

**Leading the Way
In the Fight Against Alzheimer's Disease**

5th Leading Cause of Death	69,000 Iowans Have Alzheimer's	77,000 Will Have Alzheimer's	131,854 Unpaid Caregivers	\$ 1.7 Billion Value of Unpaid Care
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The Alzheimer's crisis is no longer emerging, it is here. Across the United States an estimated 10 million baby boomers will get Alzheimer's disease. With the first wave of Iowa's baby boomers having reached age 65, Alzheimer's impact on our state's families, communities and businesses will be devastating.

The **Alzheimer's Disease Response Strategy** was delivered to the Iowa General Assembly on November 15, 2011. The strategy was established by a workgroup, in response to the Iowa General Assembly's passage of **House File 390**. One of the guiding principles of the workgroup was to start building Iowa's foundation to prepare for long-term investments and comprehensive supports for Alzheimer's disease in the future. The strategy outlines the following six goals:

1. Develop the infrastructure necessary to support and fund Alzheimer's activities
2. Address stigma with awareness and education
3. Provide immediate information and resources
4. Address workforce challenges specific to Alzheimer's and dementia needs
5. Increase access to services most in need
6. Improve data collection of Alzheimer's disease in Iowa

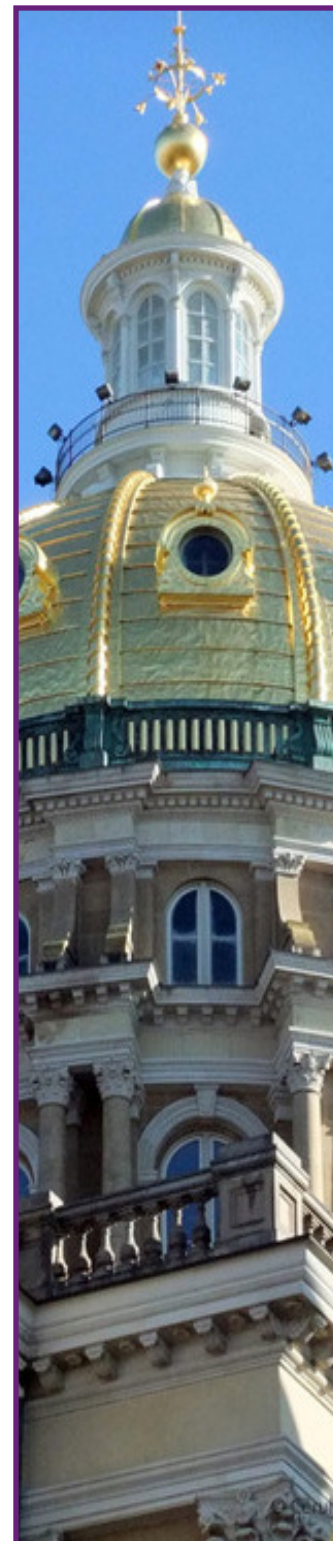
Iowan Helped Shape This Strategy

Hundreds of Iowans attended Alzheimer's input sessions in August, 2011. They spoke of the difficulty of getting an appropriate diagnosis, the challenges facing diverse communities and those with younger-onset Alzheimer's, unprepared caregivers, ill-equipped communities, and mounting costs. These comments helped the workgroup develop Iowa's Alzheimer's strategy.

Call to Action:

The Alzheimer's Association urges legislators to support legislation to establish an **Alzheimer's Disease Coordinator Position and Multidisciplinary Advisory Group within the Iowa Department of Public Health** (key objective of goal 1). The position and advisory group are necessary to provide coordination and partnership in a fragmented system that is currently minimally responsive to individual and family needs for information, resources and supports.

Contact us toll-free at 800.272.3900 or visit us at www.alz.org/advocate to find out how you can help advocate, or to learn about local resources regarding Alzheimer's disease and related dementia.



**day
at the hill**

**Tuesday,
February 21, 2012**

**Iowa State Capitol
Des Moines, Iowa**

The **Alzheimer's Association®** is the leading global voluntary health organization in Alzheimer care, support and research efforts.

●
Our **Vision** is a world without Alzheimer's.

●
Our **Mission** is to eliminate Alzheimer's disease through the advancement of research; to provide and enhance care for all affected; and to reduce the risk of dementia through the promotion of brain health.

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www.alz.org/midlands

day at the hill

Tuesday, February 21, 2012

10:00 a.m. -- 4:00 p.m.

Wallace Building Auditorium
and the State Capitol Building
Des Moines, Iowa

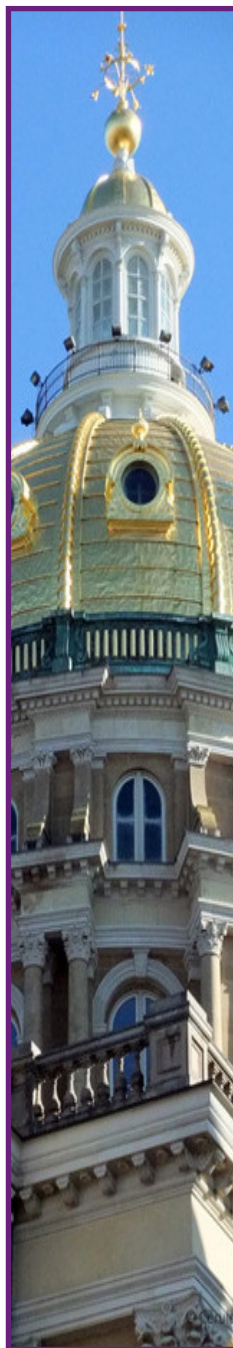
Join us by lending your **VOICE** to advocate for
Iowans with Alzheimer's and their families.

WEAR PURPLE FOR THE CAUSE

The Alzheimer's Association® provides leadership
in the public policy arena with the goal of improving
policies and programs affecting Iowans who live
with Alzheimer's and their families.

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Advocacy Training

Wallace Building Auditorium 10:00 a.m. -- 12:00 p.m.

Welcome and Introduction -- John Beals, Alzheimer's Advocate

**Overview of Alzheimer's Disease in Iowa
and 2012 Legislation** -- Emily Garber, Manager of Education
and Outreach, Alzheimer's Association

Communicating with Legislators -- Amy Campbell and
Craig Patterson, Campbell/Patterson Lobbying & Public
Policy Consulting

Effective Approaches with Legislators -- Kraig Paulsen,
Iowa House Leader

Lunch for Alzheimer's Advocates -- 11:30 a.m.

*Lunch will be available for \$5.00 per person at
Elim Christian Fellowship Church, 525 East 9th.*

Legislative Visits

Prepare for Meetings -- 12:15 p.m.

Identify local legislators and plan visits.

Legislative Visits -- 1:00 p.m. -- 4:00 p.m.

*Located in the State Capitol Building. Individuals or groups of advocates
will meet with legislators from their district and discuss the issues
presented in the morning training.*

Birthday Bash for the Baby Boomers -- 2:00 p.m. to 4:00 p.m.

*A number of legislators are entering the age of greatest risk as the
baby boom generation begins to turn 65. Legislators and aides are
invited to the Capitol cafeteria for a complimentary cupcake and chat
with advocates.*

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