slow its progression.
- Of those Americans aged 65 and over, 1 in 8 will develop Alzheimer's.
- Today, more than 5 million Americans are living with Alzheimer's disease. By 2050, up to 16 million will have the disease.
- Caring for people with Alzheimer's disease will cost the United States \$20 trillion in today's money during the next 40 years. The overwhelming majority will be paid by Medicare and Medicaid.

We need a widespread commitment to end this rapidly growing epidemic.

*Alzheimer's can't wait and families won't forget.
We need to find a cure now.*

alzheimer's  association®

alz.org

©2012 Alzheimer's Association. All rights reserved.

Estimated future cost of Alzheimer's?

\$1,500,
000,000,
000.00

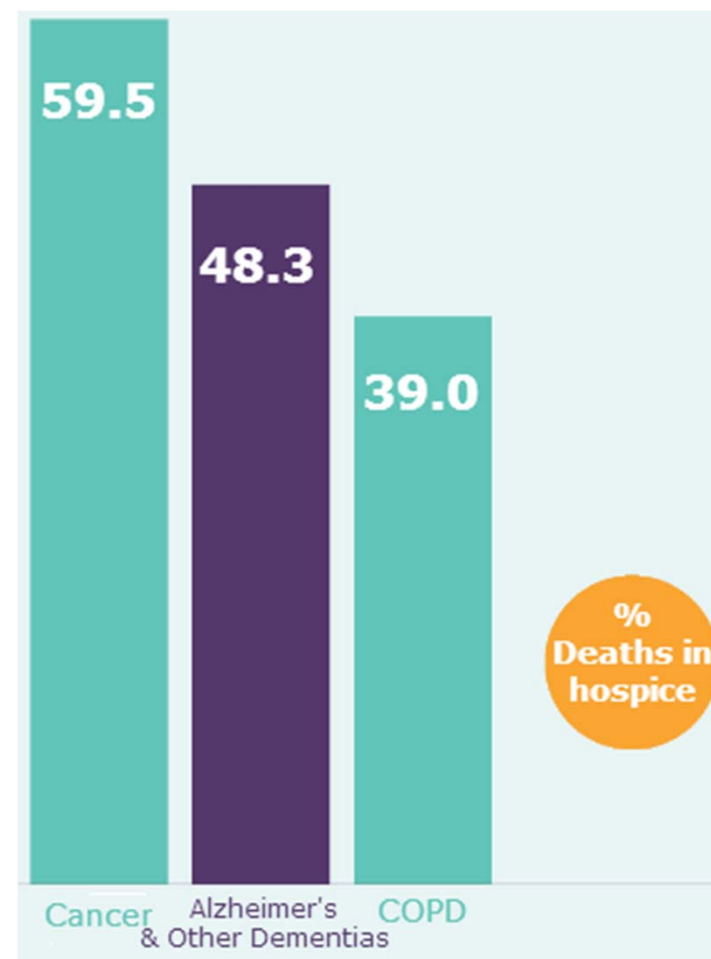
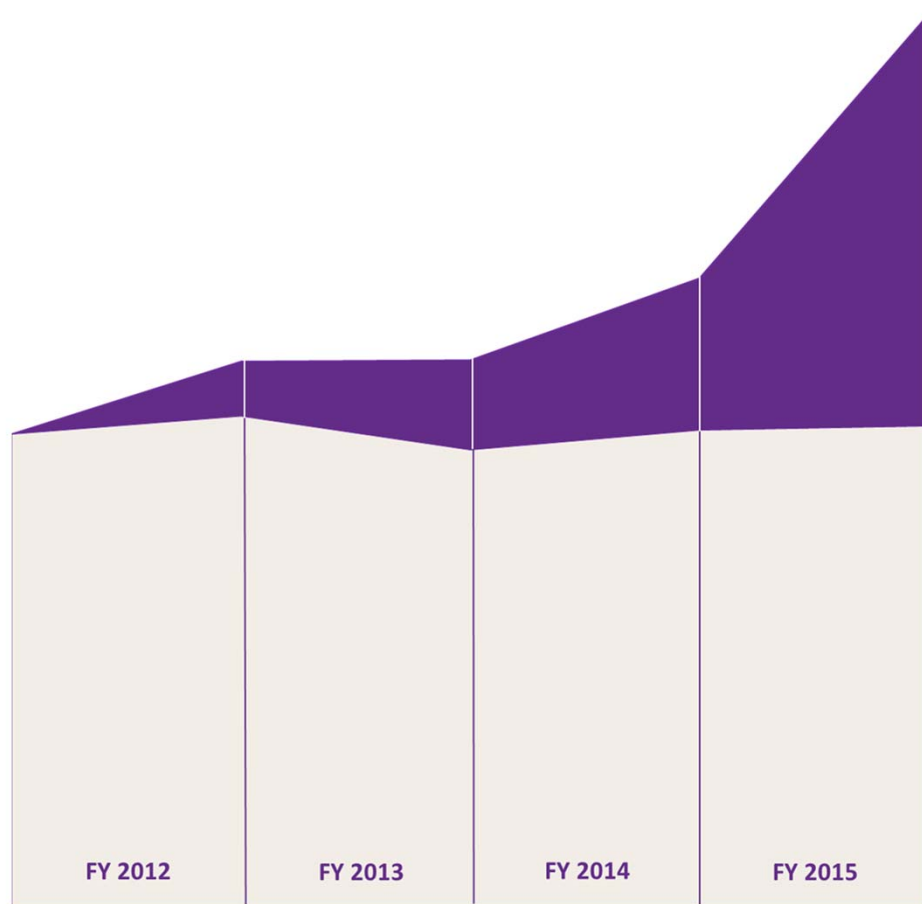
That's trillion. With a "T."

Right now, over five million people are living with Alzheimer's - a disease that has yet to have a single survivor. A recent study showed that the cost of Alzheimer's to the nation will quintuple in the years ahead to a whopping \$1.5 trillion a year.* That's why Congress needs to act now by investing in more research. Especially as new scientific findings are showing great promise in discovering a cure. **Now is the time to act.** alz.org/facts

alzheimer's  association®

THE BRAINS BEHIND SAVING YOURS™

*Zissimopoulos, et al. The Value of Delaying Alzheimer's Disease Onset. Forum for Health Economics and Policy. November 2014.





If we achieve the National Alzheimer's Plan 2025 goal, there will be a **total savings of \$220 billion** over the first five years.

A federal research investment of **\$2 billion a year**, as suggested by the scientific community, **would be recouped in the first three years** after a treatment became available.



In 2015, nearly 1 in 5 (18%) Medicare dollars will be spent on someone with Alzheimer's.



In 2050, nearly 1 in 3 (31%) Medicare dollars will be spent on someone with Alzheimer's.

Think: Statement of an idea/mission/proposal

Feel: Key details/story/supporting info

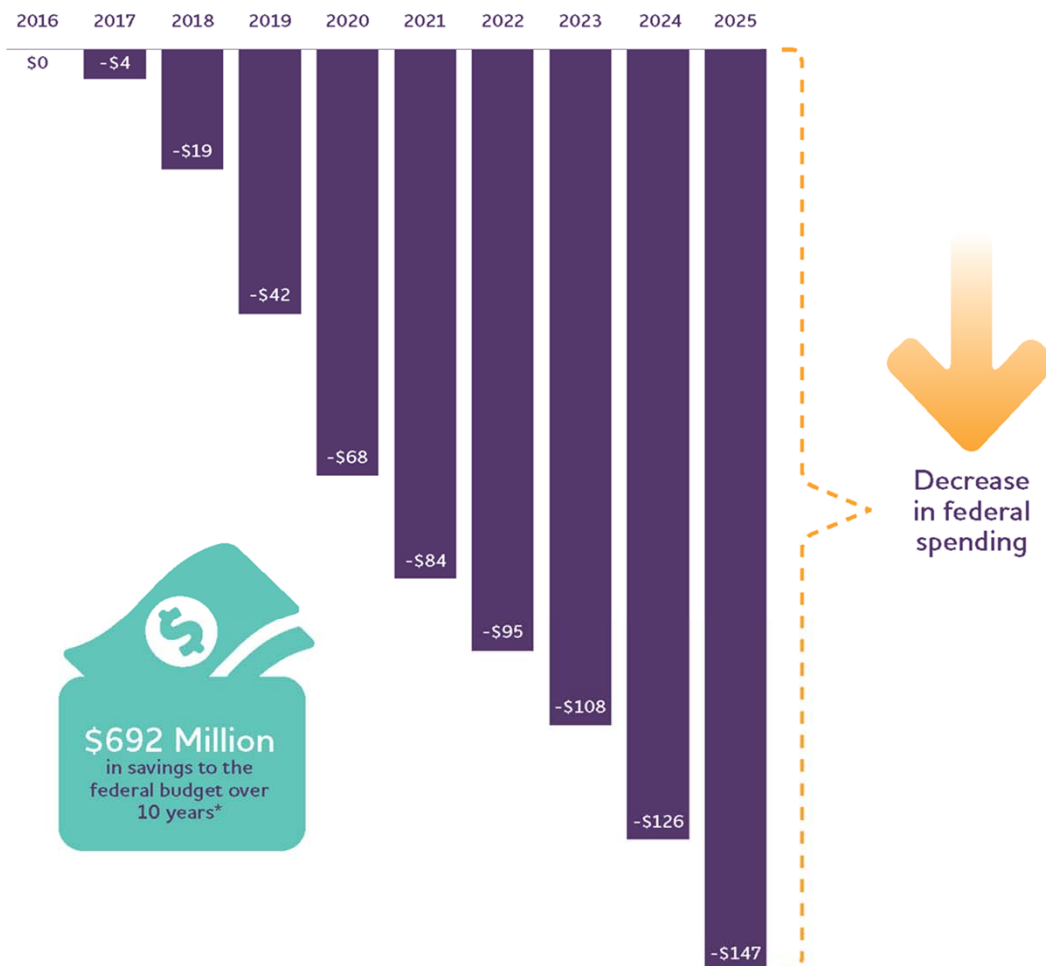
Do: The ask/challenge/instructions

Think. Feel. Do.

CARE PLANNING

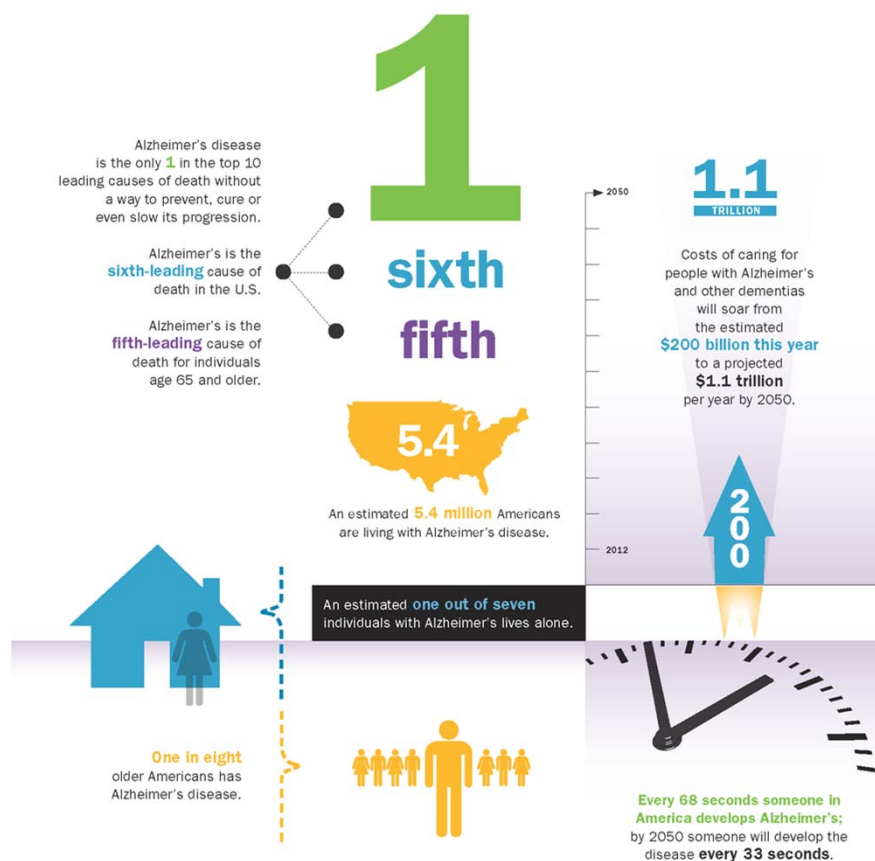
The HOPE for Alzheimer's Act (S. 857/H.R. 1559) would:

- Provide Medicare coverage for comprehensive care planning services — for both the individual and caregiver — following a dementia diagnosis.
- Ensure a dementia diagnosis and care planning are documented in the medical record.
- Educate providers about the new benefit.



Source: Healthspan Budgetary Model of the HOPE for Alzheimer's Act.
*Total does not add due to rounding.

2012 ALZHEIMER'S DISEASE FACTS AND FIGURES



alzheimer's  association®

2013 ALZHEIMER'S DISEASE FACTS AND FIGURES



ALZHEIMER'S DISEASE IS
THE SIXTH LEADING CAUSE OF
DEATH IN THE UNITED STATES.

MORE THAN 5 MILLION
AMERICANS ARE LIVING WITH
THE DISEASE.



In 2013, an estimated 450,000 people in the United States will die with Alzheimer's.



Since 2000, deaths from Alzheimer's have risen 68 percent—while deaths from other major diseases have decreased.



1 in 3 seniors dies with Alzheimer's or another dementia.

NEARLY 15 PERCENT OF CAREGIVERS FOR PEOPLE WITH ALZHEIMER'S OR ANOTHER DEMENTIA ARE LONG-DISTANCE CAREGIVERS.

OUT-OF-POCKET EXPENSES FOR LONG-DISTANCE CAREGIVERS ARE NEARLY TWICE AS MUCH AS LOCAL CAREGIVERS.



IN 2012, CAREGIVERS PROVIDED OVER 17 BILLION HOURS OF UNPAID CARE VALUED AT MORE THAN \$216 BILLION.



There are more than 15 million caregivers of people with Alzheimer's and other dementias.

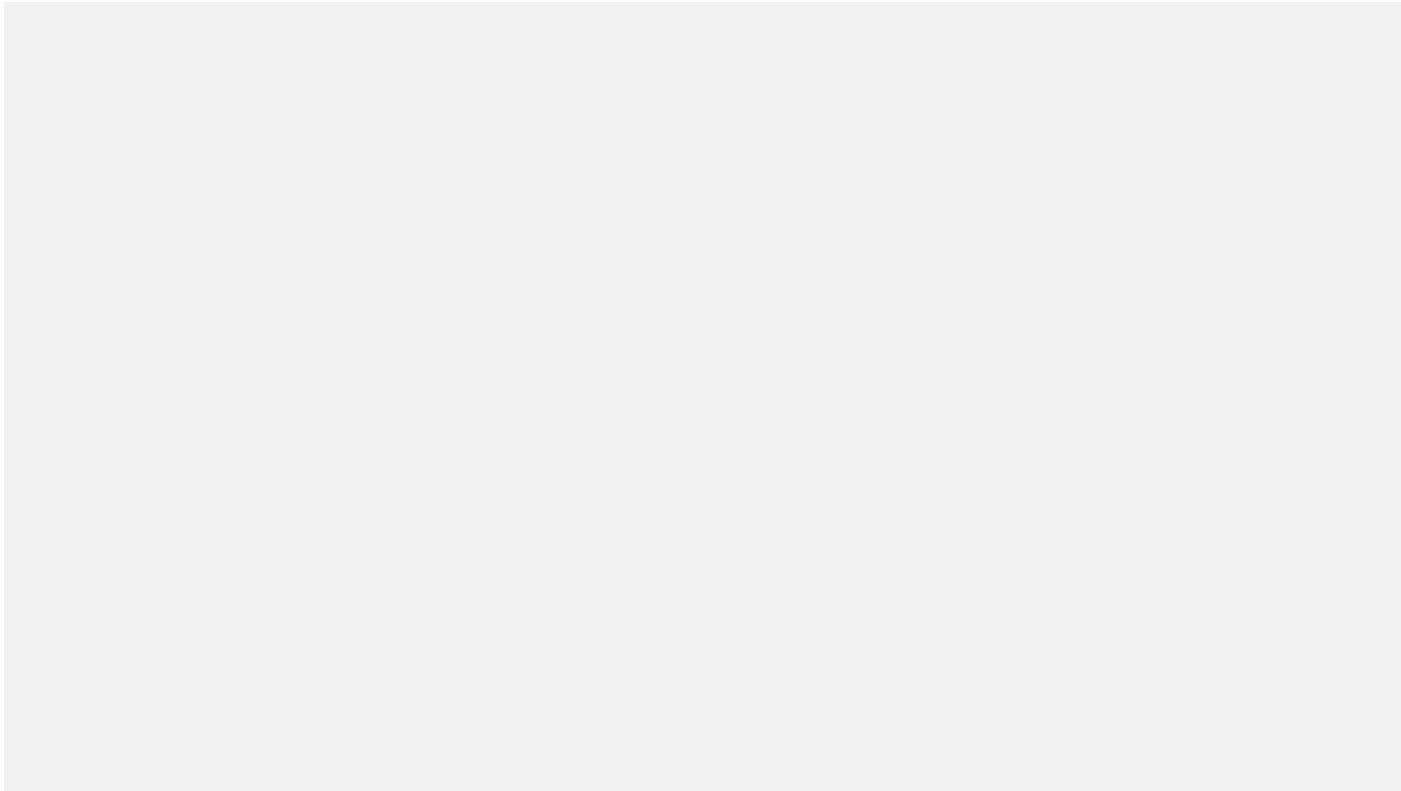


In 2013, Alzheimer's will cost the nation \$203 billion. This number is expected to rise to \$1.2 trillion by 2050.



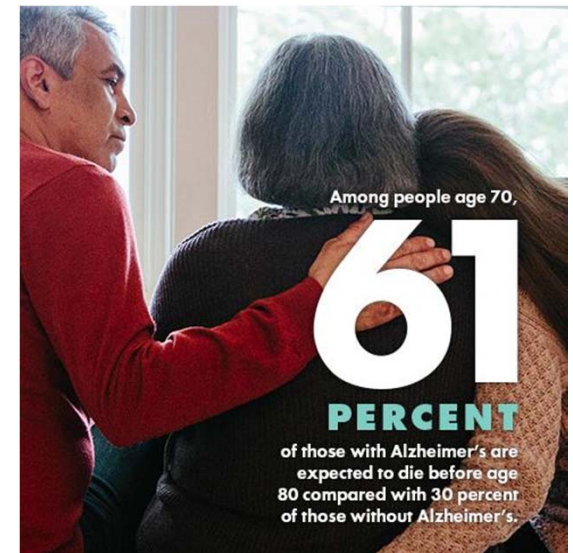
Someone develops Alzheimer's every 68 seconds.

alzheimer's  association®











WE ARE:

A CATALYST

WE ARE THE SPARK TO CREATE CHANGE FOR THOSE
FACING ALZHEIMER'S AND IGNITE PROGRESS
TOWARD METHODS OF TREATMENT, PREVENTION
AND, ULTIMATELY, A CURE.



WE ARE:

EXPERT

WE ARE KNOWLEDGEABLE, HIGHLY SKILLED AND
COMPETENT. BY SHARING ACCURATE AND TIMELY
INFORMATION, WE BUILD A LASTING RELATIONSHIP
OF TRUST WITH OUR CONSTITUENTS.




WE ARE:

UNRELENTING


WE PUSH FORWARD TOWARD OUR VISION WITH
STRENGTH, CONFIDENCE AND COURAGE. WE WON'T
BACK DOWN FROM THE OBSTACLES IN OUR PATH.





"The next president should declare a war on cancer, heart disease, diabetes and Alzheimer's ... Alzheimer's alone will cost us \$1.1 trillion by 2050."

#Ask4ALZ



Six in 10 people with Alzheimer's or dementia will wander. But there are strategies to prevent wandering and services to help reunite loved ones.

**Ask lawmakers to support
Kevin and Avonte's Law**

H.R.4919/S.2614

alzheimer's  association®



Do you support increased funding for Alzheimer's research?

#Ask4ALZ



VOTE

TO GET
ALZHEIMER'S
INTO THE NEXT DEBATE.



As President, how would
your administration address
the Alzheimer's crisis?

#Ask4ALZ



**MINUTES OF LIVE
PRESIDENTIAL DEBATES**

270

**COST OF ALZHEIMER'S
TO TAXPAYERS DURING DEBATES**

\$82.3M

**MENTIONS OF ALZHEIMER'S
BY CANDIDATES OR MODERATORS**

0



EARLY VOTING STARTS SOON

FIND YOUR STATE'S DATE AT
ALZ.ORG/VOTINGCENTER

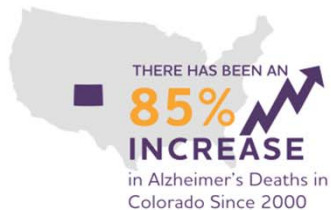
#ASK4ALZ

AT *October 19*

**PRESIDENTIAL
DEBATE**

ALZHEIMER'S IN COLORADO

DID YOU KNOW...



FAMILY CAREGIVERS SPEND MORE THAN
\$5,000 A YEAR
CARING FOR SOMEONE
WITH ALZHEIMER'S



73 MILLION American
voters know someone
with Alzheimer's



The number of people
in Colorado aged 65+
with Alzheimer's will
increase by 37% in
less than a decade

Last year, **239,000**
caregivers in Colorado
provided 272 million
hours of unpaid care to
Alzheimer's and dementia
patients ... **valued at more**
than \$3.3 BILLION



**ALZHEIMER'S DISEASE IS NOT
A RED OR BLUE ISSUE.**



ASK CANDIDATES RUNNING FOR OFFICE ABOUT THEIR
PLAN TO STOP THE ALZHEIMER'S EPIDEMIC.

alzheimer's  association®

THE BRAINS BEHIND SAVING YOURS:

alz.org®

THERE HAS BEEN AN

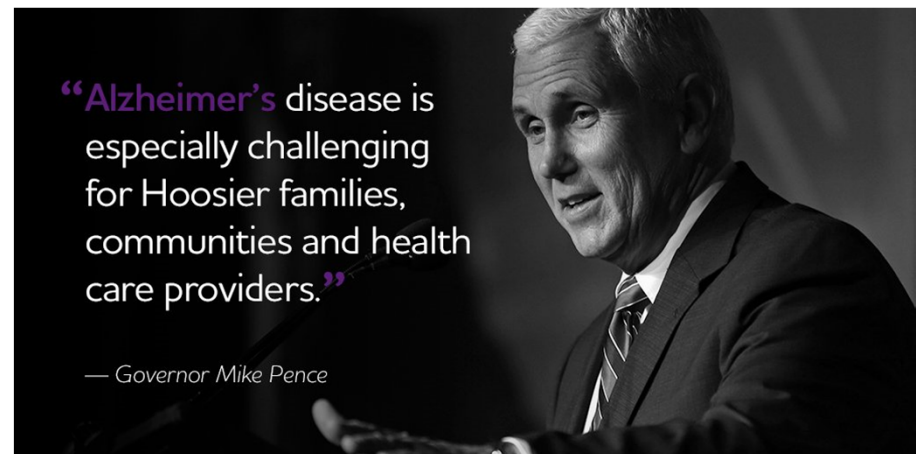
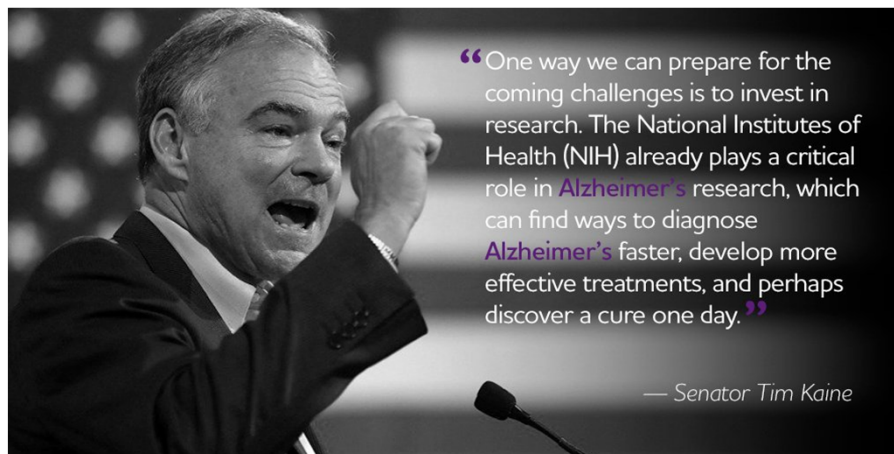
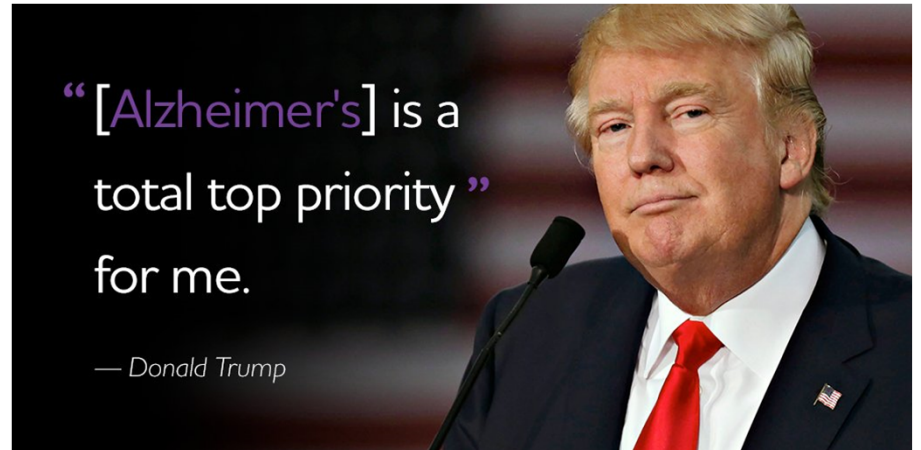
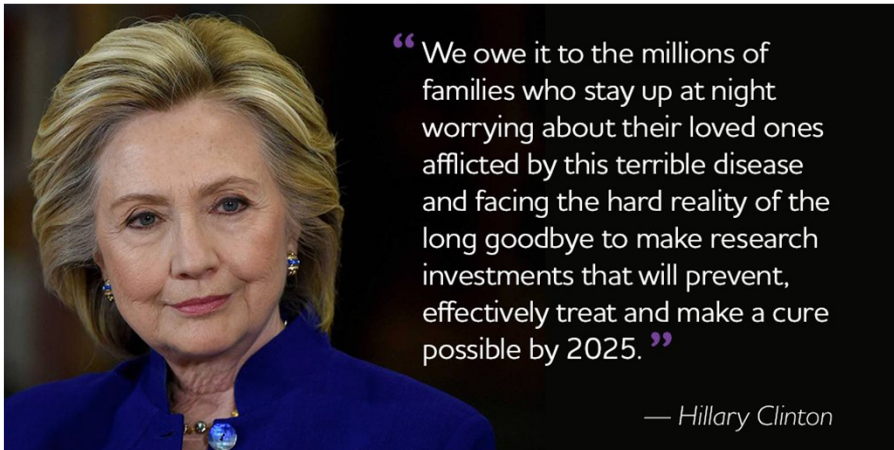
50% INCREASE

In Alzheimer's Deaths In
Virginia Since 2000

ALZHEIMER'S
impacts **thousands**
in Illinois and
costs its taxpayers

Millions

#ENDALZ





Brenda

**And I believe Hillary
Clinton is the person to do it.**

03:22

