

alzheimer's  association
desert southwest chapter
Advocacy E-Newsletter
February 2011



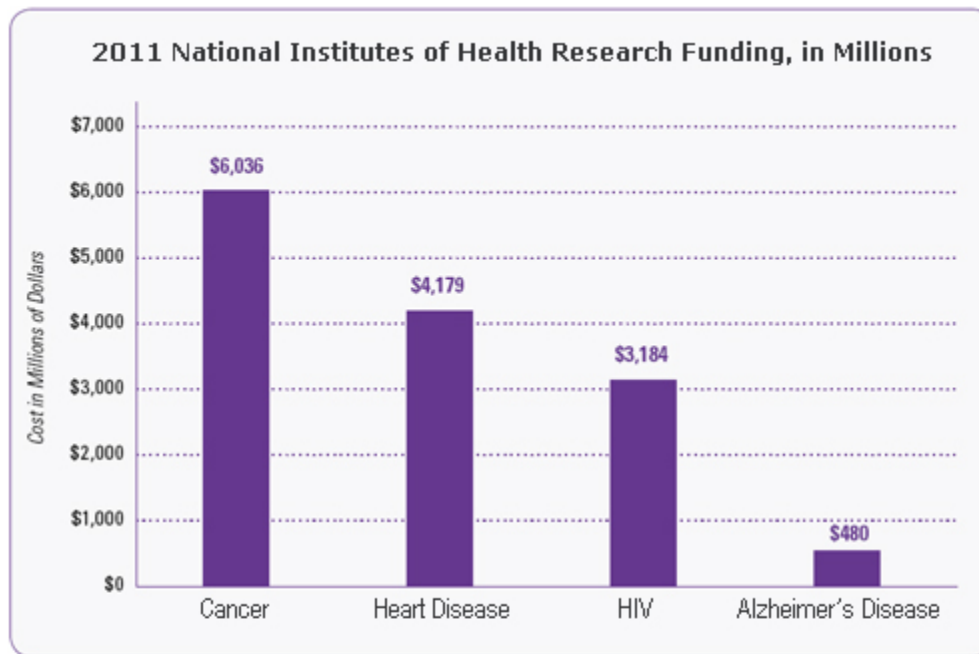
Advocacy is supporting a cause and having your voice heard by someone with the ability to make change. We speak for those who can't speak for themselves.

Greetings, fellow Alzheimer's Association advocates! This month with the publishing of *generation alzheimer's: the defining disease of the baby boomers* we are equipped with new information that should help motivate us to actively seek an end to this devastating disease. Here are some highlights:

"Too many of America's baby boomers will spend their retirement years either with Alzheimer's or caring for someone who has it."

Where's the Treatment? Where's the Cure?

The National Institutes of Health spends over \$6 billion a year on cancer research, over \$4 billion on heart disease research and over \$3 billion on HIV/AIDS research. But it spends only \$480 million on Alzheimer research.



5.3 million people have Alzheimer's.

172 billion dollars in annual costs

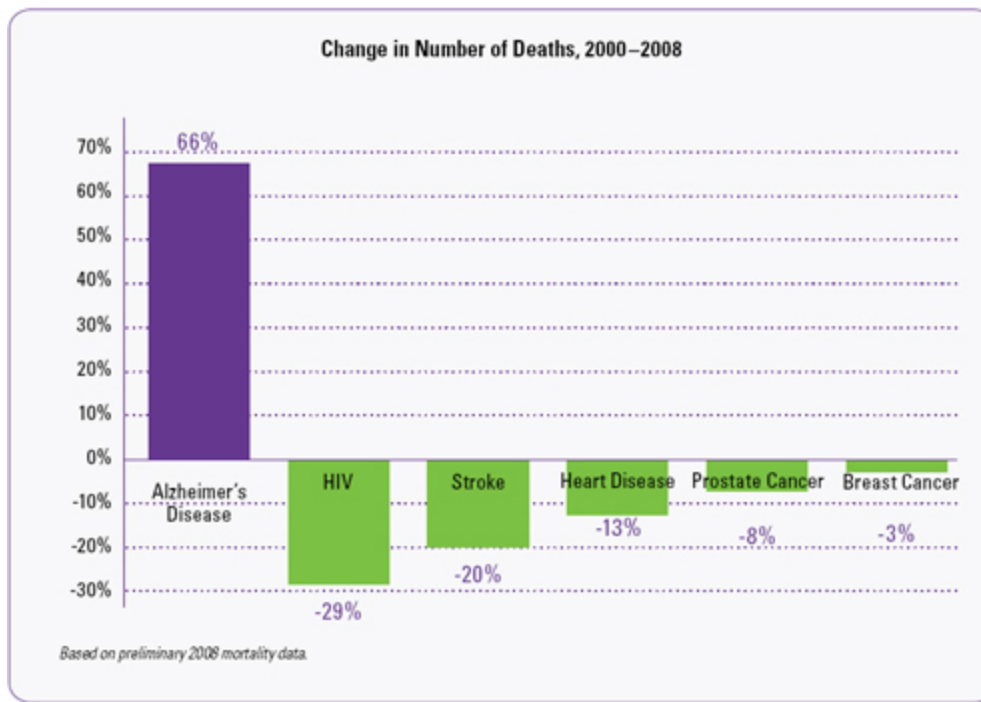
6th leading cause of death

10.9 million unpaid caregivers

The Truth about Alzheimer's that Every American Should Know

Death rates for other major diseases — HIV, stroke, heart disease, prostate cancer, breast cancer — are declining. Alzheimer's is the only top 10 cause of death without a way to prevent, cure or even slow its progression.

There is great promise in Alzheimer research and a focused commitment from the nation's leaders could make the difference in solving the crisis. Please get the ["Generation Alzheimer's report"](#) to learn more about what can be done to conquer this devastating disease.



Source: Alzheimer's Association *generation alzheimer's: the defining disease of the baby boomers*

Do you want to get involved with public policy advocacy but you don't know how? Attend advocate training by webinar.

All you need to participate is a computer and a phone; you can be anywhere in the Chapter area (Arizona or Southern Nevada) and there is no charge. The next advocate training session will be held on Wednesday, April 20, 2011 from 6:00 – 8:00 PM Arizona and Nevada time. Topics covered will include the meaning of advocacy, why it's important, concrete public policy changes that have resulted from advocacy, and how you can effectively advocate for people with dementia and their families. Absolutely no political knowledge or experience working with government entities is required. Contact Cathy Griner at 602-528-0545 ext. 229 or at cathy.griner@alz.org to sign up.

Are you 18-39 years old with a desire to help end this disease and make a difference for people with dementia and their families? Become a young advocate.

If you would enjoy attending social events to meet other young advocates and exchange information, you could be one of the newest members of our active and growing YAAA! (Young Advocates for the Alzheimer's Association) group. For more information please contact us at yaaa.dsw@alz.org, or check out our webpage at http://www.alz.org/dsw/in_my_community_20598.asp.

A Recent Congressional Management Foundation Report (<http://www.cmfweb.org>) states that in-person issue visits to a legislator by a constituent are the best way to influence the legislator's opinion if a firm

decision has not already been made. Do you want to make a legislative office visit, but you don't want to go alone? Ask to be placed on our Advocate Database.

A database of people who would like to be paired with an experienced advocate to visit a congressional leader's district office in their area is now available. Please send your name, congressional district, phone number, and email address to Cathy Griner at cathy.griner@alz.org if you are interested so legislator visits in small groups can be arranged. Don't know your state and federal districts and representatives? You can find a complete list at <http://www.govtrack.us/congress/findyoureps.xpd>.

Where We Are

Federal Priorities

The 112th Congress first convened on January 3, 2011. With the new Congress came a "clearing of the books" of the bills pending at the end of the previous Congress. The Alzheimer's Breakthrough Act (research funding) and the HOPE for Alzheimer's Act (diagnosis and care planning) were placed in "Died" status with all other pending bills, but they are expected to be reintroduced with new bill numbers within a couple of months. In the meantime consider asking your legislators to join the Congressional Alzheimer's Task Force. There are task forces in the House and Senate and Members of Congress can join to show their support for our cause and stay educated on our top priorities.

State Priorities

In both Arizona and Nevada work continues toward developing Alzheimer's state plans that will help address the escalating care and support needs and associated costs of dementia in each state. In Arizona this effort is spearheaded by the Governor's Office on Aging, the Department of Economic Security, the Arizona Alzheimer's Consortium, and the Alzheimer's Association Desert Southwest Chapter. The first meeting of the Arizona Alzheimer's Task Force will be held in March, with work groups being started shortly thereafter. The four work groups are planned to address:

- Impact of the Disease on the State
- Access to Services
- Independence and Safety
- Quality of Care

We would welcome your involvement in one of these work groups. Information regarding how you can sign up to offer your help will be provided when the work groups are being formed.

IN CLOSING

YOU are an ADVOCATE. Thank you for your commitment to the fight against Alzheimer's disease and related dementias!

Please see http://alz.org/join_the_cause_advocacy.asp for a variety of information regarding advocacy efforts and results throughout the national organization.

Please call me at 602-528-0545 ext. 229 or send an email to cathy.griner@alz.org if you have any questions or comments, or if you would like to be removed from this email distribution list.

Cathy Griner, LMSW
Alzheimer's Association Desert Southwest Chapter Director of Program and Advocacy

Please visit us on our website at alz.org/dsw. Thanks!