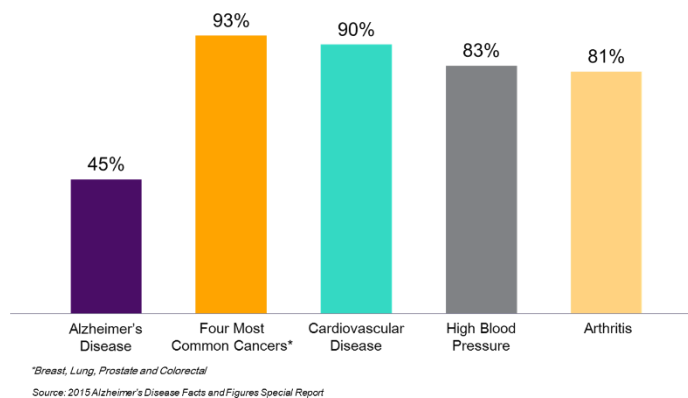


Alzheimer's Association budget proposal: \$2.2 million one-time General Fund (GF) investment to launch a statewide, culturally and linguistically appropriate, public awareness campaign in partnership with participating Area Agencies on Aging (AAAs)

- 2.2 million Californians are either living with or caring for a loved one with Alzheimer's today.
- In 2015, Alzheimer's became the 3rd leading cause of death in California, tied with stroke.
- By 2025, California is projected to spend \$4.9 billion on Medi-Cal beneficiaries with Alzheimer's.
- Quality care for persons with Alzheimer's disease and related dementias starts with an accurate diagnosis, disclosed to the patient, and documented in the medical record. This is the critical first step in chronic disease management.
- Evidence indicates that less than half of all Californians living with Alzheimer's and related dementias have not been diagnosed.

Disclosure of Diagnoses
Percentage of Seniors Diagnosed with Specified Condition or Their Caregivers Who Are Aware of the Diagnosis



- A key barrier to diagnosis is stigma. According to a Harvard School of Public Health survey 25% of us fear developing this disease more than any other. California's Alzheimer's Disease State Plan: An Action Plan for 2011 – 2021 set as the number one statewide goal: **“Eliminate Stigma.”** The leading recommendation is to *“heighten public awareness through culturally appropriate public education campaigns.”*
- Stigma – among patients, families and clinicians, contributes to poor quality health outcomes. Even in 2018, consumers routinely find their concerns dismissed, deferred or ignored.
- Unlike other chronic health conditions that have benefited from public awareness campaigns (e.g. F.A.S.T. to recognize stroke or Know Your Numbers to prevent heart disease), Alzheimer's and related dementias continue to suffer from myth and misinformation. Accessing accurate health information is a statewide challenge, a challenge made more difficult for individuals who speak or read languages other than English and/or have low literacy levels.
- With age the greatest risk factor for Alzheimer's disease (1:10 at age 65; 1:3 by age 85), it is most strategic and efficient to target state resources on raising public awareness among older adults. In California, the Area Agencies on Aging (AAAs) are the primary source of public information, assistance and referral for seniors with agencies operating in 33 Planning and Service Areas (PSAs) throughout the state.

- AAAs have expressed interest in developing greater Alzheimer's competency and community capacity to better meet the growing demand for information, assistance and referral from community members impacted by dementia. By 2025, the number of individuals affected is projected to climb from 630,000 to 840,000, with African Americans, Latinos and women disproportionately impacted by higher prevalence rates.
- AAAs are at the front-line of their communities, offering information, assistance and referral to experts, e.g. California Alzheimer's Disease Centers, Caregiver Resource Centers, and specialty community-based organizations such as the Alzheimer's Association.
- With one-time GF support, participating AAAs would receive specialized training on Alzheimer's disease and related dementias, as well as start-up funding to produce materials to share with their community via in person, telephone and online assistance. An evidence-derived, field tested and evaluated campaign exists in multiple languages: Know The 10 Signs. Alternatively, the state may wish to create a unique campaign at additional expense.

alzheimer's  association®

KNOWthe
10 SIGNS
EARLY DETECTION MATTERS

- 1** Memory loss that disrupts daily life
- 2** Challenges in planning or solving problems
- 3** Difficulty completing familiar tasks
- 4** Confusion with time or place
- 5** Trouble understanding visual images & spatial relationships
- 6** New problems with words in speaking or writing
- 7** Misplacing things and losing the ability to retrace steps
- 8** Decreased or poor judgment
- 9** Withdrawal from work or social activities
- 10** Changes in mood and personality

If you or anyone you know experiences any of these warning signs, please see a doctor.

24/7 HELPLINE
800.272.3900

CONTACT: Susan DeMarois, State Policy Director, Alzheimer's Association at 916-447-2731 or sdemarois@alz.org