



the compassion to care, the leadership to conquer

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**NEW REPORT CAPTURES NATION'S INSIGHTS ON CHALLENGES
A NATIONAL ALZHEIMER'S PLAN MUST ADDRESS**

CLEVELAND, OH, November 16, 2011 – A new report, *“Alzheimer’s from the Frontlines: Challenges a National Alzheimer’s Plan Must Address,”* offers the insights, perspectives and views from individuals across the country who participated in the Alzheimer’s Association’s® public input process. Building on the Association’s commitment to provide a platform for those directly affected by Alzheimer’s, the Association and its more than 70 Chapters throughout the country, including the Cleveland Area Chapter. *“Alzheimer’s from the Frontlines”* provides a rare and unique window into the real, unrelenting challenges the disease forces on families year after year. Currently the sixth leading cause of death, Alzheimer’s is the only cause among the top 10 in the U.S. without a means to prevent, cure or even slow its progress.

From July to October, the Alzheimer’s Association gathered public input through online submissions, a Telephone Town Hall and 132 public input sessions across the United States, including those held in the Cleveland area. More than 43,000 individuals from all 50 states, the District of Columbia and Puerto Rico engaged in the public input process, including people living with the disease, caregivers, families, researchers, health care professionals, community leaders and many more.

Today more than 5 million Americans are living with Alzheimer’s disease – including as many as 230,000 right here in Ohio,” said Nancy Udelson, Executive Director, Cleveland Area Chapter. “By 2050 as many as 16 million Americans will have the disease. Now is the time to do what we can to address the public health crisis of the 21st century. This is why we were proud to host public input sessions and our new report, *“Alzheimer’s from the Frontlines,”* is the result of an Alzheimer’s community galvanized by the historic opportunity of creating a National Alzheimer’s Plan to finally change the trajectory of the disease.”

Ten key challenges emerged throughout the public input process, among them increasing awareness of the impact of Alzheimer’s, fostering an environment that offers more effective treatments faster, providing better care throughout the disease process, ensuring better support for caregivers today and reducing the disparities that exist among diverse and underserved communities.

“The Alzheimer’s Association stands alongside these advocates who are committed to letting the nation’s leaders know in order to confront one of America’s most feared and costly diseases real, transformational action is urgently needed,” said Udelson.

The full text of the Alzheimer’s Association’s *“Alzheimer’s from the Frontlines: Challenges a National Alzheimer’s Plan Must Address”* report can be viewed at www.alz.org/napa.

ABOUT ALZHEIMER’S ASSOCIATION CLEVELAND AREA CHAPTER

The Alzheimer’s Association Cleveland Area Chapter serves Ashtabula, Cuyahoga, Geauga, Lake and Lorain counties with offices in Ashtabula, Avon, Beachwood, Chardon and Mentor. The Association’s mission is to eliminate Alzheimer’s disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health. The disease currently affects an estimated 5.4 million American adults (about 40,000 in Northeast Ohio) and is the 6th leading cause of death in the country. Our vision is a world without Alzheimer’s. For more information, visit www.alz.org, [Follow us on Facebook](#) [Follow us on Twitter](#)

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