



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**

**Cedar Rapids, IA, November 8, 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 East Central Iowa Chapter provided a platform for those directly affected by Alzheimer's to share their views. "*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 Cedar Rapids and Waterloo. 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 69,000 right here in Iowa," said Kelly Hauer, Executive Director, Alzheimer's Association East Central Iowa 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 21<sup>st</sup> 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 Hauer.

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](http://www.alz.org/napa).

**About the Alzheimer’s Association**

The Alzheimer’s Association is the world’s leading voluntary health organization in Alzheimer care, support and research. Our 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. Our vision is a world without Alzheimer’s. For more information, visit [www.alz.org](http://www.alz.org).

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